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 Kavin 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.

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.

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.

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.

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.

Coimbatore: A similar workshop was conducted for optical sales personnel at the Vasan 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.

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. Ade palli, 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 Adepal li 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.

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.
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.

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).

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, Kotai 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.

<table>
<thead>
<tr>
<th>Upcoming programs and registration deadlines</th>
<th>Place and Date</th>
<th>Registration Deadline</th>
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<tbody>
<tr>
<td>1 Students Online Seminar</td>
<td>27 March &amp; 10 April</td>
<td>24 March &amp; 7 April</td>
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<td>2 Young Leaders Program (2014 - 2015)</td>
<td>Hyderabad, 11-12 April</td>
<td>NA</td>
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<td>3 33rd Low vision Awareness Program</td>
<td>Hyderabad, 3 April</td>
<td>Open</td>
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<td>4 Walk in the Dark</td>
<td>Hyderabad, 12 April</td>
<td>NA</td>
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<td>5 Online Series on Institutional Development</td>
<td>ONLINE - 16 April &amp; 14 May</td>
<td>NA</td>
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<td>6 IVI – Ridley College of Optometry World Optometry Day Seminar</td>
<td>Jorhat (Assam), 28 March</td>
<td>NA</td>
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<td>7 Online Career Counseling Session</td>
<td>ONLINE - 24 April</td>
<td>22 April</td>
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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.


Outreach Initiatives - Screening and Spectacle Distribution

<table>
<thead>
<tr>
<th></th>
<th>Children</th>
<th>Community</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>No. of Programs</td>
<td>17</td>
<td>6</td>
<td>23</td>
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<tr>
<td>Individuals Screened</td>
<td>4270</td>
<td>463</td>
<td>4733</td>
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<tr>
<td>Spectacles Distributed</td>
<td>227</td>
<td>263</td>
<td>490</td>
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Individual Sponsors
Mrs Saroja Ramaswamy

India Vision Institute is an initiative of

Our Supporters

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