Results For the present study, a total of 35,480 (Boys: 18,216; Girls: 17,264) rural children of 1–5 year age group was covered from four South Indian States of India. The prevalence of Bitot's spot, an objective ocular clinical sign of VAD was significantly higher among the rural children of socioeconomically marginalized sections of the communities such as Scheduled Caste (SC) & Scheduled Tribe (ST), labourers, illiterate mothers and those residing in the households where the sanitary latrine is absent (p