

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: 23rd 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:

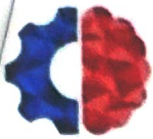
The theme "**Bridging the Gap in Optometry Practice**" served as the central pillar of the seminar, focusing on the critical transition from theoretical classroom learning to the practical demands of clinical and industrial environments. It addressed the "disconnect" often felt by students by highlighting 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:**

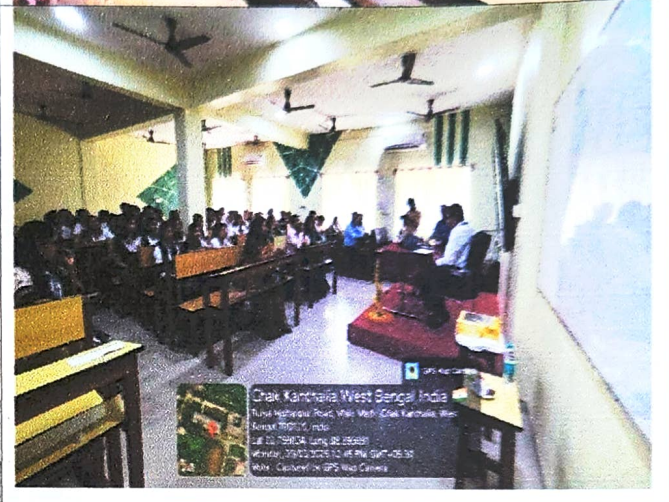
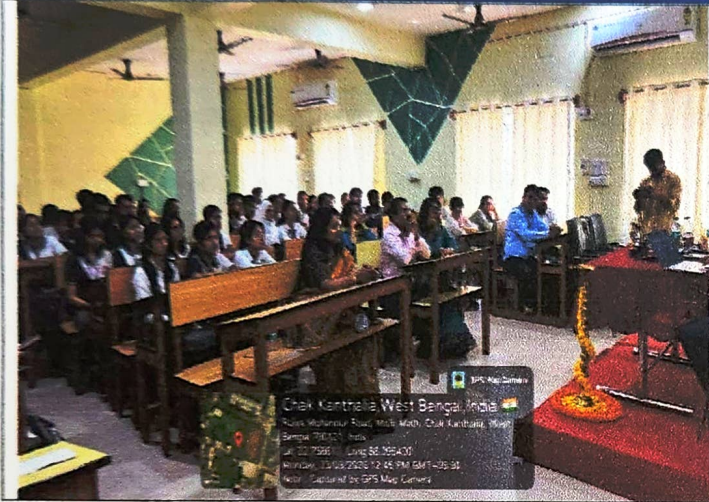
The transition into the midday session, led by Mr. Ranabir Ghosh of Essilor, shifted the energy from observation to active participation. This segment was particularly highlight-worthy for its focus on modern optometry workflows. By involving a global industry leader like EssilorLuxottica, the seminar 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.

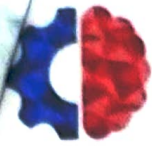


Glimpse of the event:



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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 Convener with University Seal

Convener:

**Dr. Ranjan Kumar,
Convener, IIC Cell**

**Associate Professor & Head, Dept. of Mechanical Engineering,
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