



SWAMI VIVEKANANDA UNIVERSITY

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Completion Report of "Campus Drive of Lenskart"

**CAMPUS DRIVE
OF**

lenskart

Date: 11th June 2025

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Organized by: Department of Optometry

Date: 11th June 2025

Venue: Swami Vivekananda University

Campus Recruitment Report

Date of Campus Drive: 11th June 2025

Recruiting Organization: Lenskart

1. Introduction

The Department of Optometry at Swami Vivekananda University organized a successful Campus Recruitment Drive on 11th June 2025, in collaboration with Lenskart, India's leading omnichannel retailer for eyewear. The event was conducted with the objective of providing final-year optometry students an opportunity to begin their professional careers with a reputed industry leader in the eye care sector.

2. About the Recruiter – Lenskart

Lenskart is a pioneering brand in India's eyewear industry, known for its innovation, customer service, and vast network of optical retail outlets across the country. The company offers a wide range of career paths for optometrists, with emphasis on skill development, continuous learning, and customer-centric roles.

3. Participation Details

Department Involved: Department of Optometry

Program Level: Final Year Undergraduate – B.Optom

Eligible Students: 34

Participating Students: 13

Total Students Placed: 12

Placement Percentage: 92.03%

4. Recruitment Process Overview

The campus recruitment drive was meticulously organized and followed a multi-stage selection process:

a. Pre-Placement Talk

Representatives from Lenskart provided an overview of the company, job roles offered, growth prospects, salary structure, and work culture.

Students were briefed on expectations and responsibilities related to the clinical and customer care domains in optical retail.

b. Screening Process

Aptitude & Knowledge Test: Basic clinical knowledge, communication skills, and logical reasoning were assessed.

Technical Interview: Focused on optometric testing, dispensing knowledge, customer service scenarios, and equipment handling.

HR Interaction: Evaluated personality traits, work ethic, and willingness to relocate or work in a dynamic retail environment.

5. Job Details

Job Profile: Retail Optometrist

Location: Pan India (Based on company requirement and student preference)

CTC Offered: ₹3.20 LPA (based on skills and performance in the interview)

Additional Benefits: Incentives, professional training, internal certification programs, and career growth options.

6. Key Highlights

A record-breaking placement rate with 33 out of 34 students securing job offers.

Positive feedback from Lenskart recruitment team on the clinical acumen and presentation skills of SVU students.

Smooth coordination and logistical support provided by the Training & Placement Cell and faculty members of the Department of Optometry.

Several students were offered opportunities in premium locations based on their performance.

7. Student Testimonials

“Getting placed at Lenskart feels like the perfect start to my clinical career. The recruitment process was challenging but fair, and I’m excited to join the professional world.”

— Sayan Sardar, B.Optom Final Year

“The training and mock interview sessions organized by the department helped me a lot. I am thankful to our professors and the placement cell.”

— Riku Dari, B.Optom Final Year

8. Acknowledgements

The Department of Optometry extends sincere gratitude to Lenskart for recognizing and selecting our students for their organization. Special thanks to the Training & Placement Cell, Mrs Dipanwita Ghosh (HOD), faculty members, coordinators, and student volunteers for ensuring the smooth execution of the event.

9. Conclusion

The successful placement of 33 students stands as a testament to the academic rigor and clinical training provided by the Department of Optometry at Swami Vivekananda University. This drive reinforces our commitment to preparing students not just for degrees, but for meaningful and impactful careers in eye care.

We look forward to continued engagement with Lenskart and similar industry partners in the years ahead.

Prepared By:

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Date: 15th June 2025

