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 socio–economically 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=20%, 23 suggestive of severe public health problem and it ranged from a low 48.8% in the state of Tamil Nadu to a high 79.4% in Kerala (Table 2).The prevalence of sub–clinical vitamin A deficiency among the rural children (59.3%) was more than the WHO cutoff of 20%, indicating VAD as a severe public health problem among all the age groups, and the prevalence increased significantly (p