



India Vision Institute
LEADING THE CHANGE

News Letter

February - 2015

Message from the CEO



While shortage of optometrists and accessible eye care services in rural India are observations from my recent travels, I have also come back extremely optimistic about Optometry - both from a practitioner's perspective as well as what is being offered in the educational sector. The energy and enthusiasm of optometry students I observed during visits to both, Amity and Manipal universities and the positive way in which Optometrists are contributing to the tremendous eye care needs that Dr Shroff's Charity Eye Hospital is catering to in North India, speaks well for the future of Indian optometry and primary eye care services in India.

It is also encouraging to see more students enrolling for optometry courses, a positive outcome of the many awareness initiatives that various optometry colleges, professional associations and IVI have been promoting. In February, we have also had the privilege of both Professors Brien Holden and Kovin Naidoo visiting IVI.

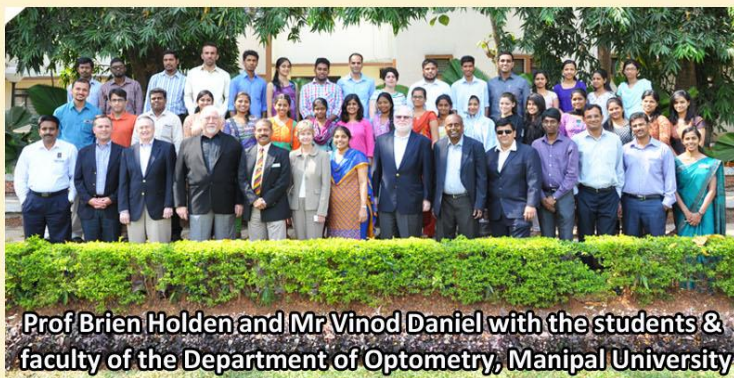
As part of our community outreach, IVI has screened over 4700 people and provided 490 pairs of free spectacles. To assist in catalyzing this initiative, IVI is launching a vision centre in Chennai. I am thankful to our many donors including the Australian Consulate General and the Korean Association, both in Chennai, for supporting the IVI outreach campaign. I would be keen for many more organisations and individuals to support us in this important initiative.

Vinod Daniel - CEO

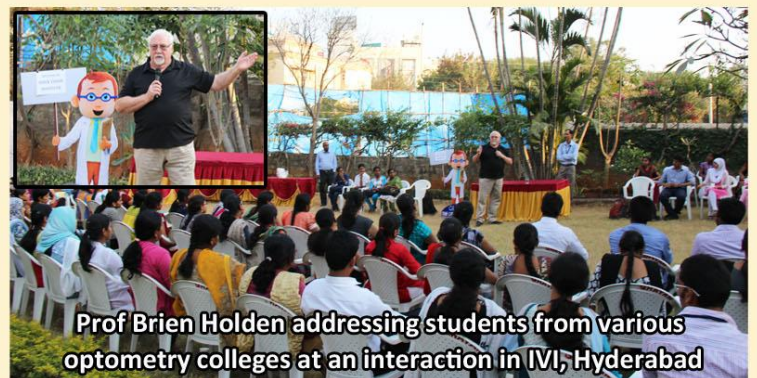
Prof Brien Holden visits IVI, LVPEI and Manipal University

Professor Brien Holden, CEO, Brien Holden Vision Institute and IVI Co-Chair, visited IVI on 12-13 February. He presented a talk on *The Growing Impact of Myopia on Vision, Vision Impairment, Blindness and Society: Can We Control It?* at the LV Prasad Eye Institute, on 13 February which was attended by over 180 strong audience. Participants across the globe also viewed the live streaming of the session. Additionally, over 130 optometry professionals had the opportunity to interact with Professor Holden at a gathering at IVI.

Professor Holden along with a delegation from the University of Alabama and Mr Vinod Daniel interacted with the students and faculty at the Department of Optometry, Manipal University on 10 February



Prof Brien Holden and Mr Vinod Daniel with the students & faculty of the Department of Optometry, Manipal University



Prof Brien Holden addressing students from various optometry colleges at an interaction in IVI, Hyderabad



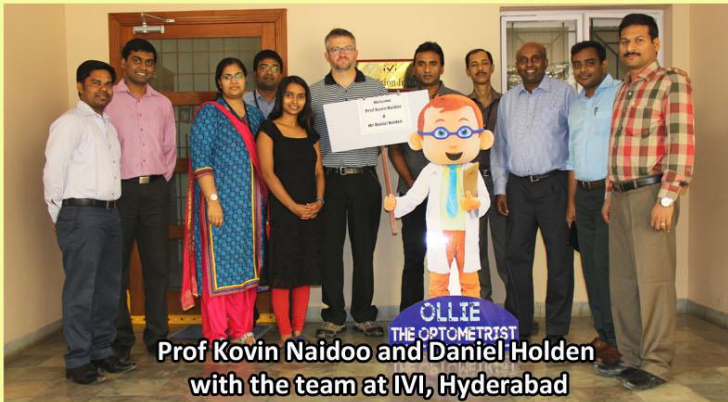
In conversation with Vinod Daniel

Watch the 'In Conversation with Vinod Daniel' video series only on IVI YouTube page
www.youtube.com/indiavisioninstitute



Professor Kovin Naidoo and Daniel Holden visit India

Professor Kovin Naidoo, Deputy CEO, Brien Holden Vision Institute and Daniel Holden, Managing Director, Brien Holden Vision Pty. Ltd. visited IVI on 16-17 February.



IVI, in association with Dr Shroff's Charity Eye Hospital, Delhi organized a talk by Professor Naidoo, on *Integrating Public health with eye care systems* on 18 February. Attended by over 70 professionals, the participants included Optometrists, Ophthalmologists and administrators from the Institute. Vinod Daniel presented an update on the various programs conducted by IVI during the session.



Participants at the seminar in Delhi

Professor Naidoo spoke on *Prospects of Optometrists in the field of Public Health* at Amity University on 19 February, attended by over 150 students and faculty.



(1) Vinod Daniel and Prof Kovin Naidoo addressing the Students at Amity University, (2) Prof Kovin Naidoo delivering a lecture at Amity University, (3) Amity students interacting with Prof Kovin Naidoo

Seminar on Harnessing your soft contact lens skills

IVI, in association with Brien Holden Vision Pvt. Ltd., organized a one day seminar titled 'Harnessing your soft contact lens skills' on Tuesday, 24 February at IVI, Hyderabad.

Focusing on enhancing clinical practice and improving dispensing of soft contact lenses, the seminar was designed to benefit optometry practitioners, educators and students alike. A range of topics including spherical and toric soft contact lens selection and fitting, trouble shooting and product availability discussed at the seminar were appreciated.

Over 40 participants including from Dr Rohatgi's Vision Eye Hospital-Usha Opticals, Kolkata; Bausch & Lomb School of Optometry, Hyderabad; School of Optometry and Vision Science, University of Hyderabad and SIHR & LC Karigiri Hospital, Vellore, attended the seminar.



Participants at the workshop in Hyderabad

The panel of facilitators comprised Dr Nagaraju Konda, Dr Kalika Bandamwar, Ms Arifa Begum, Mr Rambabu Putta and Ms Aparna Vadlakonda from the Brien Holden Vision Pvt Ltd - India, and Mr Srikanth Dumpati from L V Prasad Eye Institute, Hyderabad.

IVI acknowledges the support of Brien Holden Vision Institute Foundation and Optometry Giving Sight in funding the program

Online Series for Institutional Development

Focusing on the importance of following uniform optometry curriculum in institutions across the country, the second session in the IVI Online Series for Institutional Development was conducted on 29 January.

Facilitated by Dr Luigi Bilotto, Director, Global Human Resource Development at the Brien Holden Vision Institute, institutional heads from eleven Optometry schools participated in the session. The major take away from the session was the need for uniform optometry curriculum in colleges across the country. The participants also learnt about ASCO's Common Minimum Optometry Curriculum (CMOC) in relation to global standards.

IVI acknowledges the support of Brien Holden Vision Institute Foundation and Optometry Giving Sight in funding the program



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Workshops on Essentials of Spectacle Dispensing

Kanyakumari: IVI conducted a one-day workshop on Essentials of Spectacle Dispensing for optical sales personnel at the Helios Eye Hospital in Marthandam, Kanyakumari on 8 February. Over 20 optical sales personnel participated in the IVI workshop organized in association with Lofty Optical Industries.



Participants at the workshop in Kanyakumari

Coimbatore: A similar workshop was conducted for optical sales personnel at the Vasani Institute of Ophthalmology & Research in Coimbatore on 22 February.

Facilitated by Revanth Kumar from IVI, a wide range of topics were covered in the workshops including understanding refractive errors, spectacle prescription and interpretation, advance lens and frame designs; technical skills and knowledge for dispensing spectacles and soft skills for effective interaction with customers.



Participants at the workshop in Coimbatore

The interactive workshops provided opportunity for the participants to share their experience and also learn various approaches to dispensing and ways to channelize a mix of both technical knowledge and hands-on experience into their retail practice.

Online Seminar Series

The thirteenth seminar in the IVI Online Seminar Series was presented by Uday K. Adepalli, Consultant Optometrist, VST Center for Glaucoma Services and Head of Optometry, GPR-ICARE, LVPEI on Friday, 23 January. The topic of discussion was Gonioscopy.

Attended by over 200 optometry students from eight schools across the country, the session focused on the principle, types and methods of gonioscopy. Mr Adepalli also spoke about the various gonio lenses used in clinical practice. The session drew to a close with screening of a short film on gonioscopy, followed by discussion.

IVI acknowledges the support of Brien Holden Vision Institute Foundation and Optometry Giving Sight in funding the program

Capacity Building Program for Vision Express

A capacity building program on soft skills and retail communication was conducted for optical dispensers from Vision Express, a renowned optical chain, at IVI during 6-8 January. The pilot project focused on incorporating communication and retail selling techniques.



Participants at the workshop in Hyderabad

27 Dispensers from 17 branches of Vision Express in Hyderabad participated in the program over three days. The sessions focused on the communication aspects of the selling, including dealing with complaints of customers, selling different lens designs, coating and sunglasses. The sessions also included role plays on active listening, case studies on product suggestions and retail showroom communication.

IVI acknowledges the support of Vision Express for funding the program

IVI-NVG Capacity Building Workshop

IVI organized a comprehensive hands-on capacity building workshop on Refraction and Dispensing for a group of 24 vision care professionals from the National Ophthalmic Association (NOA) in Ranchi during 8-10 February.

Sandhya Shekar and M Chandra Shekher from IVI facilitated the workshop covering a range of topics including essentials of refraction, ophthalmic dispensing, ocular emergencies, soft skills and entrepreneurship development. The workshop comprised both technical and practical sessions.

Following an agreement between IVI and New Vision Generation India Pvt Ltd (NVG) to hold capacity building workshops for ophthalmic officers, this was the eighth workshop organized by IVI.

IVI acknowledges the support of New Vision Generation India Pvt Ltd in funding the program



Participants at the workshop in Ranchi

IVI reaches out to Vishakhapatnam cyclone 'Hudhud' victims

IVI, in partnership with LV Prasad Eye Institute, launched an initiative to provide free spectacles to the victims of cyclone Hudhud that caused destruction in Vishakhapatnam in October 2014. A total of 3,000 pairs of spectacles will be distributed through the GMRV campus of LVPEI in Vishakhapatnam.

IVI acknowledges the support of the Australian Consulate General in Chennai in funding the program.



Patients at the GMRV campus - LVPEI, Vishakhapatnam

Australia-India Youth Dialogue 2015

Vinod Daniel, presented a session on *Soft Power and Public Diplomacy in the Australia India Relationship* at the Australia India Youth Dialogue (AIYD) in Sydney on 27 January. A youth-led dialogue between the young leaders of Australia and India, AIYD hosts 15 of the best and brightest young minds from each country at an annual conference, held in India and Australia in alternate years. The other speakers in this session were Michael Kasprowicz (Cricketer) and Edmond Roy (ABC Television).



Shaun Star (Chair - AIYD), Michael Kasprowicz, Edmond Roy and Vinod Daniel at the AIYD 2015

IVI Outreach initiative

Continuing its ongoing outreach initiative, IVI organized 11 vision screening programs during January - February, ten of which were conducted for school children and one for a local community.

- Among a total of 942 children screened in five Chennai schools, free spectacles were provided to 32 children after refraction, and another 100 children were referred for further screening.

- IVI partnered with the Helios Eye Hospital (HEH) to screen 160 and 480 children respectively at St Anthony's High School, Kappikadu and LMS Higher Secondary School, Marthandam in Kanyakumari on 6-7 February.

- IVI, in partnership with Vasan Institute of Ophthalmology & Research (VIOR), screened 612 and 187 children respectively at St Agnes Girls Middle School, Kottai and Government High School, Sundapalayam, Coimbatore on 23-24 February.

- School screening was also conducted at AKTPMC Government high school, Vijayawada in collaboration with LV Prasad Eye Institute. Among 825 children screened, 250 were referred for comprehensive eye examination.

- Vision screening was conducted for 57 members of the Krupa Community Centre at Athanuar, Chennai on 24 January 2015, of which free spectacles were provided to 19 persons.

Along with Revanth Kumar from IVI, Arul M from M F Vision Care and Helen from Vue Opticians and contact lens clinic; Shoba, Padma Kumari, S Shamili, Amalraj, Monica Benet and Bhavani from HEH; Revathi from VIOR and Kalyani, Tony, Chaitanya and Ghouse from LVPEI conducted the vision screening.

IVI acknowledges the support of the Australian Consulate General in Chennai and Korean association in Chennai for funding these programs

OCI accreditation for IVI

IVI is now an accredited provider of Optometry Council of India (OCI). Optometry professionals registered with OCI can now earn credit points from participating in IVI capacity building programs accredited by OCI.

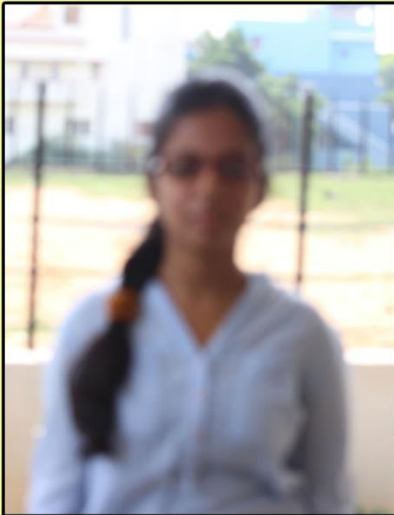
Exclusive job portal for Optometry and eye care jobs

Exploring better career prospects or seeking to employ qualified professionals in eyecare & Optometry? Visit www.eyecarejobs.in, a sector specific exclusive job portal.

Upcoming programs and registration deadlines

	Name of the Program	Place and Date	Registration Deadline
1	Students Online Seminar	27 March & 10 April	24 March & 7 April
2	Young Leaders Program (2014 - 2015)	Hyderabad, 11-12 April	NA
3	33rd Low vision Awareness Program	Hyderabad, 3 April	Open
4	Walk in the Dark	Hyderabad, 12 April	NA
5	Online Series on Institutional Development	ONLINE - 16 April & 14 May	NA
6	IVI - Ridley College of Optometry World Optometry Day Seminar	Jorhat (Assam), 28 March	NA
7	Online Career Counseling Session	ONLINE - 24 April	22 April

Eye See & I Learn



**This is how
one in 10 people in India
see the image**

There is a direct correlation between vision and productivity among adults as also between vision and school performance among children. It is estimated that over 10 crore Indians do not have a pair of spectacles because of financial and access reasons.

This campaign will specifically target children because educated and skilled children will enable India to realize its demographic dividend.

For as little as Rs.500, which is what it costs to test and purchase a pair of spectacles, YOU can help a child see better, study better, do better in school and become an active contributor to India's growth.


Please prepare your Cheque or Demand Draft in the name of INDIA VISION INSTITUTE, payable at Chennai and mail it to the below address.

All donations shall qualify for deductions u/s 80 G of the Income Tax Act 1961.

What people say about IVI

- "The session was excellent. It was very informative for further growth & development of an optometry institution."- **Moumita Sarkar, Principal, Netra Mandir Optometry Institute, Mumbai on IVI Online Series for Institutional Development**
- "The session was very good and informative. The presenter gave a detailed view of the optometry curriculum globally and stressed on standardization of optometry curriculum. Look forward to more of such sessions"- **Anitha Arvind, Vice-Principle, RJN School of Optometry, Gwalior on IVI Online Series for Institutional Development**
- "It was an honour to be the part of hosting-team for Prof. Naidoo's talk on "Integrating Public Health with Eye care Systems".The audience has now many reasons to think about eye care more holistically from the Public Health perspective and a reason for respecting, recognizing & expanding the contributions of all eye care-personals in a country"- **Prem Kumar Singh, In charge of Optometry sciences, Shroff Charity Eye**
- 'It was magical how Prof. Naidoo connected with the students and faculty. He really inspired them and touched them in a way that in one hour he propelled this group years ahead in our quest to motivate them for their future. On behalf of the Amity University Gurgaon, I thank you for arranging this and making it a memorable event for all of us" - **Prof Monica Chaudhry, Head of Optometry and Vision sciences department, Amity University**
- 'Content covered at the seminar was excellent. The program helped me gain knowledge and update my contact lens concepts after ICLEP-1996'- **Sandeep Rohatgi, Chief Optom and Co -manager- Dr Rohatgi's Vision Eye Hospital-UshaOpticals, Kolkata, about the seminar on "Harnessing your soft contact lens skills"**

Outreach Initiatives - Screening and Spectacle Distribution

	Children	Community	Total
No. of Programs	17	6	23
Individuals Screened	4270	463	4733
Spectacles Distributed	227	263	490

Individual Sponsors

Mrs Saroja Ramaswamy

India Vision Institute is an initiative of



Brien Holden Vision Institute

Our Supporters



World No. 1 in spectacle lenses



Australian Government
Australian Consulate General



Transforming lives through the gift of vision



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