

### CEO's Message



The New Year began with an exciting note at IVI with several awareness generation and capacity building initiatives held during the first two months. Building on the momentum created by Ollie the Optometrist, an Ollie video song was launched to raise awareness about optometry and eyecare ([www.youtube.com/indiavisioninstitute](http://www.youtube.com/indiavisioninstitute)). Workshops on Myopia and Geriatric Optometry received overwhelming response from the optometry community with over sixty participants attending each of the workshops. The IVI Resource Platform was also launched.

Developing a strong Optometry research base being one of IVI's key priorities, we are thankful to Dr Charanya Ramachandran for delivering a talk on Stem Cells in Ocular Regeneration as part of the IVI monthly online seminar series. An agreement to collaborate and train the counter sales staff of Eyegear Optics India Pvt Ltd expands our working relationships with the optical industry. As the inaugural Young Leaders Program draws to a close, it is also time to welcome the second batch of young Leaders.

The 2015 WCO Conference in India planning meeting at IVI on behalf of the World Council of Optometry and Professor Kovin Naidoo, and attended by IOF, ASCO, OCI, IOA and APCO provided a snapshot of the positive steps that all Indian Optometry Associations have taken over the last three years to advance the profession.

I also look forward to a two way interaction with the Indian Optometry community both in terms of new Ideas as well as feedback on our current projects and programs. As always, my appreciation to IVI Trustees, sponsors and collaborators for your continuing support.

*Vinod Daniel - CEO*

### Workshop on refraction techniques and clinical implications

A one-day workshop on Refraction Techniques and Clinical Implications was organized by IVI for the members of Tamil Nadu Government Ophthalmic Assistants Association (TNGOAA) and the National Ophthalmic Association (NOA) at Erode, Tamil Nadu on 5 January 2014. Facilitated by IVI Program Manager, Revanth Kumar, the workshop was attended by 40 vision care professionals.

The workshop covered a range of topics including basics of optics & refraction, clinical history taking during comprehensive eye examination, techniques of objective refraction, steps of subjective refraction & binocular balancing and prescribing modalities for various age groups. A session on 'Responsibilities of an Optometrist in primary eye care' covered ways of achieving excellence in clinical practice while working at peripheral government hospitals. The role of eye care professionals as per the standards of the National Program for the Control of Blindness was also discussed.

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



*Participants at the Workshop on refraction techniques and clinical implications*

## Workshop on Myopia – current research trends and treatment strategies

IVI organized a one day workshop on Myopia – current research trends and treatment strategies on 24 January at Hyderabad. Exclusively designed to benefit the wider Optometry community including practitioners, educators, researchers and students alike, the workshop focused on the prevalence of myopia, structural and optical characteristics of myopic eyes, possible myopigenic and optogenic factors, progression aspects of myopia along with the current research areas and latest treatment techniques.



*Participants at the workshop on Myopia – current research trends and treatment strategies*

Over 65 participants attended the workshop, including from the Bausch and Lomb School of Optometry, Hyderabad; School of Optometry and Vision Science, University of Hyderabad and Rajiv Gandhi Institute of Medical Science hospital at Adilabad.

The key facilitators were Mr Vijay Kumar, Bausch & Lomb School of Optometry, LVPEI Hyderabad; and Dr Krupa Philip, Mr Nagaraju Konda, Dr Kalika Bandamwar, Ms Swathi Kanduri and Ms Sowjanya Siddireddy from Brien Holden Vision Pvt. Ltd. Dr Vinod Maseedupally from University of New South Wales Australia delivered his talk over skype.

The group participated in a number of Optometry games and quiz conducted at the workshop with great enthusiasm. The program drew to a close with distribution of participation certificates.

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

## IVI online seminar series

A seminar on **Stem Cells in Ocular Regeneration** was presented by Dr Charanya Ramachandran, Associate Research Optometrist, L V Prasad Eye Institute, on 31 January as part of the IVI Online Seminar series. In her presentation, Dr Ramachandran focused on types of stem cells, application of stem cells in regenerative medicine, cellular therapy, gene therapy, starting material for regenerating tissue and limbal stem cell transplantation.

Fifth in the IVI Online Seminar Series, the seminar was accessed by over 400 students and faculty from 15 Optometry institutions across India.

An online seminar on **Towards Professionalism** was presented by Mrs Pamela Suresh, Principal, Vasan Institute of Ophthalmology and Research, on 14 February. Sixth in the IVI Online Seminar Series, the session focused on expecting the unexpected, familiarity with oneself, dealing with competition at work, physical, social and spiritual self management. Nearly 300 students from 10 optometry institutions participated in this online seminar

## Your idea – Our support

IVI is inviting practical low cost ideas to raise awareness about Optometry for implementation during the week around World Optometry Day, focusing on:

- **Optometry as a profession (targeted at the general public and government)**
- **Optometry as a rewarding career (targeted at students of years XI and XII)**

The best three ideas with a state or nationwide impact will receive a grant of up to INR 5,000/- each (based on actual budgets) for implementation of the idea during the week of World Optometry Day: 23 – 29 March 2014.

For further details and entry forms please visit [www.indiavisioninstitute.org](http://www.indiavisioninstitute.org)

## Strategy planning meeting for WCO conference

At the request of Prof Kovin Naidoo and WCO, India Vision Institute hosted a meeting at its office in Chennai to discuss possibilities for a World Council of Optometry (WCO) 2015 conference in India. In attendance were - Professor Kovin Naidoo, Global Programs Director, Brien Holden Vision Institute, Durban; Mr Ajeet Bhardwaj, President, Indian Optometry Federation; Mr Gaurav Anand, President, Indian Optometry Association; Mr Anil Tyagi, APCO Board Member; Mr Vivek Mendonsa, President, Association of Schools and Colleges of Optometry, India; Dr Shrikant Bharadwaj, Scientist and Head, Optometry, L. V. Prasad Eye Institute; Ms. Lakshmi Shinde, CEO, Optometry Council of India and Mr Vinod Daniel, CEO, India Vision Institute.



*Participants at the strategy planning meeting for WCO conference*

## National Optometry Awareness campaign launched by Australian Consul General for South India

IVI's year-long "National Optometry Awareness Campaign" was launched by Mr Sean Kelly, Australian Consul General for South India, with the release of a short video featuring Ollie the Optometrist at IVI Hyderabad on 5 February 2014. The Chairman of L V Prasad Eye Institute, Dr G N Rao and Mr Daniel Holden, Managing Director, Brien Holden Vision, Australia were also present on the occasion. A range of activities are planned during 2014 to raise awareness about eyecare and the important role played by optometrists in eyecare delivery.



*IVI team members with Mr Sean Kelly, Dr GN Rao and Mr Daniel Holden*

## IVI Resource Platform launched

The online resource platform was launched on IVI's website ([www.indiavisioninstitute.org](http://www.indiavisioninstitute.org)) by Mr Sean Kelly. As identified under Aksauhini, IVI's long-term strategic plan, the online resource will help strengthen optometry education and research and will provide to the optometry community a one stop portal to global resources.

[www.indiavisioninstitute.org/Resource/Registration.aspx](http://www.indiavisioninstitute.org/Resource/Registration.aspx)

## Best wishes for the World Optometry Day!!

*On this occasion, let us strengthen our resolve to advance optometry, leading to excellence in eye care.*

## Australian rural leaders visit India Vision Institute

IVI hosted a reception to welcome a 35-member delegation of the Australian Rural Leadership Program (ARLP) on Tuesday, 18 February. The delegation appreciated the opportunity to get an insight into challenges in eyecare delivery in India and the IVI initiatives to remedy the situation.

The delegation found their India experience, comprising an intense program of meetings and field visits for a week each in Delhi and Hyderabad, very rewarding and inspiring. The ARLP develops a strong network of Australian rural leaders in a diverse array of industries, sectors, regions and communities, committed to responding to the challenges faced by rural, regional and remote Australia.

Ms Nicola Watkinson, Senior Australian Trade Commissioner for South Asia; Mr Sean Kelly, Australian Consul General for South India; Dr G Chandra Shekhar, Director, LV Prasad Eye Institute and Mr Vinod Daniel, CEO, IVI spoke on the occasion.

It was also a happy coincidence to announce the names of 11 successful participants for the Young Leaders Program 2014 in the presence of the Australian rural leaders, the third ARLP delegation to visit IVI since 2012.



## Young Leaders Program 2014: names of successful candidates announced

The names of 11 successful candidates for the Young Leaders Program 2014 were announced at a reception to host a delegation of Australian rural leaders on Tuesday, 18 February.

The IVI Young Leaders program was launched in April 2012 to inspire and train young upcoming optometry professionals to take up a leadership role in advancing optometry services in India by infusing fresh ideas and talent, building on available expertise.

The program comprises a series of workshops including sessions on core leadership issues and management, eyecare, optometry and public health, marketing and social enterprise, advocacy and effective communication; and field visits.

The inaugural workshop for the new round, scheduled for 12-13 April, will coincide with the concluding workshop for the previous program.

### Successful candidates for YLP 2014:

1. Anitha Arvind, ASCO Rep for MP; FASCO Dispensing optics mentor, Gwalior
2. Jaya Sowjanya Siddireddy, Research Optometrist, BHV Pvt Ltd., Hyderabad
3. Vijaynadh Reddy, Optometrist, ESIC Government Hospital, Gulbarga
4. Mannava Sunny, Faculty, University of Hyderabad, Hyderabad
5. Kamal Pant, Associate Professor, UPRIMS, Etawah, UP
6. Seema Banerjee, Consultant Optometrist, LVPEI, Hyderabad
7. Sheetal Pai, Optometrist & Academic in-charge, Nethradhama School of Optometry, Bangalore
8. Khemraj Nackwal, Manager - professional services B & L Pvt Ltd., Delhi
9. G. Ravi Kumar, Assistant Optometrist, LVPEI, Hyderabad
10. Sailakshmi Sridharan, Program Manager, IVI
11. Revanth Kumar, Program Manager, IVI

## Student seminar on choosing the right glasses for your patient

IVI Program manager, Ms Sailakshmi Sridharan presented a student seminar on Choosing the right glasses for your patient at Pusphagiri Eye Institute, Hyderabad on 21 February. Over 25 students benefitted from the seminar.



*Ms Sailakshmi with the participants at the student seminar*

## Workshop on Geriatric Optometry: what the young minds should know

A two-day workshop on Geriatric Optometry: what the young minds should know was organized at IVI Hyderabad on 27 & 28 February 2014. Dr PremNandhini Satgunam, Associate Research Optometrist, LVPEI, widely recognized for her work in the area of paediatric and geriatric vision rehabilitation, visual development in children with vision impairment and binocular vision, facilitated the workshop. Dr Archana Bhargava, Consultant, LVPEI, gave a guest lecture on common systemic diseases of the elderly.

Designed to provide tools and knowledge to teach a course on the topic of Geriatric Optometry, the workshop focused on a range of topics including healthy aging concepts, biological aging, diseases of eye and aging, dementia, breaking the bad news and low vision aids for geriatric patients. The workshop also provided an opportunity for participants to apprise themselves of latest research in the field of geriatric optometry.

The workshop was well received with over 50 optometry educators, practitioners, researchers and students from eight optometry institutes across India attending the workshop.

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



*Participants at the workshop on Geriatric Optometry: what the young minds should know*

## Opportunity for optometry institutions to participate in the upcoming Career Fair

IVI is participating at the Times Education Boutique (TEB), a major Career Fair, during April-May 2014 in four cities: Pune, Chennai, Kolkata and Hyderabad. IVI stalls at the Fairs will have provision for Optometry institutions in the area to participate. This initiative is part-sponsored by Essilor India Pvt Ltd.

To utilize this exciting opportunity to interact with aspiring students and promote their courses, Optometry institutions in and around Pune, Chennai, Kolkata and Hyderabad are encouraged to contact IVI ([ivi@indiavisioninstitute.org](mailto:ivi@indiavisioninstitute.org)).

Participation at the TEB 2013 resulted in significant increase in uptake of optometry courses offered by participating institutions in Chennai and Kolkata.

TEB is a yearly career and education exhibition for students and career counsellors, leading national/international educational institutes, banks and training institutes. It provides a platform for direct interaction between educational institutes, academicians and students.

## IVI outreach initiatives, Chennai

### Kolathur: 18 January 2014

IVI conducted a vision screening camp in Kolathur, a Chennai suburb, on 18 January as part of its outreach initiative. A total of 100 people were screened at the camp. Free spectacles were distributed to 77 people identified with refractive errors and six people were referred for comprehensive eye examination at a higher eyecare facility.

### Jafferkhanpet: 16 January 2014

Free spectacles were distributed to 23 people from the economically disadvantaged community at Jafferkhanpet in Chennai on 16 January 2014, following a screening camp organized on 10 December 2013.

# Optometry Capacity Building Workshop for National Ophthalmic Association

India Vision Institute (IVI) organized a comprehensive hands-on capacity building workshop for a group of 35 vision care professionals of the National Ophthalmic Association (NOA) at Trichy from 26 February to 2 March, 2014. The workshop comprised theory and practical sessions on refraction and dispensing.

Mr Revanth Kumar, IVI Program Manager facilitated the workshop covering a range of topics including essentials of refraction, ophthalmic dispensing, soft skills and entrepreneurship development. The workshop is the second of the two pilot workshops organized by IVI following an agreement between IVI and New Vision Generation India Pvt Ltd. (NVG) to hold capacity building workshops for ophthalmic assistants. The first workshop held at Rohtak, Haryana in December 2013 was very well received.

*IVI acknowledges the support of New Vision Generation India Pvt Ltd.*



*Participants at National Ophthalmic Association (NOA) workshop - Trichy*

## Collaboration

IVI entered into an agreement with Eyegear Optics India Pvt Ltd (EOIPL) to develop and conduct 21 capacity building programs for its optical counter sales personnel.

## New staff at IVI



Archana Rajeshkumar, recently joined the IVI team as Program Assistant. A bachelor of Information Technology, Archana has previously worked with Hi-tech Recruits as an HR Executive.

## Upcoming Programs

Low vision awareness program  
**11 April 2014**

Young Leaders Program  
**12 & 13 April 2014**

Workshop on research methodology  
**14 & 15 April 2014**

Workshop on public eye health  
**16 April 2014**

Capacity building program for optical counter sales personnel  
**March - April 2014**

IVI Online seminars  
**13 & 29 March 2014**

**Career Fairs - 2014**  
(Times Education Boutique)

**Pune: 12 & 13 April**  
**Chennai: 03 & 04 May**  
**Kolkata: 17 & 18 May**  
**Hyderabad: 24 & 25 May**

For more information,  
visit [www.indiavisioninstitute.org](http://www.indiavisioninstitute.org)

## Applications are currently open for:

IVI Online seminars - **Deadline: 10 March 2014.**

Your Idea – Our Support - **Deadline: 15 March 2014.**

Workshop on research methodology - **Deadline: 5 April 2014.**

Workshop on public eye health - **Deadline: 5 April 2014.**

## 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](http://www.youtube.com/indiavisioninstitute)



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

[www.facebook.com/indiavisioninstitute](http://www.facebook.com/indiavisioninstitute)



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

## What people say about IVI

"The workshop on "Myopia - current research trends and treatment strategies" by India Vision Institute was really great. Thank you for putting together such an incredible array of speakers. I never dreamed that I could have learned so much in so little time. The teleconference section on Orthokeratology was very informative"

**Riswan Rasheed, Intern Optometrist, Regional Institute of Ophthalmology, Government Medical College, Thiruvananthapuram, workshop on "Myopia - current research trends and treatment strategies"**

"The Workshop on Refraction Techniques & Clinical Implications for Senior Ophthalmic Assistants working in Primary Health Centers, under National Blindness Control Program was much helpful to our members. Further it has improved their technical skills to provide quality eye care services to general public and school students. The facilitator delivered the subject in easily understandable manner"

**K. Karthikeyan, Vice President, National Ophthalmic Association, workshop on "Refraction Techniques & Clinical Implications"**

"The entire workshop was well prepared, organized, and executed to the fullest, including the materials provided. We thoroughly enjoyed the workshop. Even though the training was intense it is well worth its weight in gold and that is a direct reflection upon your leadership. We have fully utilized a lot of the techniques through this workshop. The instructor brought relevant, remarkable examples and made the presentation enjoyable"

**S. Sukumar, General Secretary, Tamil Nadu Government Ophthalmic Assistants Association, workshop on Refraction Techniques & Clinical Implications**

"Thank you so much for the wonderful seminar. It was extremely helpful for the students. The presentation was informative and the students learned more about the stem cells"

**Preethi Rajagopalan, Academic Coordinator, Vasan Institute of Ophthalmology and Research, Coimbatore, online seminar on "Stem Cells in Ocular Regeneration"**

"I learned about helping aged people and give them an opportunity for better health in future"

**Sanjib Das, Optometrist, Dr Agarwal Eye Hospital, Chennai, workshop on Geriatric Optometry: what the young minds should know**

India Vision Institute is an initiative of



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