

Optometry Council of India

Newsletter – November 2020

"Creating excellence in eye & vision care through optometry regulation & education"



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The month of August is celebrated as "**Children eye health month**". Keeping that in mind, OCI conducted an awareness activity with few Optometry Schools. The partner schools conducted online sessions for students, parents and teachers creating awareness about general eye health and with specific information on digital eye strain. The IEC posters created by OCI along with the help of young optometrists. An eye care awareness presentation was used along with the posters to educate the public. 2 optometry colleges partnered with OCI in this program: Department of Optometry, School of Health Sciences- Ansal University (Gurugram) and Lotus College of Optometry (Mumbai). The poster received a lot of appreciation from national as well as international optometrists and organisations.

The AHP council bill 2018 has been withdrawn and "The National Commission for Allied and Healthcare Professions Bill 2020" was introduced in Rajya Sabha on 15th September 2020. The implication of the bill been named National commission is more towards having individual councils under the commission for each profession.

Advocacy activities: OCI continues to strive to maintain the quality of optometry education. In its efforts towards the same, we correspond regularly with educational and health agencies of the government. The letters received as a response to those advocacy efforts are available for reference on OCI website under more information/advocacy & correspondence.



WEBSITE

www.optometrycouncilofindia.org

EMAIL

info@optometrycouncilofindia.org

Mixed Bag

New Board Member update:



Optometry Council of India (OCI) is very proud to announce its new board member **Mr. Ramachandra V Shet**. He is the ASCO representative who is a Graduate of Manipal College of Health Sciences and holds a Masters degree from Bharati Vidyapeeth College of Optometry. He is currently on the board of ASCO and RGUHS (Karnataka Health University).

Website Support: OCI would like to thank Bausch + Lomb, HOYA and Forus for accepting our proposal to support the website. Each organization will be given a three-month slot. ALCON and Essilor have also shown interest for ad campaign from next year.

Instrument List: OCI has been working on creating a document on "Instruments required to set up an optometry practice". This document has a list of instruments for basic, advanced and super-specialty practice set ups. The document has been finalized and will be published soon. The interested companies can contact us at info@optometrycouncilofindia.org on/before 10th December 2020.

Congratulations to **Ms. Lakshmi Shinde** for being invited as one of the speakers to present about Indian Optometry in a panel discussion "**Optometry in Asia**" during the international conference conducted by India Vision Institute in October 2020.



World Sight Day 2020



World Sight Day 2020: Due to the pandemic, the WSD celebrations were limited to digital media this year. However, OCI and its members did not lose any enthusiasm in spreading the message of eye care to the public through this medium. As most people are now using social media, web-based platforms and digital devices, the campaign was aimed at educating the public on importance of regular eye check-up, blue light protection, myopia and comprehensive eye examination.

Videos and posters were created on the above topics by young optometrists which were appreciated by many. The posters and one video on comprehensive eye exam were supported by Zeiss India and the videos on other topics such as myopia were supported by Essilor India. There was a competition amongst the optometrists for sharing these videos and posters with common public on social media. The winners received special gifts.

Essilor Award Winners:

- Laxmi College of Optometry: Navi Mumbai
- Jaymin Limbachiya: Gujarat
- Riya Sarkar: Kolkata
- Atul Sharma: Himachal Pradesh

Zeiss Award Winners:

- Atul Sharma: Himachal Pradesh
- Jaymin Limbachiya: Gujarat
- Puneet: Gurugram
- Laxmi College of Optometry: Navi Mumbai

SOCIAL MEDIA PRESENCE



Optometry Council of India



@OCI_info

- The YouTube channel views
- Zeiss WSD Video: approximately 800 views
- Essilor WSD Video: approximately 500 views



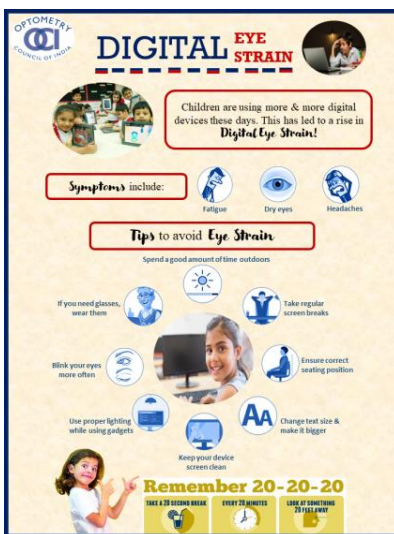
Eye Care Awareness Campaign



OCI with the support of Essilor India also created small video snippets in English and in local languages. These video messages were from prominent optometrists in India, who helped spread the message on eye care through a short 1-minute video. There were 5 video messages from different regions in India in English and 11 video messages in different regional languages as well. These videos have been shared with more than 4500 optometrists who are members of OCI and on other platforms like WhatsApp and telegram to another 2500 optometrists all over India

EYE CARE AWARENESS VIDEOS: OCI is creating awareness videos on different topics of eyecare and optometry. These videos are done as Zoom interviews and recorded live. 4 videos have been recorded on the following topics:

- General eye health by Dr Premnandhini S
[Click Here](#)
- Contact lens & the eye by Prof. Monica Chaudhary
[Click Here](#)
- How to choose a perfect pair of spectacles by Mr Kunal Shah
[Click Here](#)
- Children eye health by Dr Jameel Rizwana
[Click Here](#)



OCI plans to record more videos including topics like Low Vision, Sports Vision, Prosthetic Eye etc. All these videos are being created for public awareness and are publicized on various social media platforms for common public to watch and listen.

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Live Sessions on Facebook



OCI conducted a session on **“Empowering Optometrists in Eyecare Advocacy”** and went live on Facebook for the first time. It was a panel discussion with optometrists who participated in the Experience Vision project. They shared their experience of leading the project on ground and how it helped the community. Around 60 optometrists attended the live session and till date the views have reached 3700 with 12 shares.



The second live session was on **“Importance of professional body for optometrists outside India”** which included panelists from different parts of the world– Australia, USA, Canada, Africa and Asia. They shared their experience of practicing optometry outside India and the minimum requirements for working or studying overseas. The session had 7000 views and had a live audience of 120 and eventually reached a viewership of more than 33000.

“Implementation of Best Practice Standards” was the theme for the next one. In this, the panelists were from academia, private practice and retail chain. The session was very well appreciated by viewers and had an attendance of almost 100. Through Facebook it reached more than 43000 viewers.



The next one was all about the youth- **“Young Optometrists Speak - Are You Listening?”** The panelists were young enthusiastic optometrists who are passionate and are involved in volunteer work apart from their regular jobs. They shared their experience which reached out to more than 122600 people till date and has an engagement of more than 3900 people.

Panelists from 5 Optometry schools shared their views on for **“Implementation of awareness campaign on Digital eyestrain”** influencing approximately 7500 viewers



The sixth session was on **“Spectacles and Contact Lenses: Should They Be Medical Devices or Not?”**. Eminent optometrists shared their views and were heard by more than 4000 viewers.

THANK YOU