

VISION 2020: The Right to Sight



Quarterly Report

July – September 2015



Message from President and CEO

Dear Esteemed Members,

Greetings from VISION 2020: The Right to Sight – INDIA

In this quarter VISION 2020: The Right to Sight - INDIA continued its advocacy for HMIS and DBCS issues. This crucial issue needs a sustainable solution for smooth functioning of the NGO hospitals who are committed to provide their services towards the unreached population and to encourage their efforts to reduce the burden of avoidable blindness. VISION 2020 -INDIA is making all efforts with the government to resolve this issue.

A crucial initiative was taken for taking forward the north east situational analysis plan with the CEO visiting north east along with the Light for the World team.

We held some useful workshops and meetings. A workshop on Communication and Branding- a first of its kind by VISION 2020 – INDIA - was organised in this quarter to strengthen the capacity of member organisations.

The east zone meeting was held to provide a platform for state level networking and identify opportunities for supporting members.

We continued with our Team Building and Strategic Planning workshops.

Eye Donation fortnight was observed during this quarter. We share reports sent by some of our members.

We are thankful to our members for all their support and look forward for it to continue towards reducing the burden of avoidable visual impairment by ensuring comprehensive, quality and equity services in eye care.

Inside this issue:

Message from President and CEO	1
Advocacy	2—3
Programme Development	4
Organisational Development	5
Member Activities	6 –9
New Member	10

Dr Sara Varughese
President

Phanindra Babu Nukella, Ph.D.
CEO

ADVOCACY & UPDATES



Meeting with Deputy Secretary regarding DBCS: NPCB has issued a letter to all the SPOs in the country to submit a comprehensive report on the issue of DBCS.

This was as a result of a meeting CEO, Phanindra Babu and Programme Manager, Mrinal Madhaw, VISION 2020 - INDIA had with the Deputy Secretary, National Programme for Control of Blindness (NPCB), Ministry of Health and Family Welfare, (MoH&FW) Government of India on 3rd July 2015.

The meeting was to discuss the letter submitted by VISION 2020 - INDIA to JS, NPCB on DBCS dues for the reimbursement on behalf of the members.

CEO, VISION 2020 - INDIA also met with Joint Secretary, Ms Dharitri Panda and Asst. Commissioner, Dr Rajshekhar NPCB on 20 August 2015 to further discuss on this issue.

Meeting with Asst. Commissioner, NPCB : CEO, VISION 2020 -INDIA met Dr V Rajshekhar Asst. Commissioner, NPCB to discuss the forthcoming Country Action Plan Development agenda.

Visit to North East: CEO, VISION 2020 - INDIA visited Assam and Arunachal Pradesh along with the team from Light for the World: Mr Malte Fährnders, Programme Coordinator North-East India and Pakistan and Ms Irmgard Neuherz on 15th & 16th July 2015.

The purpose of the preliminary meeting was for planning a situational analysis and state action plan development for the Arunachal Pradesh and Assam. During the visit to north east, Phanindra Babu also met with the State government officials and other key stakeholders of Arunachal Pradesh and Assam.

Introducing zonal representatives to the state health Secretaries: Following a decision taken at the Board meeting, letters to Health Secretaries of all the states in the country have been sent introducing the six zonal representatives of VISION 2020 – INDIA.

We already have response to the letter from three states: Assam, Rajasthan and Punjab.

Meeting with WHO India : CEO, Programme Manager, and Communication Development Officer, VISION 2020 - INDIA met with National Professional Officers, WHO, Dr Pradeep Joshi and Dr Sadhana at WHO India office on 26 August 2015.

The meeting was to discuss on the forthcoming Country Action Plan Development process. WHO India office have suggested preparing a background document for the Consultation on Country Action Plan Development and are supporting the same. Dr Shamanna has been engaged to work on the document.

Letter to Health Secretary: A letter has been sent to Mr B P Sharma, Secretary, MoH&FW regarding delivery of eye care and way forward in addressing inequities. A request for a meeting with the Secretary to discuss the above has been submitted.

PARTICIPATION IN MEETINGS & WORKSHOPS

Participating in Awareness Campaign: Team VISION 2020 – INDIA participated in an awareness campaign in Lucknow on 23rd July, 2015 organised by Essilor India.



VISION 2020—INDIA team at the awareness walk

CEO, Programme Manager, and Development & Communication Officer, VISION 2020- INDIA were part of the 2km walk which was inaugurated by cricketer Virendra Sewahg. Phanindra Babu was invited to launch the walk along with other partners from the park at Gomti Nagar. Mr Virendra Sehwaig later also inaugurated the screening camp.

Meeting to make Punjab Corneal Blindness Back log Free State: Programme Manager, VISION 2020—INDIA participated in a meeting organised by State Health Society NPCB, Punjab on 29th September 2015 at Mohali, Punjab. This meeting had a discussion on how to make Punjab Cornea Backlog Free State. Private and Govt Eye Banks from Punjab participated in this meeting. The invitation to VISION 2020—INDIA was in response to the introductory letter sent to all state health Secretaries.

Airtel Half Marathon Meeting: CEO, VISION 2020 – INDIA participated in the preliminary meeting of the Airtel Half Marathon on 3rd July 2015 at Delhi.

A short course by London School of Hygiene & Tropical Medicine : CEO, VISION 2020 - INDIA participated in a week long course conducted by London School of Hygiene & Tropical Medicine and the International Agency for Prevention of Blindness.

The focus of the training was on "Understanding an eye health system in order to achieve universal health coverage". The programme was conducted at Hanoi School of Public Health, Vietnam from 6th – 10th July 2015.

Meeting with Sightsavers, Srilanka Team: CEO, VISION 2020 - INDIA met with the Sightsavers, Srilanka team on 29th July 2015 at Sightsavers office in New Delhi. CEO briefed about the resource mobilisation done by the VISION 2020- INDIA Secretariat.

Participation in Members Meet of Orbis: Programme Manager and Development Communication Officer, VISION 2020 - INDIA participated in the project staff meeting of Orbis partners at Orbis office on 24th July 2015.

Participation in Orbis Partner's meet: Programme Manager, VISION 2020 - INDIA participated in a two day Orbis Partner's meet on 23 & 24 August 2015.



Mrinal Madhaw with Col Deshpande and other Participants at the meet.

Visit to Sai Retina Foundation: CEO and Programme Manager, VISION 2020—INDIA visited Sai Retina Foundation, Delhi on 22 September 2015. The organisation could be a potential member for VISION 2020 -INDIA.

Visit of Dr R D Ravindran: Dr R D Ravindran visited VISION 2020 - INDIA office on 26 August 2015. A few program issues were discussed and guidance sought.

PROGRAMME DEVELOPMENT



Team Building & Strategic Planning Workshops

In this quarter, two Team Building & Strategic Planning Workshops were held:

Society for Comprehensive Rural Health, Ahmadnagar, Maharashtra on 12th July 2015, Col M Deshpande conducted the workshop.

Ratan Jyoti Netralaya, Gwalior, Madhya Pradesh on 17th & 19th July 2015. Col M Deshpande, west zone representative and Programme Manager, VISION 2020- INDIA conducted this workshop.

WORKSHOPS

Communication and Branding for Not for Profit Organisations: VISION 2020 – INDIA organised a one day workshop on Communication and Branding for Not for Profit Organisation.

This was the first ever workshop on this theme organised by VISION 2020 – INDIA. It was hosted by Siliguri Greater Lions Eye Hospital on 5th September 2015. A total of 37 participants from 17 organisations, mainly from east zone attended the day long workshop.

The objective of the workshop was to strengthen the capacity of member organisations towards their brand and effectively communicating—internally and externally—to serve the cause of eye care better.



Participants at the workshop

The workshop was divided into three sessions:

- **Branding Strategy**
- **Communication Strategy**
- **Media Relations**

The sessions were designed to be interactive and practical in nature for a tangible take away for the participants from the workshop. The session topics were a mix of branding and communication strategy with the perspective of an eye hospital.



Session in progress



A group photo of the participants at the workshop

ORGANISATIONAL DEVELOPMENT

East Zone Meeting: A one day meeting of the VISION 2020 – INDIA members from the east zone was held at Siliguri Greater Lions Eye Hospital (SGLEH), Siliguri, West Bengal.

A total of thirty seven participants attended the meeting: 12 member organisations from east zone, 2 non-members from the east, 3 organisations from the west zone and INGOs – CBM, Mission for Vision and HelpAge India participated in the meeting.

The meeting commenced with Mr P K Shah, Chairman, SGLEH New Eye Hospital, welcoming the participants to the meeting. He reminded everyone that the goal of year 2020 was very near and “We have to see what all can be done to reach the goal, especially in regard to eastern India, much more has to be done”.



Mr Kamalesh Guha, CEO, Siliguri Greater Lions Eye Hospital addressing the audience.

Mr Kamalesh Guha, east zone representative, VISION 2020 – INDIA and CEO, Siliguri Greater Lions Eye Hospital, gave a brief introduction of the hospital and welcomed the participants to the meeting and hoped that it would be a fruitful interaction.

To get the meeting rolling, Mr Phanindra Babu, CEO, VISION 2020 – INDIA outlined some key achievements of VISION 2020 – INDIA of the quarter gone by and some of the future plans. He also highlighted membership benefit offered by VISION 2020 – INDIA for its members and requested all to avail them.

For the meeting, all the participants were divided into three groups. The group work was designed to bring out Issues and Challenges faced in the broad area of: Quality Assurance, Advocacy, Outreach and HR and Manpower and

and how these issues and challenges should be addressed?



CEO, VISION 2020—INDIA addressing the audience

The group work also sought to find out the expectations from VISION 2020 – INDIA to sort these issues and also in general.

In a discussion following the presentations, a number of points that were raised in the group works were cleared. VISION 2020 – INDIA will work on these the expectations from the members from east zone.



Group work in progress at the east zone meeting.

The response from the three groups on the broad issues and challenges faced and suggested solutions were on three broad issues:

- **Quality Assurance**
- **Advocacy**
- **Outreach**
- **Human Resource**

MEMBER UPDATES

**Bravo OEU India: Ran to raise money**

The entire Operation Eyesight India team, most of them first time long distance runners, ran and finished 10 Kilometer at the Airtel Hyderabad Marathon 2015. The team from Operation Eyesight India ran with the objective to raise awareness about the challenge of avoidable blindness and to raise funds for the cause of eliminating avoidable blindness. The funds raised through this campaign will be used to promote three vil-lages as avoidable blindness free.

**Drashti Netralaya awarded FICCI Health Award**

Drashti Netralaya, Dahod and our member from west zone have been awarded the prestigious FICCI Health care excellence award in social initiative segment.

Drashti Netralaya works in spirit of collaboration with local communities, 69 % of which is tribal. It gives free of cost services to poor tribal patients. The treatment includes free of cost examination, treatment and surgery, glasses, medicines, transport, food, toys and ancillary services.

Its a ray of hope in the economically backward interior areas of the world.

**Aditya Jyot celebrates 25 years**

Aditya Jyot was established in 1990 by Prof. Dr. S. Natarajan.

The largest single specialty eye hospital in Mum-bai, it has a team of 15 consultants of all sub specialties. It caters to patients from across the globe and is accredited by NABH in addition to being a full member of WAEH (World Association of Eye Hospitals).

This silver jubilee sees the introduction of person-alised eye care through genetic testing for a host of hereditary diseases like RP, RB, Stargardt's etc. and personalised counseling for those af-fected.



MEMBERS UPDATES

Eye Donation Fortnight

The 30th Eye Donation Fortnight was observed from August 25—September 8. We share news from some of our members on awareness events that they organised.

Alsalama group of eye hospitals conducted various programs. Their centres in Calicut collected 1075 eye donation pledge forms from various panchayats of Calicut district; 2055 from various panchayats of Malappuram district and 2035 from Kannur as well. The students conducted bike rallies and various communities outreach programs in each districts.



Sitapur Eye Hospital organised a number of awareness programmes in the community to promote the great awareness from 25th October, 2015 to 8th September, 2015. The awareness programme covered the schools as Sacred Heart Inter & Degree College, RMP Inter & Degree College, Regency Inter College, Government Boys Inter College, Govt. Girls Inter College, Hindu Kanya Degree College, Central School, Vivekananda School, Grace Convent School, Mission School etc. Doctor and optometrist team visited these colleges & schools for an awareness on eye donation through posters, presentations and lectures.



Eye Donation Fortnight being observed by **CL Gupta Eye Institute**



MEMBERS UPDATES

Eye Donation Fortnight...

To create a huge awareness on eye donation among the community, **Aravind Eye Care System**, Madurai organised various programmes involving government and private stakeholders during the 30th National eye donation fortnight program. Districts collectors (Madurai, Dindigul, Theni) Judges, lawyers, donor families, industrialists, educational institution and social organisations were involved. Awareness creation was also done through sharing e-posters via social media. All the programmes went well. It created good impact among the community to support the noble cause.



The Eye Bank at **Dr. Shroff's Charity Eye Hospital** New Delhi organised "AMARJYOTI" function on the as a part of National Eye Donation Fortnight. Various partners from Govt, Pvt and various NGO's participated in the function.



MEMBERS UPDATES

Member Visits

Sundarban Social Development Centre (SSDC): CEO and Development Communication Officer, VISION 2020—INDIA visited one of the east zone members – Sunderbans Social Development Centre at 24 South Parganas, West Bengal. Sundarban Social Development Centre (SSDC) was established in 1986. Headquartered in 24 South Parganas of West Bengal is working in areas of Health-care, Education, Mother & Childcare (AN/PN), Healthy Policy on Environment, Employment, eliminating Child Trafficking & Early Girl-Child Marriage, Disaster Management, Water & Sanitation, General Hygiene, Sports & Cultural Activities to bring out a change in the social system. Motivate and involve villagers to have a positive impact in life.



The organisation runs an eye hospital with all specialties. It runs Vision Care Centres in different locations in Sunderban Islands.

Patients being ferried after surgery at SSDC

Khairabad Eye Hospital and Jawaharlal Rohatagi Eye Hospital, Kanpur.

The team VISION 2020—INDIA: CEO, Programme Manager and Development Communication Officer visited two members of Central Zone: Khairabad Eye Hospital and Jawahar Rohatagi Eye Hospital, Kanpur. The purpose of the meetings with all the members was to learn their work and to find what they expect of VISION 2020—INDIA.

Jawahar Lal Rohatgi Memorial Eye Hospital was established as a unit of 'Association For The Prevention of Blindness', UP, which was founded in Kanpur, India in 1946 with the mission to eradicate needless blindness in Uttar Pradesh. Subsequently an eye hospital was established in 1956 under the name of Kanpur Eye Hospital which was later renamed to Dr Jawahar Lal Rohatgi Memorial Eye Hospital to carry on the work.



At JLR Eye Hospital

The Hospital follows the principle that large volume, high quality service result in low cost and self-sustainability & has the distinction of being a very productive eye care organization, in terms of surgical volume and the number of patients treated.



Khairabad Eye Hospital started its activities in Kanpur and adjoining districts in 1976. The base hospital is a 70 bedded hospital which is divided into two wings – paid and free wings. While the free wing is absolutely free of charge, the paid wing, Dr. P. N. Mahendra Eye Institute, is moderately charged to cover the running expenses of the hospital. They perform all types of surgeries including Cataract with Phacoemulsification Technique as a routine, Glaucoma surgery, Squint Surgery, Oculoplasty and Vitro Retinal Surgery.

At Khairabad Eye Hospital

MEMBERS UPDATES



Four new members joined the VISION 2020—INDIA initiative.

We extend a warm welcome to them.

Organisation	State
Kalyanam Karoti	Uttar Pradesh
Delhi Lion Eye Centre (Dist 321A Lions Service Trust)	Delhi
National Association for Blindness	Maharashtra
Lions Netra Rugnalay , Nanded	Maharashtra

This quarterly newsletter is brought out by:

VISION 2020: The Right to Sight – INDIA
 D-21, Corporate Park, 2nd floor,
 Sector-21, near Sector 8 Metro Station Dwarka
 New Delhi, India- - 110077
 Telephone: +91- 11 6565 0577