



SWAMI VIVEKANANDA UNIVERSITY

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World Optometry Day Celebration
Theme: Bridging the Gap in Optometry Practice



World Optometry Day

EssilorLuxottica

Organised by **EssilorLuxottica**

Swami Vivekananda University
Department of Optometry



Suvankar Choudhury

Senior Coordinator –
Optometry Department & Business Development
at Disha Eye Hospitals



Mr. Ranabir Ghosh

Professional Sales Manager, Essilor, Kolkata

Organized by: Department of Optometry

Date: 23rd March 2026

Venue: Swami Vivekananda University

World Optometry Day Celebration

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Department: Optometry

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Introduction

World Optometry Day was observed at Swami Vivekananda University through a thoughtfully curated seminar that brought together academic learning and industry insight under a single theme—Bridging the Gap in Optometry Practice. The event was designed not just as a formal academic gathering, but as a dynamic space where students could engage with the realities of professional optometry.

The collaboration with EssilorLuxottica added a strong industry perspective, allowing participants to experience how theoretical concepts translate into clinical and commercial practice. The seminar reflected a conscious effort to move beyond conventional lectures and create an environment of interaction, reflection, and application.

Objectives of the Seminar

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

Program Flow and Academic Setting

The day began with registration and an informal reception, setting a welcoming tone for the participants.



The formal proceedings opened with a welcome address that acknowledged the importance of World Optometry Day in the current healthcare landscape.

The ceremonial lighting of the lamp marked the symbolic beginning of the event, followed by a thematic introduction that framed the seminar within the broader context of evolving optometric practices. This initial segment effectively positioned the sessions that followed, giving students a clear sense of direction and relevance.

Keynote Session by Mr. Suvankar Choudhury

The first major academic engagement of the day was led by Mr. Suvankar Choudhury, Senior Coordinator – Optometry Department & Business Development at Disha Eye Hospitals.

Topic: Bridging the Gap in Optometry Practice

His session unfolded as a blend of experience-driven insights and practical reflections. Rather than remaining confined to theory, the discussion moved fluidly through real clinical scenarios, decision-making processes, and patient interaction strategies.

He addressed:

- The subtle but critical gaps between academic preparation and clinical responsibility
- The importance of adaptability in a fast-evolving healthcare environment
- The role of communication in building patient trust and compliance
- Practical expectations from entry-level optometrists in institutional settings

What stood out was the clarity with which complex professional realities were communicated, making the session accessible and relevant to students at different levels of training.

The session concluded with an interactive exchange where students engaged directly, asking questions that reflected both curiosity and awareness.

Interactive Segment and Transition

The interactive Q&A session that followed allowed students to extend the discussion beyond the lecture. It became a space for clarification, reflection, and dialogue, bridging the gap between passive listening and active engagement.

A short tea break provided a transition between the academic and activity-based segments of the program.

Creative Engagement & Awareness Session conducted by Mr. Ranabir Ghosh



The second phase of the seminar shifted focus from listening to doing. This segment was conducted by Mr. Ranabir Ghosh, Professional Sales Manager, Essilor, Kolkata.

From 12:30 PM onwards, the atmosphere transformed into a participatory and energetic environment through a series of structured competitions:

- Poster Competition
- Impromptu Speech Competition
- Social Media Awareness Competition

Each activity was designed to engage a different dimension of student capability. The poster competition emphasized visual communication and conceptual clarity, while the impromptu speech segment tested spontaneity and articulation. The social media awareness competition introduced a contemporary layer, encouraging students to think about digital advocacy in eye care.

Mr. Ghosh's approach was notably interactive. Rather than positioning himself solely as a facilitator, he actively guided participants, provided real-time feedback, and connected each activity to its relevance in professional practice.

Prize Distribution Ceremony

The competitive segment culminated in a well-organized Prize Distribution Ceremony, which added a sense of recognition and closure to the activities.

Participants were evaluated on multiple parameters including originality, clarity of thought, presentation, and engagement. Winners from each category were awarded prizes and certificates, acknowledging their effort and performance.

The distribution of prizes was not merely ceremonial; it reinforced the value of participation and excellence. Students who received recognition displayed a strong blend of creativity and awareness, while all participants benefited from the exposure and experience.

The moment of recognition created a positive and motivating environment, encouraging students to continue engaging in such academic and co-curricular platforms.

Student Engagement and Academic Atmosphere

Throughout the event, student participation remained consistent and enthusiastic. The transition from lecture-based learning to activity-driven engagement ensured that attention levels remained high.

Students demonstrated:

- Confidence in expressing ideas across different formats
- Creativity in addressing real-world issues related to eye care
- A willingness to engage with industry professionals
- An understanding of the importance of communication in healthcare

The seminar space evolved into a collaborative learning environment, where students were not just attendees but active contributors.

We are thankful to Dr. Nandan Gupta sir, Chancellor, Swami Vivekananda University for his immense support; Prof.

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