



India Vision Institute
LEADING THE CHANGE

News Letter

April - 2014

CEO's Message



With a strong belief at IVI in youth and leadership, I am really delighted that we recently launched the second batch of the IVI Young Leaders Program (YLP). This flagship program of IVI will produce over fifty future leaders in the next five years who will play leadership roles with Optometry colleges, Professional associations as well as the Ophthalmic industry sector. A group which would be at the forefront of the Industry as we double the skilled human resources in this sector over the next decade.

It is encouraging for both the Optometry profession and IVI to see the Ophthalmic industry sector becoming an active partner in our campaign to see India emerge as a world power in Optometry. In this certain win-win for both the profession and the industry, I very much look forward to working with all of you over the coming years.

With India's election currently underway, we should have a leadership team in place shortly to guide the world's largest democracy over the next five years. It becomes very important for us as a profession to clearly articulate our needs to the new government in a united way. Doing this would not only benefit the profession, but also make a difference to the lives of nearly 10 crore Indians struggling with uncorrected refractive error.

I once again thank our initiators and sustaining partners LV Prasad Eye Institute and Brien Holden Vision Institute as well as all our funding partners for supporting IVI since its inception in October 2011.

Vinod Daniel - CEO

EyeTeach® Research Methodology workshop

A two-day intensive Brien Holden Vision Institute Academy EyeTeach® Research Methodology workshop was organized by IVI in collaboration with the African Vision Research Institute (AVRI) in Chennai on 14-15 April. The workshop will strengthen research foundation in optometry targeting educators, practitioners, researchers and postgraduate students.

25 Optometry professionals including educators and practitioners from 16 Optometry institutes in India benefited from the workshop.

Facilitated by Professor Kovin Naidoo and Dr Jyoti Jaggernath from the AVRI, Durban, the workshop covered a range of concepts including research designs and sampling, qualitative approaches, data collection and analysis, developing and writing a research proposal, conducting a critical & relevant literature review, issues in eye care research, ethics and plagiarism.

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



Participants and faculty at the EyeTeach Workshop



Participants in discussion during the EyeTeach Workshop

Young Leaders Program

The second IVI Young leaders Program (YLP 2014) was launched with a two-day workshop at IVI Hyderabad on 12-13 April. The launch coincided with the concluding workshop of the inaugural YLP group (2013-14), providing an opportunity for the participants of the two groups to interact. An IVI leadership initiative, YLP aims to shape and mentor future leaders to advance optometry and eyecare delivery in India.

A panel of distinguished national and international experts provided a comprehensive overview of the eyecare scenario in India and worldwide, optometry education and research, and generating resources. Speakers included Dr G N Rao, Dr G Chandrasekhar, Prof D Balasubramanian and Dr Shrikant Bharadwaj from the L V Prasad Eye Institute and Prof Kovin Naidoo from the African Vision Research Institute, Durban. Additionally, leadership experts facilitated sessions on core leadership issues including why lead, creative thinking, team dynamics, assessing personal strengths and weaknesses and decision-making. The program also included a visit to the LV Prasad Eye Institute for the participants to experience a real life example of excellence in eye care delivery.



Participants at the Young Leaders Program



Young Leaders were awarded with certificates

Participants of the outgoing group found the YLP experience both professionally and personally rewarding and they look forward to implementing their learning in real life situations. Group II participants appreciated the opportunity to be a part of such an initiative introducing them to core leadership issues along with interaction with national and international leaders in optometry and eye care.

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

Promoting Optometry as a career

IVI organized an Opt for Optometry stall at the Times Education Boutique (TEB) in Pune on 12-13 April and Chennai on 3-4 May to promote Optometry as a rewarding career option among students.

The IVI stall provided a platform for local optometry institutions to create awareness about courses offered by them. Representatives of the Dr D Y Patil Institute of Optometry & Visual Sciences and Bharati Vidyapeeth's College of Optometry in Pune interacted with prospective students, teachers and parents to discuss available options for pursuing optometry as a career. Optometry institutes which participated in the program in Chennai included – Bejan Singh Institute of Optometry, Nagercoil; Shri Prakash Institute of Optometry, Chennai; Vasan Institute of Ophthalmology & Research, Chennai and Sri Jayendra Saraswathi Institute of Medical Sciences & Research, Chennai.

Following the success from participation at the TEB last year, IVI is participating in four cities this year, including in Pune, Chennai, Kolkata and Hyderabad.

IVI acknowledges Essilor India Pvt Ltd for funding the program.



The IVI stall at Times Education Boutique, Pune

Capacity Building workshops for optical counter sales personnel

IVI conducted nine capacity building workshops for the optical counter sales personnel of EyeGear Optics India Pvt Ltd (EOIPL) managed by Ben Franklin Opticians. The workshops were held in Vijayawada, Hyderabad (2), Ludhiana, Mumbai, Visakhapatnam (2), Nellore and Nagpur through March and April. The workshop series will enhance the skill set of optical counter sales personnel of EOIPL in ensuring effective and quality outcomes in customer satisfaction, technical knowledge and retail sales.

Mr Srikanth M from Bausch & Lomb School of Optometry, Hyderabad and Mr Revanth Kumar, Ms Sailakshmi and Mr Abhishek Kalbarga from IVI facilitated the workshops covering a wide range of topics including understanding refractive errors, essentials of refraction, spectacle dispensing and soft skills for optical retail sales. The sessions were attended by over 230 participants.

The funding support for this program was provided by EyeGear Optics India Pvt Ltd.



Role-plays in 'Optical Dispensing' being conducted during the workshops.

'Ollie the Optometrist' Awareness campaign

Since its launch in October 2013 Ollie the Optometrist has been promoting optometry through various initiatives. A video on eyecare awareness featuring Ollie released in February on IVI YouTube page had over 1,000 views!

IVI conducted an online word-puzzle competition titled WordSight with Ollie the Optometrist during 1 to 10 March on its Facebook page, as part of its yearlong awareness strategy for 2014. The quiz, covering various topics related to Optometry received over 200 entries with a special prize awarded to the winner

Winners of 'WordSight' with Ollie the Optometrist



Kiruthika

G Sushmi

Amudha Valli

Sahithi

Vasavi V

Runa

Pavan Kumar

Shamik

Suma

IVI outreach initiatives - Chennai

IVI organized a vision screening program for 130 children of Advent Christian Middle School, Neelankarai, Chennai. Free spectacles were distributed to 13 children identified with refractive errors and six others were referred for comprehensive eye examination on 20 March 2014. Representatives from the local community volunteered at the camp along with IVI staff.



Online seminar series

An online three-part seminar on Practical Dispensing was presented by Ms Anitha Arvind, ASCO Regional Representative (Madhya Pradesh) and faculty, Amity Medical School, Amity University, Gurgaon.

The first session focused on the fine art of spectacle dispensing, lens forms & base curve, spectacle fitting, and prescription analysis. Case studies presented by Ms Arvind to provide a better understanding of the topic were well received by the students.

The second session of the seminar presented on 13 March, focused on dispensing complex prescriptions, need of selecting right frame, advantages of various lenses and dispensing solutions.

The third and concluding session held on 28 March focused on spectacle frame considerations for pediatric population, including crest height, frontal angle and measurements. Ms Anitha also discussed special features of frame for children, ideal frame shapes and facial measurements while dispensing for pediatric population. Several useful visuals were shared during the presentation for the benefit of the students.

Seventh in the IVI Online Seminar Series, the seminar was attended online by 350 students and faculty from 14 Optometry institutions across India.

Online session on Career Counseling:

Recognizing the need for career guidance for outgoing final year optometry students, IVI organized an online seminar on Career Counseling. Conducted on 25 April, the session provided to the students a good perspective on career opportunities in Optometry.

The interactive and informative session introduced the students to many aspects in optometry field varying from the scope of undertaking a fellowship, pursuing a doctorate, being an entrepreneur and working for multinationals, among others. The students gained insights into the job profile of an optometrist in an optical set up as well as in a hospital set up. The counselors also spoke on current trends and drifts in specialization in optometry.

A new initiative from IVI, the counseling session was attended by seventy students from six optometry schools who participated in the online seminar.

The screenshot displays a Zoom meeting interface with four participants' video feeds. Each window includes a 'Participants' list and a 'Table of Contents' window. The participants are: Damanjot Singh, Kunal Shah, Prof. Monica Chaudhry, and Shrikant Bharadwaj. The 'Table of Contents' window shows a recording duration of 00:49:56, with 'Recording Start' at 00:00:00 and 'Recording End' at 00:49:56.

The counseling expert panel comprised four optometry professionals from various backgrounds:

- Academic and Institutional expert: Prof Monica Chaudhry, HoD (Optometry), Amity University
- Clinical and Research expert: Dr Shrikant Bharadwaj, Associate Director of Optometry, LVPEI
- Optical Industry expert: Mr Damanjot Singh, Product Consultant & National Lead Trainer, Transitions
- Entrepreneurship expert: Mr Kunal Shah, CEO, Eye Savers & Owner, Hubli Optics Plus

Award for Prof Brien Holden

Professor Brien Holden has been recognised for his outstanding contributions to science and humanity by the award of the 2013 James Cook Medal from The Royal Society of New South Wales. Prof Holden joins an elite group of recipients that includes Nobel Prize winners, Sir Frank M. Burnet, Albert Schweitzer, and Sir John Eccles, as well as Australian of the Year in 2000, Sir Gustav Nossal. He is the first recipient of the award for 20 years.

Professor of Optometry at the University of New South Wales, CEO of the Brien Holden Vision Institute and Co-Chair of the India Vision Institute, Prof Holden's contributions over the last 40 years include translating scientific research into breakthrough products and tackling the leading causes of blindness and vision impairment through social enterprise and public health initiatives in over 40 countries around the world.



Prof Brien Holden at IVI with Ollie the Optometrist

In a remarkable career, Prof Holden has created a social enterprise that has generated over 160 PhD students, raised over \$1 billion in research, education and humanitarian funds, initiated a global campaign to eliminate blindness and impaired vision due to uncorrected refractive error and developed products that have generated over \$26 billion in sales for industry and \$250 million in royalties for partner institutions. Brien Holden Vision Institute is now the largest vision (correction) research centre in the world.

BHVI's Education Meet

Ms Jissa James, Senior Program Manager represented IVI at BHVI's Education Meet held in Sydney during 24-28 March. The meeting included BHVI offices from South Africa, Pakistan, India, Colombia, China and Australia



Participants at the BHVI Education Meet

BLSO's World Optometry Day program

IVI participated in the two-day inter college event to celebrate the World Optometry Day held at Bausch and Lomb School of Optometry on 29-30 March. Optometry students from four reputed institutions participated in the event.

Ms Sailakshmi Sridharan, IVI Program Manager, made a presentation on the role of IVI in ensuring excellence in eye-care. Presentations were also made on the role of various optometry associations including ASCO and OCI, along with a session on career opportunities in optometry. The function ended with a cultural show presented by the students.

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Young Optometry Researcher Rolling Trophy

India Vision Institute is pleased to announce IVI Young Optometry Researcher Rolling Trophy, an IVI Research Award and a Rolling Trophy for undergraduate students and their respective institutions. The yearly award aims to improve the research capacity of optometry institutions by developing research interest among undergraduate optometry students. The award will recognize the winning institution and its student researcher for the best research proposal initiated as part of the course requirement. All shortlisted students will get an opportunity to present their projects in the IVI Student Symposium.

For further details and application form, please log on to www.indivisioninstitute.org or write to ivi@indivisioninstitute.org

Summer internship program at IVI

We are pleased to announce an internship opportunity for undergraduate optometry students at IVI for a period of 4-8 weeks. The internship is open for 2nd and 3rd year students of the BSc Optometry Program, preferably during the summer vacation in May – July 2014. The selected intern(s) will pursue their internship either in Chennai or Hyderabad office of IVI.

A consolidated stipend of INR 5000/- will be provided per four weeks during the period of internship.

For further details kindly log on to www.indiavisioninstitute.org or write to ivi@indiavisioninstitute.org

In conversation with Vinod Daniel



Watch Mr. Vinod Daniel, CEO of India Vision Institute in conversation with experts from the Optometry and Eye-care community only on IVI YouTube page.

www.youtube.com/indiavisioninstitute



31st Low Vision Awareness Program

IVI collaborated with LVPEI in organizing the Low Vision Awareness Program on 11 April. Over 70 practitioners and students attended the program held at the LVPEI - KAR campus. The program was simultaneously available at Vijayawada, Vishakhapatnam and Bhubaneswar campuses of LVPEI through live webcast.

Following the morning session, a hands-on session was conducted by respective faculty at their centers. LVPEI faculty from its Vision Rehabilitation Centers organized a series of didactic lectures on low vision rehabilitation and a two-hour hands-on workshop.

Participants found the program to be a very enriching experience with an opportunity to be introduced to a wide range of low vision devices.



Participants at the program

Ollie the Optometrist

Watch 'Ollie the Optometrist' on IVI YouTube page featured in an exciting video spreading the message about eye health.

Let's all sing along! Share the video among all your friends and pass on Ollie's message to as many people you can.

www.youtube.com/indiavisioninstitute



Also join IVI Facebook page and participate in our weekly Quiz, Puzzles, Competitions, Q & A Sessions, etc.....

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'Ollie the Optometrist' - An eyecare awareness initiative of India Vision Institute & The Wizard of Oz Show, Australia.

Upcoming programs:

1. Capacity building workshop for counter sales personnel of EyeGear Optics India Pvt Ltd: **18 May; 1, 8 & 29 June; 6, 13 & 20 July**
2. Career Fair at Kolkata: **17-18 May**
3. Career Fair at Hyderabad : **24-25 May**
4. IVI-IOF workshop on Refraction techniques & clinical implications, Cochin: **25 May**
5. IVI-ASCO optometry professional development workshop on Binocular Vision, Chandigarh: **31 May**
6. IVI-ASCO optometry professional development workshop on Low Vision, Chandigarh: **1 June**
7. EyeTeach program, Coimbatore: **25-26 June**

8. EyeTeach program, Pune: **28-29 June**
9. Workshop on glaucoma diagnostics: **3rd week of July**
10. Young leaders program, workshop II: **2-3 August**
11. Faculty support program on dispensing optics, Pune: **4-14 August**
12. Workshop on ocular surface and contact lenses: **July**

Applications are currently open for:

- IVI-ASCO optometry professional development workshop: **Deadline 25 May**
- EyeTeach workshop: **Deadline 18 June**
- IVI summer internship program: **Deadline 15 May**
- IVI Young Optometry Researcher Rolling Trophy: **Deadline 15 June**

What people say about IVI

- "I got an excellent opportunity to interact with experts and leaders in the field of optometry. The program has boosted confidence in me and taught me qualities of a leader" – **Runa Talukdar, Lecturer, Vidyasagar College of Optometry, Kolkata** on Young Leaders Program.
- "The workshop was very well structured, where we got to meet eminent global eye care leaders and also learnt how to hone our personal strength and leadership qualities. The format was very apt and accentuated the 'Leading the Change' punch line of IVI" – **Sheethal Pai, Academic In-charge, Nethradhama Eye Hospital, Bangalore** on Young Leaders Program.
- "I enjoyed the interaction. We discussed several questions that are relevant to the survival and progress of the Optometry profession. It is heartening to see the students of many schools tuned in well with the current demands of the profession. I think IVI should continue with this series in the future" – **Dr Shrikant Bharadwaj, Associate Director of Optometry, LVPEI** on the Career Counseling session.
- "The efforts that IVI took in conducting the session are worth appreciating. The session was really well organized and showed speakers' knowledge in the field of Optometry. Thank you once again. Look forward to attend similar sessions in future" – **Durga Kumaresh, Principal, Sri Jayendra Saraswathi Institute of Medical Sciences & Research** on the Career Counseling session.
- "Excellent resources!! A big thanks for forwarding this support to us" - **Prof Monica Chaudhry, Head, Department of Optometry, Amity University** on the Online Resource Platform
- "Thanks for the initiative. IVI is always helpful for educators and teachers" – **Gopi Vankudre, Faculty, University of Buraimi, Sultanate of Oman** on the Online Resource Platform

India Vision Institute is an initiative of



Our supporters: 2013 -14



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