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7/10/17

(Through Mail)

No. T-12020/14/2017-NCD-1/BC  
Directorate General of Health Services  
Ministry of Health & Family Welfare  
Ophthalmology Section

Nirman Bhawan, New Delhi-110011  
Date 05.10.2017

To

The State Programme Officer (NPCB)  
All States/UTs  
(as per list)

Subject: Observance of the World Sight Day-2017 on 12th October, 2017 under the National Programme for Control of Blindness & Visual Impairment (NPCB&VI).

Sir/Madam,

As you are aware that the World Sight Day (WSD) is an annual day of awareness held on the second Thursday of October each year to focus global attention on blindness and vision impairment. This year it will fall on the 12<sup>th</sup> October, 2017. **This year 'Call to Action' for the World Sight Day is "Make Vision Count"** The key intervention on the occasion is to focus on young, school-going children, the elderly, those with diabetes.

World Sight Day is the most important advocacy and communications event on the eye health calendar. It is a great time to engage with the patient's family, those who seldom get an eye exam, diabetics etc.

In India, the major causes of blindness in children are due to Refractive errors, vitamin A deficiency, malnutrition, ocular injury, congenital cataract, ROP etc. The 50% of childhood blindness is preventable or the eye ailment is treated to preserve vision or restore sight in order to save the sight of the future of the country and save the productive age.

It has, therefore, been decided that during this year, 2017, we may focus on detection, diagnosis, management, prevention of Childhood Blindness including other avoidable blindness such as Refractive errors, Corneal Blindness, Diabetic Retinopathy and Glaucoma etc under the theme of Make Vision Count. It is proposed to organize screening camps particularly in rural areas for the community for detection of various eye disorders, where suspected cases could be referred to the nearest District Hospitals, NGO Hospitals, RIOs, Medical Colleges for better management and treatment.

In order to celebrate the WSD in a befitting manner, it is proposed to organize the following activities at the Central and State levels in order to supplement the State's activity and to accelerate the public awareness about all eye diseases as stated above.

**(1) At Central Level:**

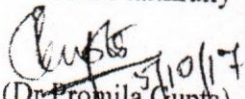
- 1) Telecasting of TV spots through Doordarshan, LSTV and Satellite Channel through IEC Division of MoHFW/DAVP;
- 2) Broadcasting of Radio Spots through AIR and FM private channels through IEC Division of MoHFW/DAVP;
- 3) Panel discussions on Doordarshan/ AIR;
- 4) Outdoor publicity across the country through various media tools such as bus panels, Bus Queue Shelters, and LCD. Digital Cinema, etc.;
- 5) Website, Social Media & Digital Media such as twitter, face book, you tube etc through DAVP/ NIHFW ;
- 6) Releasing of Advertisement on 12th October,2017

**(2) At State Level:**

- 1) To organize screening camps in the rural and slums areas for referral;
- 2) To identify persons including children and adolescents suffering from eye ailments;
- 3) To provide to identified curable blind persons/ children the best possible treatment available in the district/ region;
- 4) To set up mechanisms for referral, coordination and feedback between organizations dedicated to prevention and treatment;
- 5) To organize radio talks with experts in the local radio station and through local cable network in the State;
- 6) To organize mega rally at State & District levels in association with schools;
- 7) To conduct awareness meetings in schools and colleges on the prevention of blindness;
- 8) To conduct group meetings in far flung areas to create awareness among general public about prevention of blindness;
- 9) To organize Poster and Essay Completion in collaboration with schools/ NGOs etc;
- 10) To organize debate in schools, colleges on prevention of blindness;
- 11) To publish write up/ articles about the prevention and control of eye diseases in all local dailies;
- 12) To hold exhibitions at multiple sites;
- 13) To solicit support from well known public persons such as politicians, sports persons and celebrities etc.

An action taken report in this regard may also be sent to this Ministry on priority.

Yours faithfully

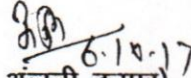
  
(Dr. Promila Gupta)  
Deputy Director General (O)

Copy to

The Director, All Regional Institute of Ophthalmology (ARIOs)

ज्ञापक— SPO/BD/MISC-01/2015 ..... 88/अ0नि0को0(अंधापन) स्वा0, पटना, दिनांक - 6/10/2017  
प्रतिलिपि:— विभागाध्यक्ष (चक्षु विभाग), सभी चिकित्सा महाविद्यालय बिहार/प्रभारी एवं विभागाध्यक्ष (नेत्र),  
क्षेत्रीय चक्षु संस्थान, शेखपुरा, पटना/प्रभारी निदेशक, राजेन्द्र नगर अस्पताल, राजेन्द्रनगर, पटना  
को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित।

प्रतिलिपि :- सभी सिविल सर्जन/सभी अपर मुख्य चिकित्सा पदाधिकारी, बिहार को सूचनार्थ एवं अनुपालनार्थ  
प्रेषित।

  
(डा0 अजनी कुमार)  
अपर निदेशक (अंधापन)  
स्वास्थ्य सेवाएँ, बिहार, पटना।