The Quarterly Report is compiled with inputs from Team VISION 2020: The Right to Sight – INDIA: Mr. Mahaveer Jain, Ms. Vrinda Arora, Ms. Sridevi Sunderarajan.
Greetings to all members of VISION 2020: The Right to Sight – INDIA and a very Happy New 2013.

The past year was an eventful one for VISION 2020: The Right to Sight – INDIA. We had the opportunity to hold a number of important workshops, Team Building and Strategic Planning, Peer Reviewed Quality Assessments and Hospital Based Skill Transfer programmes in several of our member organisations. We would like to thank all those who supported our programmes and helped us in making it a success.

We are glad to announce that the preparation for the 9th annual conference is already underway. The dates are April 6 & 7 and the venue is Bhopal. Our member from central zone, Sewa Sadan Eye Hospital has been gracious to host the event.

From the very positive response and feedback that we received from last year’s annual conference and for the benefit of our members, we have designed this year’s annual conference to include 8 tracks. The aim is to benefit all the departments of an eye hospital. We have made all endeavour to design the sessions in a manner to include topics that will be comprehensive in nature.

We take this opportunity to invite all our members for the 9th annual conference. Very soon the information about all the programmes will be sent to you and we hope that you with your active participation will make the annual conference a grand success.

Best Regards

Col. M. Deshpande,
President

Dr. G.V. Rao,
CEO
VISION2020: The Right to Sight - India invites all its members for the 9th Annual Conference to be held at Sewa Sadan Eye Hospital, Bhopal on April 6 & 7, 2013. While designing the sessions, our approach has been for a comprehensive programme that can benefit all aspects of a hospital. Our endeavour is to cover all aspects in the 8 tracks that are critical to running of a hospital.

VISION 2020: The Right to Sight – India
Announces its
9th Annual Conference
‘ACHIEVING EXCELLENCE IN COMPREHENSIVE EYE CARE MANAGEMENT’
April 6 & 7, 2013
Sewa Sadan Eye Hospital, BHOPAL

8 Tracks focusing on all aspects of an eye hospital

- Organisational Development & Leadership
- Reaching the unreached through service demand generation
- Towards quality excellence in Operation Theatre
- Optometry & Optical Dispensing
- Operations Management - Quality Assessment & Monitoring
- Technology & Innovation for equitable eye care
- Human Resource Management & Statutory Requirements
- Project Management: Conceptualising to Monitoring
VISION 2020: The Right to Sight – India constantly makes an effort to offer benefits for its members. In one such Endeavour, we were able to extend the benefit of a project of National Association for the Blind (NAB), in collaboration with Project Reliance Drishti. This was towards disbursing financial assistance of Rs. 5000/- per case for up to 400 corneal grafting surgeries on a first come first served basis. This benefit can be availed till March 31, 2013. (There are certain conditions that need to be fulfilled in order to claim this amount. Please contact Ms Vrinda Arora, Program Manager for further details).

We would like to thank Mr Dinoo Gandhi for sharing this benefit with our members.

HMIS: We had been receiving constant communication from our members regarding facing problems while registering for the HMIS. On a suggestion from Ms Sujaya Krishnan, Joint Secretary, Ministry of Health and Family Welfare, Government of India, to give her a consolidated feedback, we collected feedback from our members. Twenty one members have given their feedback which has been submitted to Ms Krishnan.

One of the feedbacks from our members has been lack of training in using HMIS. To address this, we will be holding two exclusive sessions during our forthcoming 9th annual conference scheduled to be held at Bhopal on April 6 & 7, 2013.

Costing template submitted to the government: In June 2012, an important workshop on ‘Costing of eye care services’ was held at HV Desai Eye Hospital, Pune to work out the basic cost for all the eye care services. We are glad to share the results of the SICS costing have been shared with Mr. Keshav Desiraju, Special Secretary, Ministry of Health and Family Welfare (MoHFW), Government of India; Ms. Sujaya Krishnan, Joint Secretary, MoHFW and Dr. N K Agarwal, DDG(o), National Programme for Prevention of Blindness (NPCB). Working out a basic cost had become essential for funding proposals and also to advocate with the government on one common cost.

World Sight Day

Members of VISION 2020: The Right to Sight – India across the country observed the World Sight Day (WSD) in their unique ways. The world’s largest Snellen chart, a unique exhibition with retina as a model large screening and more. The desired effect was awareness in the public and advocacy with the policy makers who were chief guests in most of the events.

We are providing a glimpse of the WSD programmes of which we have information.
VISION 2020: The Right to Sight – India:
Walkathon, painting exhibition by school children, a cultural programme by the visually challenged, exhibition and many more events observed by VISION 2020: The Right to Sight – India was the highlight of the World Sight Day in India. All the events focussed on the theme of WSD: to create awareness in the community about the need for regular eye testing.

Gujarat (western India): VISION 2020: The Right to Sight – India organised a technical session ‘Glaucoma: an emerging eye care challenge in India’ at one our member organisation - Sankara Eye Hospital, Anand, Gujarat on October 10, 2012.

On the day of the World Sight Day, October 11, a colourful walkathon led by school children made its way through the busy roads of Vadodara, Gujarat marching to popular tunes played by the band. Banners and colourful placards with messages on glaucoma and the need for a regular eye testing aimed to create awareness among the public. The event was organised with the support of our member organisation Care Group.

The walk that was flagged off by Ms Sujaya Krishnan, Joint Secretary, Ministry of Health and Family Welfare, Government of India and Mr Ashwini Kumar – I.A.S, Municipal Commissioner, Vadodara saw participation from school children, ophthalmologists from the city. Dr N K Agarwal, Dy Director General (Ophthal), National Programme for Control of Blindness ( NPCB), Government of India and Col (retd) Dr Deshpande, President, VISION 2020: The Right to Sight – India released multicoloured balloons to mark the Day.

The walk culminated at Shayaji Hall, Vadodara where an exhibition of painting by school children from the city school was displayed. The topic was on eye care. These paintings by students of class 9th will form the theme for VISION 2020: The Right to Sight – INDIA’s calendar for 2013.
Haryana (North India): Dr. Rajendra Prasad Centre for Ophthalmic Sciences (RP Centre), All India Institute of Medical Sciences (AIIMS), New Delhi organised a mega eye care festival at AIIMS-II, Village Badsa, Jhajjar district, Haryana on October 10 & 11, 2012.

The mega eye festival was inaugurated by Chief Guest, Mr Keshav Desiraju, Special Secretary, MoHFW, Government of India along with Prof. R.C. Deka, Director, AIIMS. Mr Vineet Chaudhary, Deputy Director (Administration), AIIMS and Prof. Rajvardhan Azad, Chief, RP Centre, AIIMS also graced the occasion.

The two-day event had a number of events: a massive screening programme screening 4490 persons including school children; dispensing 1645 spectacles / booked for free spectacles; IEC material developed in vernacular language were released; a poster exhibition on common eye diseases by students from ten schools studying in and around Badsa village was on display. VISION 2020 – INDIA put up a stall with posters on eye care and introduced a game to attract the visitors to the fair who were mostly from rural India.

Aravind Eye Care Systems, Madurai, Tamil Nadu (south zone): Aravind Eye Care, Madurai organised a unique exhibition to mark the World Sight Day: a model of retina at the entrance, a model operation theatre along with video screening of cataract surgery and visitors walking through the make-shift dark pathway. The visitors were asked to play simple games blindfolded to experience, albeit briefly, the dark world of a visually challenged.

A focus on all the eye diseases along with preventive measures and treatment procedures was projected through the twenty stalls put up at the venue.
Sankara Eye Hospital, Bangalore (south India): World’s largest vision chart measuring 7000sq feet was created in Bangalore by doctors of Sankara and the School of Optometry to mark the World Sight Day. They were supported by Sightsavers and Essilor India.

The dimensions of the chart were such that the first letter “I” was 51.951ft wide and 268.621ft high and visible from a distance of 4.64kms. According to Sankara Eye Hospital, this is the ‘world’s largest vision chart ever created.’ The Snellen chart was displayed at important places in the city like the airport, bus stop etc to create awareness among the public.

Indian Optometry Federation (IOF) (across the country): in their unique way, in a well coordinated activity IOF observed the World Sight Day throughout the country involving all their units.

IOF observed “Eye Testing for All” with special focus on “Refractive Error & Emerging Eye Diseases” as the main theme and distributed banners and posters to their associations through the country.

Following are the screenings that were held by IOF throughout the country:
- Screening of School Children & Adults with Refractive Error
- Screening for Diabetic Retinopathy
- Screening for Glaucoma
- Detection & Treatment of Childhood Blindness, Trachoma etc

The walks and candle light walk were held by Optometrists throughout the country had massive participation.
Workshop on: Media’s role in eliminating avoidable blindness

“Educational role of the newspapers should be better tapped. Making the information interesting is the key word,” Mr N Ram, Editor, The Hindu.

“There is a need to go to the ground level to understand the situation and then write out the key messages. Sitting in the air-conditioned offices will not help us write effective messages,” Mr S K Kulkarni, Advisor, Kesari newspaper.

“Be accurate, consistent and don’t compromise ever on facts but at the same time there is nothing wrong make your story more presentable,” Mr Arun Ram, Senior Editor, Times of India, Chennai

“Target the vernacular press to reach out to the masses”, Ms Aarti Dhar, Senior Assistant Editor, The Hindu, Delhi.

These were some of the key messages made by journalists participating in the one day media sensitising workshop organised by VISION 2020: The Right to Sight – India held at Sankara Nethralaya, Chennai on December 10, 2012. The workshop was facilitated by Joseph Eye Hospital, Trichy and hosted by Sankara Nethralaya, Chennai.

Objective: the aim of this national workshop was to sensitise the media about the issues in eye care, especially regarding limitations faced by NGOs working in eye care to reach out to the masses for creating awareness. And take the media’s inputs as to how best can we collaborate with them.

Heading the panel of speakers from the media was Mr N Ram, Editor in Chief, The Hindu; Mr SK Kulkarni, Advisor, Kesari; Mr Arun Ram, Senior Editor, The Times of India, Chennai; Ms Aarti Dhar, Senior Assistant Editor, The Hindu, Delhi Bureau; Dr Neeraja Prabhakar, Programme Executive, All India Radio, Chennai and Mr Rengarajan, Chief Reporter, Dinamani, Chennai.

The one common message that threaded the presentations of all the media persons was that the communication should be interesting, saleable, news worthy and simple.

The daylong workshop was inaugurated by Col (Retd) Dr Deshpande, President, VISION 2020: The Right to Sight - India who welcomed the audience, senior ophthalmologists and journalists defining the need for such a workshop. He said that the country had a huge backlog of eye related cases and now there were new eye problems emerging that had to be treated and in tackling this huge problem, media’s collaboration is required to reach out to the general public to create awareness so that the uptake the eye care services provided increases.

Dr Surendran from Sankara Nethralaya welcomed the audience, senior ophthalmologists and journalists for the workshop applauding VISION 2020: The Right to Sight – India’s initiative for organising such a workshop and conveyed his best wishes.
The four sessions of the workshop - An overview about blindness scenario in India; Challenges for Managing Eye Care Programs; Media’s role in creating awareness and Mainstream media and beyond for creating awareness - saw senior ophthalmologists present all aspects of eye care – right from the burden to the barriers to the role of tertiary, the need for advocacy and how media can help NGOs working in eye care in creating awareness and towards sensitising the media regarding the eye care scenario in India.

The audience of nearly 45 included ophthalmologists, local NGOs, students of journalism and media professionals.

Dr NK Agarwal, DDG (Ophthalmology), National Programme for Control of Blindness, Ministry of Health and Family Welfare, Government of India in the inaugural session presented the role ‘National Programme for Control of Blindness (NPCB) in eliminating avoidable blindness in India’ where he outlined what measures the government was taking through IEC materials to create awareness.

This was followed by a cross section of presentations by senior ophthalmologists from leading eye care organisations especially from south India covering all aspects of eye care to sensitise the media. In the first session, Dr Rohit Khanna, Associate Director, LVPEI, Hyderabad gave an overview of the ‘Burden and Challenges of avoidable blindness in India’; Dr M Pratibha, Joseph Eye Hospital, Trichy gave an overview of ‘Burden and Challenges of avoidable blindness in Tamil Nadu’; ‘Barriers for uptake of services in the community’ was the topic on which Dr S Chandrashekar Shetty, Technical Advisor, Lions Club International Foundation, Bangalore and Dr RD Ravindran, Chairman, Aravind Eye Care Systems, Madurai spoke ‘The need for advocacy’.

For the second session Dr VM Loganathan, former Director of Regional Institute of Ophthalmology, Chennai made a presentation about ‘Educating the community’; Dr Praveen Vashist, Additional Professor and Head, Community Ophthalmology Department, Dr. R.P.Centre for Ophthalmic Sciences, AIIMS, New Delhi made a presentation on ‘Role of tertiary centre in eye care’; ‘Challenges faced by eye care hospitals for creating awareness on eye care’ was the topic on which Mr Govind Hari, Pushpagiri Vitero Retina Institute, Secunderabad spoke; Dr. Krishna Kumar, Principal, Elite School of Optometry, Chennai spoke on ‘Role of optometrist in delivering eye care services’.

Dr RV Ramani, Founder & Managing Trustee, Sankara Eye Centre, Coimbatore gave an introduction for the third session, ‘What can be media’s role in creating awareness about eye care: a NGO’s perspective’.

In the concluding session, Dr VK Tewari, National Programme for Control of Blindness & National Programme for Mental Health, Ministry of Health & Family Welfare, Government of India spoke on ‘Approaching media with effective eye care messages to reach to the masses’ and Dr RR Sudhir, Head Dept of Preventive Ophthalmology, Senior Consultant Cornea Services, Consultant In-charge Electronic Medical Records, Sankara Nethralaya, Chennai highlighted ‘Reaching out to the community by innovative communication’.
Participating in the panel discussion for the media, which was conducted by Col (retd) Dr Deshpande, eminent journalist Mr N Ram emphasised the increasing reach of the language newspaper. He said the educational role of the newspapers should be better tapped. However what is of utmost importance is making information interesting and that is the key word: “Educative of course, but making it interesting is most important.”

Talking about negative reporting, Mr Ram said that in event of accident/infection, the organisation should reach the media with their story first before the news is distorted and published. He also urged that such workshops be held in different regions. Mr Ram gave the example of MS Swaminathan Research Foundation who held regular workshops on genetics to sensitise the media. The result may not be immediate but in the long run this strategy will help.

Most of the media persons present agreed with Mr Ram that to reach out to the masses language press is most effective. Mr SK Kulkarni agreed saying, “It has been very rightly pointed out that if we have to reach out the masses in the villages, we have to go with the language newspaper. It has to be in a language that is understood by them.”

Ms Aarti Dhar of The Hindu was also of the same opinion, “As far as English versus vernacular papers are concerned, English papers like The Hindu or NDTV may be effective if one wants to influence the policy makers but when it is the masses, it is best to approach through the vernacular press.”

Mr Arun Ram of the Times of India, Chennai who has reported on health issues suggested that eye care organisations should look into why certain news is not carried. “Heart gets a lot of coverage. The basic reason may be that a lot of people are afraid of getting a heart attack and not about going blind.”

Mr Arun further said that he doesn’t believe that those who can pay get more coverage. What is important is that news should be saleable. It has to be sold. “I feel every story has to be presented well.”

Detailing his point, he added, “It does not mean that the facts have to be taken off. It is only to say that the story has to be more presentable. If we are talking about stories on blindness then a visual story is any day more effective than a 200 words story in the print media.”

To make the communication interesting, simple and presentable was a point shared by all the media persons.

They had a reason for the communication to be simple. “So many presentations were made today and they were full of technical details,” said Ms Aarti who has been reporting on development issues at the national level for a decade now. Explaining a reporter’s role, she said that they have to understand the facts first and then present it in a manner that can be understood by the layperson who does not know
what glaucoma or retinoplasty is. “I have to report it in such a basic level which my maid will understand, my mother and my grandmother will understand.”

Mr Kulkarni who has travelled far and wide in the country and has been very proactive in promoting development sector news suggested that: NGOs could have a panel of writers coining eye care messages in popular languages; “We have to go to the ground level to understand and then write out the messages. Sitting in the air conditioned offices will not help in writing effective messages; introduce a fellow ship where journalist can be assigned to study a particular problem in a particular area. This will take care of creating awareness in remote areas like the north east and most importantly that writing well is the key. He emphasised what had been said by other media persons that the news should not be mere recording of event but should be saleable.

Dr Neeraja Prabhakar, Programme Executive, All India Radio, Chennai suggested that community radio whose mandate is to broadcast programmes on health, environment etc should be tapped. She suggested that eye care NGOs can explore the possibility of collaborating with AIR where news on where camps are being held can be disseminated.

Dr SS Badrinath, Chairman Emeritus, Sankara Nethralaya delivered the vote of thanks saying that dissemination of information should not just focus on curative but also preventive.

Programme Development

Team Building & Strategic Planning workshops

With a view towards building the capacity of our member organisations and developing effective and efficient operations, we conducted two team building & strategic planning activities in the last quarter:

Lotus Eye Hospital, Mumbai
Sewa Sadan Eye Hospital, Bhopal
Mahipatiraj Eye Bank & Research Foundation Trust, Hubli
Al Salama Eye Hospital, Perinthalmanna, Kerala

We received a couple of very encouraging feedback from our members where we conducted our workshops.

Al Salama Eye Research Foundation

"Al Salama and its management & staff got highly guided and motivated during the workshop.

Now we have a clear idea of how to maximize our results. You have clearly detected and pointed out deficiencies in our system so that we could correct them.

We are sure that here onwards we will double our cataract surgery rate and hence our revenue.

We thank Col Deshpande, President and Dr GV Rao, CEO for their hard work and efforts to make the workshop a great success."

Dr Mehemmed Swadique
CEO

Adv. A. Samsudeen
Chairman
Extract from mail sent by Sewa Sadan Eye Hospital, Bhopal

"It will be a great pleasure for me to give a big thanks & also appreciate the efforts of VISION: 2020- THE RIGHT TO SIGHT INDIA. We became the member of Vision-2020 India in February-2012. Since then we are so glad, that we feel this membership should have taken earlier. First we attended the Central Zone meeting at SNC, Chitrakoot, then 8th AGBM at AECS, Madurai. The experience after both these meetings was great, we learnt lot of new things which we implemented in our Hospital.

We are pleased to inform you that after Team Building & strategic Planning workshop held on 20-21-Oct-2012, our Vision, Mission &Values are recreated by ourselves in a very simplified way. We come to know across our Strength, Weakness, Opportunity & Threats (SWOT Analysis).After this workshop we are on a path of Continual Quality Improvement. Most important that the mindset of the staff is changed after this workshop.

Mr L C Janiani, Managing Trustee,
Sewa Sadan

Team Building at Al Salama Eye Hospital, Perinthalmanna, Kerala

Dr Deshpande conducting with the Lotus Eye Hospital team
Hospital Based Skill Transfer Programs/ CMEs

Three Hospital Based Skill Transfer Programs/ CMEs were held during this quarter and were facilitated by VISION 2020: The Right to Sight – India.

Dr. Suma Ganesh from Dr. Shroff’s Charity Eye Hospital, Delhi, conducted a HBP in Strabismus at SSNC, Anandpur from October 4th – 7th October, 2012.

Dr. Padmaja Kumari Rani of LV Prasad Eye Institute, Hyderabad, conducted HBP on retina at Sitapur Eye Hospital, UP on October 23rd – 24th 2012.

Dr. Rohit Khanna from LVPEI, Hyderabad conducted a program on Glaucoma at Sewa Sadan Eye Hospital, Bhopal from November 26th – 28th, 2012.

In our constant endeavour to understand our members and the working of their hospitals, to know where our inputs are required, we make regular visits to our member organisations. In the last quarter, we visited the following organisations:

Member Contact Programme

DR screening van at Aditya Jyot Foundation, Mumbai

Lighting a lamp at KK Eye Institute, Pune
Dr GV Rao with health workers working at KB Haji Bachoali Eye Hospital, Mumbai’s project in Dharavi

Dr GV Rao in discussion with Dr Paneerselvan, Arasan of Eye Hospital, Erode

Dr GV Rao with Dr Karuppusamy and Dr Surendran of Pondicherry Institute of Medical Sciences.

VISION 2020: The Right to Sight – India team with Dr Dhashmana, VC, and Himalayan Institute Hospital Trust (HIHT), Dehradun

VISION 2020: The Right to Sight – India team at Nirmal Ashram Eye Institute, Rishikesh
The other organisations visited were:

- Mission for Vision and had a fruitful discussion with Mr Gimms Andrews and Ms Mamta Singh
- Dr Rao met Dr. Bhujang Shetty, Narayana Nethralaya
- Globe Eye Foundation is one of our new members. Dr Rao visited them and met Dr. Sunder Ram Shetty and Mr. Balakrishna

**Other Highlights**

VISION 2020: The Right to Sight - India was invited to a seminar organised by Amity University "Recent Advances in Optometry" on 12th December at the Institute of Public Health Auditorium. Ms Vrinda Arora, Program Manager, VISION 2020: The Right to Sight - India represented the organisation at the seminar and spoke briefly on the constitution of program at the global and national levels in prevention of avoidable blindness being done by VISION 2020: The Right to Sight – India.

The meet was primarily focused as a continuing education program for optometry students, but also open to practicing optometrist in the North India region. Eminent national and international experts in the field of eye care delivered talks in their expertise areas to enhance the knowledge and skills of the participants.

- Col (retd) Dr Deshpande and Dr GV Rao were invited to attend CBM’s Partners meet at Bengaluru. This served as a good platform to meet partners of CBM and talk to them about activities of VISION 2020: The Right to Sight - India and how they can benefit by being a member.
Dr. Rao attended the 6th Annual COSI symposium held at Venu Eye Institute & Research Centre, Delhi. The theme for this year’s symposium was “Implementing Primary Eye Care - Approaches and Challenges”.

Col (retd) Dr Deshpande and Dr GV Rao attended the Kerala State Ophthalmic Conference. Both presented Papers on eye care management and costing of eye care services.

Dr GV Rao and Ms Vrinda Arora attended the 3rd Annual Conference of ACOIN and Eye India Conference 2012 organised by H V Desai Eye Hospital in Pune. VISION 2020: The Right to Sight - India also conducted a technical session on ‘COMMUNITY BASED APPROACHES’ at the conference. This session focused at getting speakers from the region which served as a good networking opportunity to them and allowed them to learn about new approaches.

Col (retd) Dr Deshpande and Dr GV Rao attended a workshop on Refractive Error at Surat on 16th December. The workshop was organised by VISION 2020: The Right to Sight – Gujarat chapter and was attended by DPMs of Gujarat state and the NGOs. During the workshop advocacy was done with Government representatives regarding quality and outreach for improving output and increasing capacity.

**Visitor to our office**

Ms. Sabine Rehbichler, Head of Unit Asia, Pacific, Latin America, Europe - LIGHT FOR THE WORLD visited the VISION 2020: The Right to Sight – India office. The plan for development of eye care services in the north east was discussed.
We welcome 10 new members to the VISION 2020: The Right to Sight – India family.

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<td>Nav Bharat Jagriti Kendra, Jharkhand</td>
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<td>Arunodaya Charitable Trust, New Delhi</td>
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<td>Fatima Hospital, Gorakpur, UP</td>
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<td>S.S.M. Eye Research Foundation (Giridhar Eye Institute), Cochin, Kerala</td>
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<td>Sight First Hospital</td>
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News from our members

Congratulations Dr. Chandrasekhar!

We are very happy to share with our members that Dr. Chandrasekhar Sankurathri, Managing Director, Srikiran Institute of Ophthalmology, Andhra Pradesh has received an honorary "Doctor of Laws" degree from his Alma mater, Memorial University of Newfoundland, St.John's, Canada on 19th October, 2012.

We congratulate Dr. Chandrasekhar Sankurathri and wish him all the best for the future.

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We would like to use this section in the Quarterly Report to highlight any important achievement, news of the member organisation. We would invite members to send in their inputs to us with photographs. The news can be about any award, national, international recognition for the hospital or any of the staff, any new hospital, clinic opened, or any other news that has been instrumental in the development of the hospital/organisation.

Feedback from members is welcome. Kindly mail the information to Sridevi Sunderarajan: sridevi@vision2020india.org.