



## **World Sight Day: Activity Report 2018**

**Optometry council of India celebrated World Sight Day 2018 on a mega scale.** Eye care awareness walks were conducted in 4 cities. Walkathon commenced in Bangalore, Indore and Lucknow on 11<sup>th</sup> October, followed by Surat on 13th October. This year the World Sight Day walkathon had special MASCOTS, street plays and flash mob as attractions for common public. The mascots were based on eye conditions such as Red eye, Myopia, Squint and a professional Optometrist. One city also had a contact lens mascot. World Sight Day awareness walks have become synonymous with optometrists ever since OCI commenced organizing such events on a yearly basis. Apart from the walkathon, local associations also performed eye screening camps, and held discussion forums and awareness activities in government hospitals.

At the outset OCI would like to thank sponsor Essilor for supporting OCI this initiative. Cooper Vision supported OCI with a Contact lens MASCOT in Bangalore. Without the support of the sponsors, an event of this magnitude would not have been possible.

### **City Reports:**

#### ***Bangalore, 11<sup>th</sup> October 2018***

Approximately 450-500 optometrists including students and practitioners participated in the WSD walkathon. The walk was conducted in Cubbon Park for approximately 3 kilometers. The walk was flagged off by Mr. Alexis Lonine, President Greater India, Essilor and Ms. Lakshmi Shinde, CEO, OCI at 7:30 AM and successfully completed by 9:00 AM. Mr. Ram, Mr. Raghavan from Essilor and Mr. Vivek Mendonsa and other senior optometrists took part in the event. Students from Sankara College of optometry, Nethradhama College, Naseema College, Vasan Institute and Christian Medical College participated in the walk. Members of Karnataka Optometry Association also participated. Despite the walk commencing in the early hours, the students were very enthusiastic and conducted street plays, flash mobs and spoke to public about eye care awareness. Essilor also created small informative flags on traffic safety and eye, which created curiosity among public and inspired them to ask questions. The passers-by got educated in eye care and in optometry as a profession as well.

Quotes from Public interaction:

***"I did not know a profession such as optometry existed. Thanks for educating me"***

***"I got to know that short sightedness and myopia are the same. You need to do this more often"***

***"We at the traffic police see lot of accidents due to poor eye sight, I did not know that optometrist can be the solution to the same. I am very happy that I came to know of this"***

**"What MASCOT is this, Squint?? Layman does think that squint is lucky for the child. Now I know it's a myth and it's harmful."**



### **Lucknow, 11<sup>th</sup> October 2018**

The local partner for walkathon in Lucknow was Era University. The campaigning on occasion of WSD was to celebrate the theme of IAPB this year “EYE CARE EVERY WHERE”. The students along with faculty of Era university and practitioners invited by Essilor accompanied by Mr Kulbhushan Singh (senior manager Professional studies North east India Essilor) gathered at the Kalam Centre KGMU early morning. The walkathon commenced at Kalam Centre and ended at Lohia Park via conventional Centre road. Invited chief guests were Prof. Dr.M.L.B Bhatt (V.C KGMU) accompanied by honorable Vice Chancellor of Era University Prof. Dr. A.A. Mahdi. Street plays were presented by the students of optometry at KGMU which included catchy phrases in Hindi like “jaanch karalo, checkup karalo”. Mascots, which were provided by OCI featuring myopia, optometrist, squint and red eye, were worn by student's .The students, practitioners and members from team Essilor were carrying small placards with information on eye care.

The students were continuously raising their slogans on eye care awareness. Students took a 10 minutes halt at Lohia Park for the street play created by optometry students depicting eye donation and eye care with the help of MASCOTS. Public gathered to watch the street play and it was presented in local language HINDI so that the public could understand. On completion of the walkathon, the audience gathered at the mini Auditorium where the post walkathon program commenced. Chief guest Dr. Vinod Jain (Dean, Paramedical sciences, KGMU) and other prominent guests: Dr. Mrinal Ranjan Srivastava (Associate Prof. Dept. of Community Medicine, Coordinator Era University) Dr.Pragati Garg (Prof. & head of Dept of ophthalmology ELMC), Kul Bhushan Singh (Senior Manager Essilor), Prof. A.K Sharma (Dean & Director Era Institute of Allied health Science and Research), Prof. Dr. Riaz Mehndi (Dean Paramedical Sciences EU) and Prof. Dr. A.A.Mahdi (Vice Chancellor ,EU) participated. All the guests were felicitated by Era faculty. This was followed by short speeches by the guests regarding what is WSD, why do we celebrate it, eye health care and awareness. At the closing moment 2 skits were presented in front of the guest of honor by students followed by vote of thanks.

Quotes from Public Interaction:

***"There is something called as Optometrist who also check our eyes. This is a new information to me"***

***"Why are you shouting Jaanch Karalo Checkup Karalo?? Is it so important?? "***



### **Indore, 11<sup>th</sup> October 2018**

The local partner for the World Sight Day walkathon in Indore was Indore Optometry Association. The chief guests invited were Mr.Sodani, Principal Shri Vaishnav polytechnic college Indore, Dr OP Agarwal, Dr S K Parwani, an eminent eye surgeon of Madhya Pradesh along with senior optometrist Mr.Hemant Ratnaparkhi, Mr.DS Chauhan and Mrs.Hema Verma. Essilor representative Mr. Surendra Khire along with the practitioners, invited by Essilor also participated in the walkathon. The awareness rally for visual welfare to the public at large was attended by 60 students and 120 practicing optometrists. The event was flagged by Ms Sodani, and the walk started at 9:00 AM from Shri Vaishnav polytechnic college and ended at Rajmohalla. Media coverage was also present and an article on newspaper was also published regarding the profession of Optometry and need for regular eye checkup. The students wore the mascots and walked in front of the rally, and raised slogans on "Check yearly See Clearly" and "Netra dan maha Dan".

Quotes from Public Interaction:

**"I want to pledge my eyes, can I do it here?? "**





***Surat, 13<sup>th</sup> October 2018***

The event was organized on 13th of October at the auditorium of Shree Bharatimaiya college of Optometry (BMCO), who were the local partners for this year's World Sight Day celebrations. All members from Surat optical association, educators and Optometry students from all colleges across Gujarat state gathered in the Diamond/ Silk City (Surat) for the event. Names of the participating schools were: Nagar school of Optometry, Ahmadabad; Hariyot College of Optometry, Navsari; Charotar College of optometry, Changa; B.N. Patel College of optometry, Anand; Drasti Netralaya College of optometry, Dahod; ITM College of optometry, Vadodara; and Diwaliba College of optometry, Bardoli respectively.

Dr. Jayesh Bhrambhatt, Dean of Surat Civil hospital, Dr. Prafull Shiroya Chairman of Lions Club, Red Cross, Surat and Lok Drasti eye bank, Surat, were amongst the special invitees for the walkathon event. Dr. Mahendrasing Chauhan Principal of Shree Bharatimaiya college of optometry and RJ Veer from Radio City 91.1 FM Surat Radio station addressed more than 500 participants before flagging off the walk. The walkathon was for 4 km and had attractions like street play, games and awareness speech for general public, and it lasted for almost one and a half hour. It was followed by cultural events. After the walkathon was successfully completed the crowd assembled at the auditorium where the top student of each and every college of optometry, year wise, were awarded with a gold medal in order to promote their excellence in academics. A video and a poster competition was also organized in which out of 30 entries 7 won awards. Quiz and fun time was also organized along with refreshment for all the enthusiastic participants.

A Very important message was sent by all 150 BMCO students by taking the pledge for donating their eyes on the eve of WSD, which was the main high light of the event and the students created awareness to the society, to their families and to the public by doing so as primary eye care providers.

