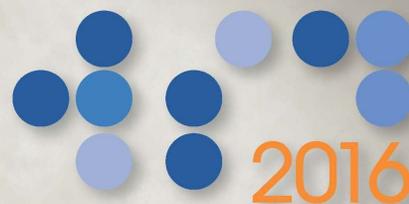


Prevention of vision loss due to sight threatening conditions like Cataract, Diabetic Retinopathy and Glaucoma is possible with regular eye check up by a qualified Ophthalmologist.



# 2016 WORLD SIGHT DAY

13<sup>th</sup> October 2016

Stronger  
Together



Universal Eye Health  
[www.iapb.org](http://www.iapb.org)



National Programme for Control of Blindness  
Ministry of Health and Family Welfare,  
Government of India and  
VISION 2020: The Right to Sight - INDIA





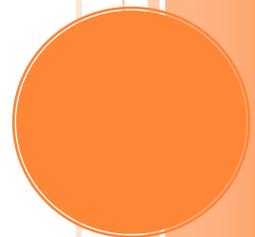
# WORLD SIGHT DAY

**STRONGER TOGETHER**

***A REPORT***

VISION 2020: The Right to Sight - INDIA

10/20/2016





*AN AWARENESS WALK, A SEMINAR, TRULY REPRESENTING THE THEME OF THE WORLD SIGHT DAY – **STRONGER TOGETHER** – WITH PRESENCE ON RADIO AND DIGITAL MEDIA MARKED THE GLOBAL DAY OF AWARENESS ON AVOIDABLE BLINDNESS.*

The World Sight Day organised by VISION 2020: The Right to Sight – INDIA at Hyderabad, true to the spirit of the global theme of World Sight Day – Stronger Together – showcased the strength of the eye care fraternity - together.

This year's World Sight Day (WSD) was observed in Hyderabad, Telangana spread over two days on 12<sup>th</sup> and 13<sup>th</sup> October 2016. '**Stronger Together**' was this year's theme and both the programmes justified the theme. On the eve of the WSD a seminar 'Stronger Together' was organised with a panel of six expert speakers to present different perspectives on 'Stronger Together'. On 13<sup>th</sup> October, an awareness walk of two kms was held.

In addition, both in Delhi and Hyderabad, messages on prevention of avoidable blindness were aired through All India Radio FM channels (Gold and Rainbow) in Hindi in Delhi, and in Telugu in Hyderabad (Rainbow).

With an increased presence of the central health ministry on Twitter, the ministry and the health minister, Shri J P Nadda twitted messages on the occasion of World Sight Day.

We would like to extend our sincere thanks to Joint Secretary, National Programme for Control of Blindness (NPCB), Government of India for financial support for holding World Sight Day 2016 and also for encouraging NPCB team's participation, and contributing to its success. NPCB approved Rs.394,336/- to observe WSD in Hyderabad and Delhi.

We would also like to thank the Telangana State Blindness Control Programme for their support.

The World Sight Day 2016 was overwhelmingly successful. Thanks to the support extended by NPCB and VISION 2020 – INDIA members: Pushpagiri Vitreo Retina Institute, LV Prasad Eye Institute, Operation Eyesight Universal and Pellucid healthcare Networks Pvt Ltd. A lot of planning, constant support and proper execution by these organisations have greatly contributed and remained the key factors for its resounding success.



The programme would not have been possible without the encouragement and unstinted support from Mr Govind Hari, Dr Santosh Moses and Dr TP Das for ideating the programme and helping in implementing it right from the inception to conclusion. Our sincere gratitude to them for helping us to make the programme a success.

We are also thankful to our members from Hyderabad and outside: Indian Vision Institute, Essilor, MS Reddy Lions Eye Hospital, AP Right to Sight, Sadhram Eye Hospital and Balanagar Lions Eye Hospital, and all other stakeholders for their support and participation to make this event successful.

### **Financial and Other Support**

The entire awareness initiative for World Sight Day was made possible due to the support provided:

- Rs.394,336 by National Programme for Control of Blindness, Ministry of Health and Family Welfare, Government of India.
- Rs.200,000 by Operation Eye Sight Universal
- Rs.100,000 by Pellucid Pvt Ltd
- LVPEI supported with providing breakfast to all 850 walkers and other vital support.
- Financial and logistical support by the Pushpagiri Eye Institute
- Essilor India Pvt. Ltd. also supported in kind with the caps for the participants.

## **THE WALK FOR VISION**

On World Sight Day – 13<sup>th</sup> October a two kms walk '*Walk for Vision*' was held to raise awareness on avoidable blindness and the need for better eye health among the public. The walk started from KBR Park and ended at Prasad Lab. The aim of the walk was to create awareness on avoidable blindness among the community as 80% of blindness is avoidable. Prevention and treatment of vision loss are among the most cost-effective and successful of all health interventions.

**Sri C. Laxma Reddy, Minister for Health, Medical & Family Welfare, government of Telangana flagged off the Walk for Vision.**



Minister Shri Laxma Reddy flagging off the walk ( left) and leading the walk ( right)

Flagging off the awareness walk, **Shri C. Laxma Reddy** said that all efforts should be made to eliminate avoidable blindness by year 2020. Encouraging the holding of such awareness walks, he said, "Awareness walks to educate masses on eye care should also be held in rural areas where it is more needed." Further emphasizing the need for preventive eye care, the minister said that 80 per cent of all blindness was avoidable and the effort of the community should also be on regular eye check.

The walk saw an encouraging participation of nearly 850 led by **Sri C. Laxma Reddy** who joined the walkers for nearly a kilometer. Dr Promila Gupta, DDG, NPCB; Mr Ziley Singh Vical, Deputy Secretary, NPCB; and Dr V K Tewari, Education and Information Officer, NPCB participated in the walk along with Dr Sara Varughese, President; Dr. Jennifer Basaiawmoit, Vice President, VISION 2020 – INDIA and other members from VISION 2020 – INDIA.

The walk commenced from KBR National park in the heart of Hyderabad where morning walkers thronged and ended at LV Prasad lab after a walk of two kms.

Students from NCC and bikers from Hindustan Royals Bullet Club (HRBC), who participate in such social cause, guided the walkers. We thank them for their support.

Talking on the importance of the day, Dr Sara Varughese, President, VISION 2020: The Right to Sight – INDIA said, "World Sight Day is an important global moment for bringing eye health central to health care. The day provides an opportunity to raise public



Nearly 850 participated in the World Sight Day walk

*awareness on blindness and vision impairment and engage different stakeholders to act for the prevention of avoidable blindness. The fact is that 80 percent of blindness and vision impairments can be prevented or treated. Professionals in eye care, the government and the general public need to work together to ensure every person has access to eye care and change the odds in our country."*



*NCC Cadets, students, nursing staff, optometrists: nearly 850 participated in the walk*

## PARTNERSHIP SEMINAR

Stronger Together – a partnership seminar on the theme of the World Sight Day 2016 was held on the eve of WSD, 12<sup>th</sup> October 2016 at hotel Taj Banjara, Hyderabad. The seminar sought to present the perspective of all the concerned stakeholders in eye care. The six panelists presented views from: NGO, INGO, optometry fraternity, government from the centre, corporate observing CSR and public-private partnership. The panelists were: Dr T P Das, Mr Kashinath Bhoosnurmath, Mr Vinod Daniel, Dr Promila Gupta, Mr S Madhavan and Dr GVS Murthy respectively.

The seminar began with the customary lighting of lamp by the panelists. Dr Sara Varughese, President, VISION 2020 – INDIA presided over the seminar. Setting the context of the seminar she



*Dr Jennefir lighting the ceremonial lamp*



Dr Sara Varughese inaugurating the seminar

said that *"VISION 2020 as a forum was a good example of stronger together as it has visionary from different parts of the world coming together for a common cause and represents the theme of the World Sight Day-Stronger Together"*.

Elaborating further on the meaning of the seminar topic she said, *"As we come together, we need to look at the*

*bigger picture in helping us to achieve the goal of eliminating avoidable blindness. What we can't do as individual, we can do together"*. And that is the spirit of the World Sight Day and also the theme of the seminar.

Representing the perspective of a NGO, Dr T P Das, Vice Chair, LV Prasad Eye Institute and Regional Chair, International Agency for Prevention of Blindness, Southeast Asia began by defining different types of NGOs and the areas in which they broadly work: service, advocacy and funding. And how NGOs, who are able to devote themselves to issues which occur across longer time horizons can achieve success by partnering with other players. Dr Das gave the example of Pulse Polio campaign that was successful in eradicating new cases from the country and how the coming together of NGO, the government, implementing partner and brand ambassador the campaign attained success. In eliminating blindness too, Dr Das exhorted all to take a leaf from the polio campaign and achieve success.

Mr Vinod Daniel, CEO, India Vision Institute gave the viewpoint of the optometry fraternity. He spoke about the need of optometrists to strengthen the eye health in the country; the need for spectacles for children and for the old people and the need to build and strengthen the talent of optometrist in the country. He further said that the optometry fraternity is in the "teething stage" and "there are differences" but they can be resolved. Mr Daniel proposed steps for a way forward:

- Need a leadership from outside: a body like VISION 2020 – INDIA can fill the void
- The Allied Health body which is looking at the courses for optometry can be used effectively. There is a need to look at how to use this forum effectively.
- The World Congress of Optometry, scheduled in 2017, will be a great opportunity to take some of the strategy for discussion.



Dr Promila Gupta, Deputy Director General, National Programme for Control of Blindness, Government of India voiced the perspective of the central government. *"Government is a big organization but the country is large and to address the issues of blindness, we do need the support of the eye care fraternity"* said Dr Gupta. In the essence of principle

Dr Promila Gupta delivering her talk

of WSD theme 'Stronger Together', we do recognize the significance of NGOs and teaming up with them.

Dr Gupta emphasized the importance of working as a team. She took the example of a hospital set up where team work is able to deliver. Talking of a more participatory approach to eliminate avoidable blindness, Dr Gupta said that the cooperation of patient and public is needed "We cannot make any programme without their support". Only then 'I' in illness can be replaced by 'we' in wellness.



Nearly 250 attended the seminar

Mr Kashinath Bhoosnurmath, Global Director – Programmes, Operation Eyesight Universal, voiced the view of INGOs. Taking the audience through the interesting story of the rabbit and the hare, with a twist to the tale, Mr Kashinath drove home the point of the importance of team work and partnership. "Pooling in resources and working with partners will help in achieving the set goal". Giving an example of achieving success through partnership, Mr Kashinath gave example of OEU's working. Through partnering with their IT, hospital, financial partners and the government, target communities and primary health workers, they were able to achieve their target of avoidable blindness free villages.

Mr. S Madhavan, CEO, Cognizant Foundation presented the CSR perspective at the seminar. In his talk, Mr Madhavan gave useful insights into the CSR activity by the corporate. In the context of the CSR Bill, a large find is available under CSR spending. Sharing his views as one who has been handling the Cognizant CSR activities, Mr Madhavan said that there are number challenges faced by corporate while deciding on a CSR partner. Prime among them is – a well managed NGO. "We look for NGOs by their performance. And this is an opportunity for NGOs to project themselves by way of their performance". He further said that the management is worried as to how their intervention has had an impact in the society. Giving some directions as to how NGOs can approach the corporate for CSR funding, Mr Madhavan opined that it is perhaps best to approach through the industrial bodies like CII or FICCI. Sharing some of the challenges faced by the corporate for their CSR activities, he said, "Companies have reservations where they want

*to spend their money*". Tracking cataract surgeries becomes difficult for companies. Research is a grey area and *"as corporate we look for return on our social investment"*. Rehabilitation is an area where which is popular with the corporate.

Talking on the opportunities provided through Public Private Partnership, Dr GVS Murthy, Vice President, PHFI & Professor, London School of Hygiene & Tropical Medicine, UK said that PPP initiatives provide an opportunity to optimize resources [including skills] and consolidate gains. However, it is possible if there is a defined public purpose which is aligned with the Government's policy in this regard and elimination of avoidable blindness affords such an opportunity. Dr Murthy gave the examples of several PPP projects that have been viable like Isha Vidya, Akshya Patra and Karuna Trust and more visible perhaps the Hyderabad Metro Rail. A project that embodies all elements of PPP and benefits all partners. For example, there was a need for improved public transport system which is environment-friendly and cost effective. However, the cost of the project was too high for the government to fund entire project and the partnering with private partner for whom it is a symbiotic benefit.



*Comic book brought by Orbis India being released*

On the occasion, Orbis India released the second in series of comic book targeted to encourage children. Titled 'Take Care of Your Eyes: Wear spectacle and stay wise'. The comic was released jointly by Dr Promila Gupta, DDG, NPCB and Dr Lalita Kumari, Director, Health Services, Government of Telangana. Speaking on the occasion, Dr Rahul Ali, Indian Country Director, Orbis International said that Orbis alone would not have been able to reach out to all alone and thanked all partners. The comic is in three languages: English, Hindi and Bengali.

Dr Jennifer, Vice President, VISION 2020 – INDIA proposed a vote of thanks.



## Awareness through Media

Towards promoting the behaviour in order to have a regular eye check and to educate the common man on some of the major causes of avoidable blindness, VISION 2020 – INDIA used two channels of AIR FM Radio both in Delhi (Gold and Rainbow) and Hyderabad (Rainbow) to reach out to a larger population. The 60 second messages on the radio in Delhi were on Cataract by Dr Promila Gupta; on Diabetic Retinopathy by Dr V Rajshekhar; Glaucoma by Dr Tanuj Dada and on Refractive Error by Dr Noopur Gupta. In Hyderabad, the messages were by ophthalmologists from Sarojini Eye Hospital: for cataract by Dr Ravindra Goud; for glaucoma by Dr Venkatratnam; Diabetic Retinopathy by Rajalingam and refractive error by Dr BY Babu Rao. We thank all of them for their support. These messages were aired throughout on World Sight Day for a total of 120 times on both the channels. These messages reached about 2.5 crores population in both cities together.

## Twitter

With digital media gaining in popularity, this year WSD awareness was through twitter as well. The ministry of health and family welfare, government of India and the health minister, Shri J P Shri Nadda twitted messages on WSD.

The image shows a screenshot of a Twitter thread. On the left is the profile of the Ministry of Health (@MoHFW\_INDIA), which includes their name, location (Nirman Bhawan), website (mohfw.nic.in), and a list of 2,477 photos and videos. The main content of the screenshot is a tweet from the Ministry of Health (@MoHFW\_INDIA) dated October 12, 2016. The tweet text reads: "Today is #WorldSightDay 80% of blindness is preventable. Make eye check-up part of your annual health check." Below the text is a yellow graphic with the heading "13th October, 2016" and "Early detection is the key to preserving vision". The graphic contains text about preventing vision loss and lists four risk factors: "You have Family History of eye disease", "Your age is above 40", "You have Diabetes", and "You have Glaucoma". It also mentions "Free Eye check up and treatments are available in the designated health facilities: Primary Health Center, Community Health Center, District Hospital". To the right of the tweet is a retweet by Jagat Prakash Nadda (@JPNadda) with the text: "On #WorldSightDay, pledge to donate your cornea. For more info, visit National Organ & Tissue Transplant Organization [notto.nic.in](http://notto.nic.in)". Below that is another tweet from the Ministry of Health (@MoHFW\_INDIA) dated October 12, 2016, which says: "Many eyes conditions may have no symptoms in early stages. Regular eye check-up, especially above 40, is a must #WorldSightDay".

# Media

## TV News Channels

The event was reported well in media reaching out to a larger audience.

Filters ▾ About 31 results



**TRS Health Minister Laxma Reddy Initiates Walk In Hyderabad On World Sight Day | ABN Telugu**  
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 Telangana Health Minister Laxma Reddy led an awareness walk organised by Project Vision, from KBR Park in Jubilee Hills, on ...  
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**In the News**  
 C. Laxma Reddy - Topic  
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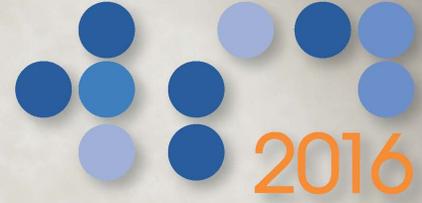
**Popular Videos - Kasu Brahmananda Reddy National Park & Minister**  
 Kasu Brahmananda Reddy National Park - Topic  
 World Sight Day | Minister Laxma Reddy Flags Off World Blind Walk At KBR Park... 1:40  
 Union Minister Prakash Javadekar visits KBR Park in Hyderabad | CVR News 1:11  
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**World Sight Day. (BLIND WALK)**  
 Youngistaan Foundation  
 3 days ago · 1 view  
 Over 500 people in Hyderabad, India pledged to donate their eyes on World Sight Day after the BLIND WALK experience.  
 [NEW]



नेत्रों की रोशनी मोतियाबिंद, मधुमेह रेटिनोपैथी, ग्लूकोमा (कालामोतिया) जैसे कारणों की वजह से जा सकती है। नेत्रों के बचाव के लिए नेत्र रोग विशेषज्ञ से नियमित जांच करवाते रहें।



2016

# विश्व दृष्टि दिवस

13<sup>th</sup> अक्टूबर 2016

Stronger Together



Universal Eye Health  
[www.iapb.org](http://www.iapb.org)



राष्ट्रीय दृष्टिविहीनता नियंत्रण कार्यक्रम  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय,  
भारत सरकार &  
VISION 2020: The Right to Sight - INDIA

