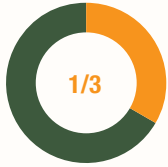


LEAD EXPOSURE IN INDIA

DID YOU KNOW?



Lead (Pb) is one of the most toxic and hazardous pollutants in the world, **poisoning 1/3 of all children**. According to WHO there is no known “safe” blood lead level.



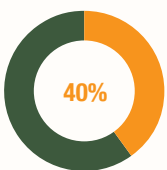
Of the 800 million children with elevated lead levels of over 5 micrograms/deciliter ($\mu\text{g}/\text{dL}$) globally, **India ranks #1 with 275 million children suffering from lead poisoning**. This is **30%** of all children in India.

Key sources for lead poisoning are likely

1. **informal battery processing** and
2. **contaminated spices**, in particular, turmeric.

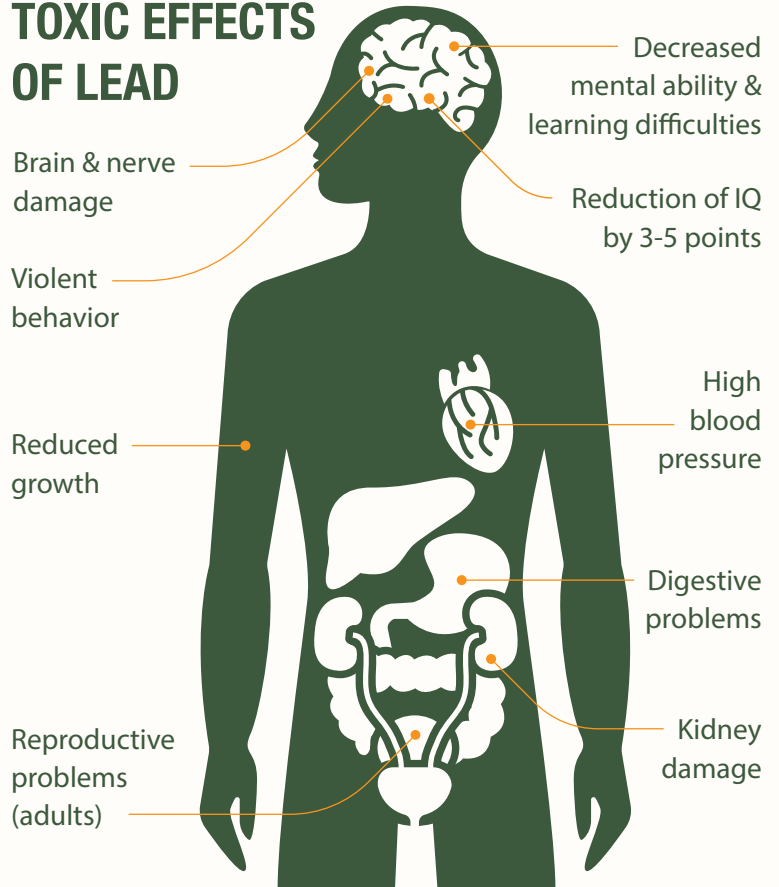
Council of Scientific & Industrial Research (CSIR) on request of Niti Aayog published a report, “Assessment of Lead Impact on Human and India’s Response.” This CSIR report validates The Toxic Truth’s data and presents recommendations for reducing and mitigating Pb exposures in India.

23 According to CSIR, the average **blood lead level (BLL) in 23 Indian states is well above 5 $\mu\text{g}/\text{dL}$** .



States of Bihar, Uttar Pradesh, Madhya Pradesh, Jharkhand, Chhattisgarh, and Andhra Pradesh account for **40% of India’s population** and have average **blood lead levels of more than 7 $\mu\text{g}/\text{dL}$** .

TOXIC EFFECTS OF LEAD



WHAT CORPORATES CAN DO

Corporate India has a major role to play in reducing lead pollution by prioritizing it under their CSR/ESG framework. Effective reduction in lead exposures will yield manifold benefits i.e. improve health, protect children’s potential, enhance economic growth, and contribute to social harmony.

Corporate India should formalize battery processing in a safe environment, increase awareness amongst the community about food contamination, conduct source studies, and work with the government and civil society to solve this problem.