MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA)

INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)

Report on World Optometry Day Celebration

Title of the Session: World Optometry Day Celebration

Organized By: Institution's Innovation Council (IIC), Swami Vivekananda University, Kolkata

Resource Persons: Mr. Suvankar Choudhury, Senior Coordinator- Optometry Department & Business Development at Disha Eye Hospital
Mr. Ranabir Ghosh, Professional Sales Manager, Essilor, Kolkata
Mode of Delivery: Off-line
No. of Participants: 50
Nationality: Indian
Duration: 8 Hours
Date & Venue: 23nd March 2026, SVU Campus, Swami Vivekananda University, Barrack pore, Kolkata, West Bengal

Objectives:

The seminar was structured with a clear academic and professional intent:

- To explore the disconnect between classroom knowledge and clinical execution.
- To introduce students to real-time industry expectations and workflows.
- To encourage articulation of ideas through structured and spontaneous formats.
- To promote awareness of eye care through creative and digital platforms.
- To foster a culture of active participation and professional readiness.

Theme:

The theme **"Bridging the Gap in Optometry Practice"** served as the central pillar of the seminar, focusing on the critical transition from theoretical classroom learning to the practical demands of clinical and industrial environments. It addressed the "disconnect" often felt by students by highlighting that professional success requires more than just academic knowledge; it demands a blend of real-time clinical decision-making, patient communication strategies, and an understanding of evolving healthcare workflows. By integrating insights from industry giants like EssilorLuxottica and clinical experts from Disha Eye Hospitals, the theme emphasized a holistic approach to optometry, encouraging students to develop the adaptability and soft skills necessary to thrive in a fast-paced, modern healthcare landscape.

Outcome:

- The seminar successfully bridged the gap between academic theory and the practical demands of the optometry profession. Key outcomes included:
- Enhanced Professional Awareness: Students gained a realistic understanding of clinical responsibilities and the specific expectations of major healthcare institutions.
- Skill Diversification: Participants moved beyond textbook knowledge to develop essential "soft skills," such as spontaneous public speaking, visual communication through poster design, and digital advocacy.

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- Industry Integration: Through the presence of EssilorLuxottica and Disha Eye Hospitals, students established a direct mental link between their studies and the current market trends and technologies.
- Boosted Student Confidence: The interactive format and competitive segments fostered a sense of professional readiness, encouraging students to express original ideas and engage confidently with senior industry experts.

Session Highlights:

- **Bridging Theory and Clinical Reality:**

The academic cornerstone of the day was the keynote session delivered by Mr. Suvankar Choudhury from Disha Eye Hospitals. His presentation moved away from traditional rote learning to focus on the nuanced realities of patient care. By analyzing real-world clinical scenarios and decision-making frameworks, he highlighted the critical importance of adaptability and patient communication. This session served as a "reality check" for students, emphasizing that technical proficiency must be paired with the ability to build trust and ensure patient compliance in a fast-paced institutional setting.

- **Interactive Industry Engagement:**

The transition into the midday session, led by Mr. Ranabir Ghosh of Essilor, shifted the energy from observation to active participation. This segment was particularly highlight-worthy for its focus on modern optometry workflows. By involving a global industry leader like EssilorLuxottica, the seminar provided students with a rare look at the commercial and professional standards required at a global scale, effectively demystifying the path from a classroom setting to a professional career in eye care.

- **Creative Advocacy and Competition:**

The seminar concluded with a vibrant series of competitions that showcased the students' versatility. The Poster and Social Media Awareness competitions highlighted the growing need for optometrists to be digital advocates for eye health, while the Impromptu Speech segment challenged their ability to think on their feet. These activities, culminating in a formal prize distribution, transformed the seminar from a standard lecture into a holistic developmental workshop, reinforcing the value of creativity and clear communication in the healthcare landscape.

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Glimpse of the event:





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General Participants Feedback:

- Participants found the session highly inspiring, insightful, and career-oriented.
- Many appreciated the practical approach and real-life examples shared by the speaker.
- Students expressed that the session helped them gain clarity about their future goals and career direction.
- The emphasis on fundamentals and problem-solving was particularly valued.
- The interactive nature of the session made it engaging and thought-provoking.
- Several participants mentioned feeling motivated to explore new technologies and research areas.
- Overall, the session was regarded as a valuable learning experience that went beyond traditional classroom teaching.

Recommendations:

- Incorporate sustainable practices in future Programs.
- Encourage collaborative initiatives among participants.
- Ensure continued engagement through follow-up workshops or sessions.

Signature of the Convenor with University Seal

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Convener:
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World Optometry Day Celebration

Date: 23/03/2026

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3	SOUVIK PATRA	B.TECH ME	002-101-2025-113	S Patra
4	Sandip Patra	B.Tech M.E.	002-101-2024-224	S.Patra
5	Ranjan Das	M.E	002-101-2024-204	Ran
6	Rajib Mondal	B.Tech M.E	002-101-2024-191	
7	Pritam Saha	D.M.E	000.101-2024-110	Pritam Saha
8	Taraknath Chakraborty	D.M.E	000-101-2024-151	Taraknath Chakraborty
9	Abhijit Bhowmik	D.M.E	000-101-2025-065	Abhijit Bhowmik
10	Suman Mandal	DME	000-101-2025-105	Suman Mandal
11	Aman kr Singh	DME	000-101-2024-076	Aman kr Singh
12	Sourodip Malo	DME	000-101-2024-027	S. Malo
13	SANTOSH SAHOO	DME	000-101-2024-036	Santosh Sahoo
14	Pritam Biswas	D.M.E	000-101-2024-072	Pritam Biswas
15	BAPAN CHHAYAL	B.Tech.ME	002-101-2025-044	
16	Bishal krishna Mondal	D.M.E	000-101-2024-139	
17	Prabir Roy	D.M.E	000-101-2024-138	
18	GOKUL MISTRI	D.M.E	000-101-2024-137	GOKUL Mistri
19	Sanju Gonain	D.M.E	000-101-2024-140	Sanju Gonain.
20	Samiran Ghorai	D.M.E	000-101-2024-124	Samiran Ghorai
21	Tanmoy Ghosh	D.M.E	000-101-2024-115	Tanmoy Ghosh
22	Tapas kumar Ghosh	D.M.E	000-101-2024-116	Ghosh
23	Rahul Ghosh	D.M.E	000.101-2024-136	R. Ghosh.
24	Arijit Mondal	DME	000.101-2024-135	AM
25	Sujan Padhra	DME	000-101-2024-133	Spadhra
26	Gurupada Jana	B.ME	002-101-2024-107	
27	Arnab Jana	B.ME	002-101-2024-042	Arnab Jan
28	Krishnendu Das	BME	002-101-2024-135	
29	Mishan Dutta	B.ME	002-101-2024-119	MDutta
30	Joy Halder	B.ME	002-101-2024-116	Joy
31	Jayjit Roy Sarkar	BM.E	002-101-2024-117	Jayjit Roy Sarkar
32	Rakesh maity	B.M.E	002-101-2024-199	Rakesh
33	Gourav Kumar Chakraborty	B.M.E	002-101-2024-104	
34	Ghanshyam Rajbanshi	B.M.E	002-101-2024-101	G.R.
35	Aditya kumar Barua	BM.E	002-101-2024-043	Aditya
36	Sohail Ansari	B.M.E	002-101-2024-247	Sohail
37	Danish Imam	BME	002-101-2024-076	Danish

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41	Somnath Maji	BME	002-101-2024-251	
42	Ayan Sarkar	BME	002-101-2024-058	
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46	Debabrata Ghorai	BME	002-101-2024-079	
47	Suman Pramanik	BME	002-101-2024-306	
48	Soumyajit Mallick	BME	002-101-2024-262	Soumyajit Mallick
49	Sumit Dutta	BME	002-101-2024-308	Sumit Dutta
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52	Sudip Mondal	BME	002-101-2024-295	Sudip Mondal
53	Sukdev Das	BME	002-101-2024-300	Sukdev Das
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