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IVI and IIFL Samasta Finance Ltd Screening Campaign Brings Clear Vision to Marginalised Communities Across 5 States

India Vision Institute (IVI) with support from IIFL Samasta Finance Ltd has successfully concluded a major vision screening and spectacles distribution campaign for adults in Bihar, Jharkhand, West Bengal, Karnataka and Tamil Nadu.

At a spectacles distribution event in Madurai on 21 February, 37 beneficiaries received their spectacles. Those present at the event included Mr. Vinod Daniel, Ms. Anitha Rajarajan, Founder President of Soroptimist International, Madurai; IIFL Samasta's Jaya Prakash, Area Manager; and Mr. Balamurugan, Branch Manager, Thiruparankundram.

Supported by IIFL Samasta Finance Limited, the initiative provided access to quality vision correction for underserved communities, as well as raise awareness about eye health

IVI's team of optometrists screened over 13,550 individuals during the campaign. Of those screened, 8,190 were identified as having refractive errors and received corrective spectacles, while 2,000 individuals requiring further medical examinations were referred to partner hospitals.

IVI's CEO Vinod Daniel said, "A simple pair of corrective glasses can increase productivity among adults by 32% and workers' income by 20%. Our mission is to provide quality primary eye care to those who need it most, and this program has been a significant step towards achieving that goal."

"We are proud to partner with India Vision Institute in this initiative. It underscores IIFL Samasta Finance Limited's commitment to making eyecare accessible to those who need it the most," said Mr Shamboling Khot, Assistant General Manager – CSR & ESG, IIFL Samasta Finance Limited.

India Vision Institute works to eliminate preventable vision impairment and promote better eye health across India. Through innovative programs and strategic partnerships, IVI has provided vision screenings and corrective glasses to those in need. To date, over 1.7 million individuals across 24 states have benefited from IVI's initiatives, bringing the gift of clear sight to communities nationwide. For more information on India Vision Institute's programs and activities or to learn how you can support our cause, visit www.indiavisioninstitute.org or write to communications@indiavisioninstitute.org