



Vision Insights

Optometry Newsletter

June, July, August



SCHOOL OF ALLIED HEALTH SERVICES
Swami Vivekananda University

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About Department of Optometry

The School of Allied Health Sciences at Swami Vivekananda University offers a range of undergraduate and postgraduate programs, including Medical Laboratory Technology, Medical Radiology & Imaging Technology, Physiotherapy, and Optometry. It also has a strong focus on hands-on training through advanced laboratories and a curriculum designed to prepare students for high-demand careers in the healthcare industry.

Campus Recruitment Drive by Lenskart

Organised by: Swami Vivekananda University

Date: 11 June 2025

Venue: University Campus

Swami Vivekananda University hosted the campus recruitment drive for Lenskart on 11 June 2025, providing final-year Optometry students an excellent opportunity to explore career pathways with one of India's most dynamic vision-care and optical retail companies.

The session began with a structured pre-placement talk delivered by the Lenskart Talent Acquisition Team. They introduced students to the company's rapid expansion across India and internationally, its technology-driven approach to eye care, and its strong focus on customer experience. Recruiters explained various job roles available for optometrists, including customer care specialist, store-based optometrist, eye-testing executive, and store operations trainee.

Following the orientation, the selection process was conducted in multiple stages. Students first appeared for a short aptitude and communication test designed to assess their understanding of basic clinical concepts, logical reasoning, and confidence in interacting with customers. Candidates who cleared this stage moved into the group discussion round, where they were evaluated on teamwork, leadership, analytical skills, and clarity

of expression.

The final round consisted of a one-to-one technical and HR interview. Lenskart's hiring panel focused on evaluating students' clinical knowledge in refraction, dispensing, frame adjustments, patient handling, and customer counselling. They also assessed adaptability, interpersonal skills, and willingness to work in a fast-paced retail environment.

The recruiters appreciated the students' professionalism, strong academic background, and hands-on practical training. Several candidates were shortlisted for final placement consideration, with the company expressing interest in continued collaboration with the university.

The campus drive concluded successfully, giving students meaningful exposure to real recruitment procedures and strengthening Swami Vivekananda University's industry engagement in the optical retail sector.



Campus Recruitment Drive by Titan Eye Plus

Organised by: Swami Vivekananda University

Date: 13 June 2025

Venue: University Campus

Swami Vivekananda University welcomed the recruitment team from Titan Eye Plus on 13 June 2025 for a dedicated campus placement drive for Optometry students. Titan Eye Plus, a trusted and nationally recognized brand under Titan Company Ltd., is known for its high-quality eyewear products, advanced eye-testing facilities, and strong customer service standards.

The event commenced with an insightful presentation by the Titan HR team. They explained Titan's brand evolution, its approach to clinical excellence, and the company's emphasis on ethical practice and premium customer care. The presentation also highlighted growth opportunities for optometrists, including clinical specialist roles, store optometry positions, and management-track opportunities within the retail division.

The recruitment process involved three assessment rounds. Students first appeared for a written test focused on clinical basics, optical product knowledge, prescription interpretation, and decision-making skills. This test helped the recruiters filter candidates with strong technical foundations.

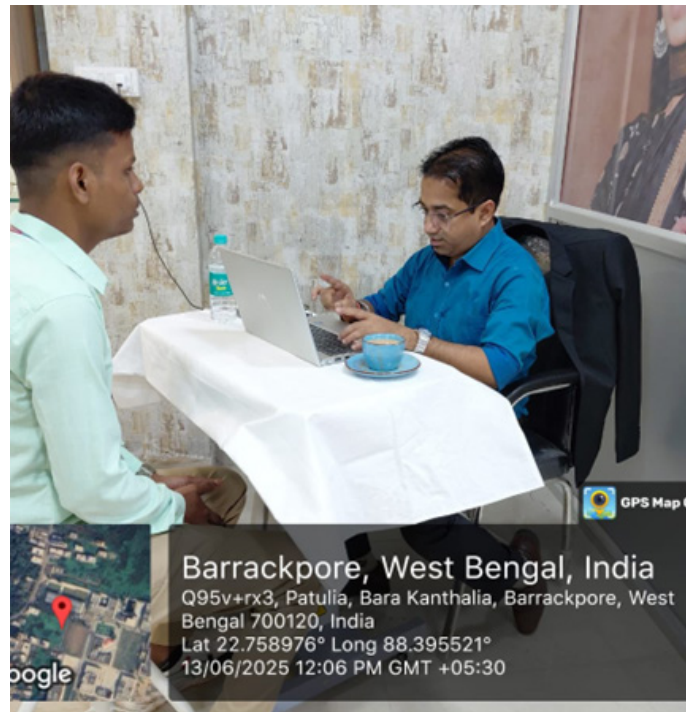
Shortlisted candidates progressed to the technical interview round. The Titan panel evaluated clinical competence, including proficiency in refraction, slit-lamp examination, frame adjustments, troubleshooting visual complaints, and guiding customers in lens selection. The panel also assessed communication

skills, patient interaction style, and confidence.

The final HR interview focused on workplace behaviour, discipline, teamwork, and long-term career goals. Recruiters praised the students for their clarity, enthusiasm, and strong understanding of clinical practice.

Titan Eye Plus acknowledged the university's effort in preparing industry-ready optometrists and expressed interest in future recruitment visits. Students found the experience highly enriching, as it exposed them to the realities of the professional optical retail environment and helped them understand employer expectations.

The drive concluded on a positive note, with several students shortlisted for further evaluation at Titan's regional hiring centre. The event reinforced the university's commitment to providing strong placement opportunities and strengthening ties with leading vision-care companies.



Industrial Lab Visit to Essilor

Organised by: Department of Optometry, Swami Vivekananda University

Date: 26 June 2025

The Department of Optometry, Swami Vivekananda University, organised an industrial lab visit to Essilor, one of the world's leading vision care and ophthalmic lens manufacturers. The visit was planned to give students real-world exposure to modern lens technology, manufacturing processes, and the standards followed in the global eye-care industry.

The team of students and faculty members were welcomed by the Essilor training and operations staff, who provided an overview of the company's mission, global reach, and innovations in lens design. The session began with a walkthrough of the pre-production and quality-check phases where students observed how raw materials are selected, inspected, and prepared for surfacing.

During the visit, students witnessed the lens surfacing process, which included blocking, generating, polishing, and edging. The Essilor technical experts explained how precision machinery ensures accuracy down to microns, maintaining the optical quality required for advanced prescription lenses.

Students also explored Essilor's coating laboratory, where lenses undergo anti-reflective, UV-protective, scratch-resistant, and hydrophobic coating procedures. The team demonstrated the layering techniques and quality tests performed to ensure long-term durability and optical performance.

A dedicated session was conducted on digital lens technology, including Varilux progressive lenses, blue-light control lenses, and personalized freeform designs. This helped students understand how patient lifestyle data is inte-

grated into lens design for enhanced comfort and clarity.

The visit ended with an interactive Q&A session where students asked questions about lens dispensing, international standards, supply chain systems, and career opportunities within the optical industry. Essilor staff shared insightful guidance on industry readiness and the skills expected from future optometrists.

The students found the visit inspiring and valuable, as it bridged the gap between classroom knowledge and industrial practice. For the Department of Optometry, this visit strengthened industry-academia collaboration and provided students with practical exposure to cutting-edge optical technologies and manufacturing processes.



Free Eye and Physiotherapy Camp

Organised by: Swami Vivekananda University

In collaboration with: Pranayan (NGO)

Date: Sunday, 13 July 2025

Location: Community Hall

Swami Vivekananda University organised a Free Eye and Physiotherapy Camp on Sunday, 13 July 2025, in collaboration with Pranayan

(NGO). The camp was designed to deliver essential health services to the local community, focusing on early detection of visual problems and musculo-skeletal issues.

The event saw active participation from residents of all age groups. The Department of Optometry offered comprehensive eye screenings that included visual acuity testing, refractive assessment, binocular vision evaluation, anterior segment examination, and counselling on eye hygiene. Many beneficiaries shared concerns about blurred vision, headaches, and difficulty with near work, and the screening helped identify cases that required further clinical review or corrective spectacles.

Alongside eye testing, the Department of Physiotherapy provided musculoskeletal evaluations for individuals experiencing joint pain, back stiffness, posture-related discomfort, and age-related mobility issues. The physiotherapy team guided participants through simple exercises, stretching routines, and lifestyle corrections that could be practised at home to manage chronic pain and improve mobility.

The presence of Pranayan (NGO) helped in smooth coordination, crowd management, and community outreach. Their volunteers ensured a supportive environment, encouraging residents to attend the camp and assisting them throughout the registration and assessment process.

Feedback from beneficiaries was overwhelmingly positive. Many expressed gratitude for receiving accessible healthcare services at their doorstep, and several requested follow-up camps and awareness sessions. The initiative strengthened the university's commitment to community welfare and demonstrated the impact of collaborative healthcare outreach.

The event concluded successfully, reaffirming Swami Vivekananda University's mission to extend compassionate, inclusive, and preventive healthcare services beyond the campus.



One-Day Workshop on Orthoptic Assessment

Organized by: Department of Optometry, Swami Vivekananda University

Date: 22 July 2025 (Tuesday)

Time: 11:00 AM onwards

Speaker: Dr. Partha Chowdhury

Professor, Department of Optometry

School of Allied and Health Sciences, Galgotias University

The Department of Optometry at Swami Vivekananda University conducted a one-day workshop on Orthoptic Assessment on 22 July 2025. The session was led by Dr. Partha Chowdhury, a distinguished professor from Galgotias University known for his expertise in binocular vision, orthoptics, and clinical optometry training.

The workshop began with an introduction to the fundamentals of orthoptics, highlighting its importance in diagnosing and managing binocular vision disorders, strabismus, convergence insufficiency, and accommodation anomalies. Dr. Chowdhury guided students through a structured understanding of the assessment sequence, emphasizing how each

test contributes to clinical decision-making.

Throughout the session, participants were introduced to a wide range of orthoptic tools and techniques, including cover test interpretation, NPC evaluation, vergence ranges, Maddox rod assessment, and accommodation facility testing. Dr. Chowdhury demonstrated each step using practical examples and case-based discussions, helping students connect theoretical knowledge with real clinical application.

Hands-on interaction formed a key part of the workshop. Students practiced various assessment procedures under expert supervision, gaining clarity on measurement techniques, recording standards, and common errors encountered during binocular vision testing. This practical exposure boosted their confidence and strengthened their clinical understanding.

The workshop also explored current trends in binocular vision therapy, digital approaches to orthoptic rehabilitation, and the role of early detection in improving patient outcomes.

Participants found the session deeply insightful and engaging. The department expressed gratitude to Dr. Partha Chowdhury for sharing his expertise and for encouraging students to approach orthoptics with curiosity and precision.

The event concluded successfully, reinforcing the department's mission to provide advanced clinical training and strengthen the professional skills of budding optometrists.



Free Eye and Physiotherapy Camp

Organised by: Swami Vivekananda University

In collaboration with: Kamakhya Balak Ashram

Date: 29 July 2025 (Tuesday)

Location: Debipur, Barasat, Kolkata

Swami Vivekananda University organised a Free Eye and Physiotherapy Camp on 29 July 2025 at Debipur, Barasat, in collaboration with Kamakhya Balak Ashram. The initiative aimed to extend essential healthcare services to the local community and create awareness about early detection, preventive eye care, and physiotherapy support.

The camp brought together a team from the Department of Optometry and the Department of Physiotherapy, offering comprehensive services under one roof. The Optometry team conducted detailed eye examinations that included visual acuity testing, refraction, binocular vision assessment, colour vision screening, and anterior segment evaluation. Many beneficiaries reported long-standing issues such as headaches, blurred vision, and difficulty with near tasks, and the team provided personalised guidance along with referrals for further evaluation where needed.

The Physiotherapy team provided musculoskeletal assessments and pain-relief counselling for individuals suffering from chronic knee pain, back discomfort, shoulder stiffness, and other posture-related concerns. Practical demonstrations on stretching, joint-mobility exercises, and ergonomic habits helped participants understand simple ways to manage pain and improve functional movement in their daily lives.

The turnout from the community was encouraging, with beneficiaries expressing gratitude for receiving accessible healthcare support close to home. Volunteers from Kamakhya Balak Ashram helped with coordination, ensuring smooth movement of participants and maintaining a welcoming environ-

ment.

The camp concluded with positive feedback from local residents, who appreciated the university's effort to extend healthcare beyond the campus. Swami Vivekananda University reaffirmed its commitment to community welfare and announced plans for similar outreach activities in the coming months.



Independence Day Celebration at Swami Vivekananda University

Date: 15 August 2025

Venue: Swami Vivekananda University Campus

Swami Vivekananda University celebrated the 79th Independence Day of India with pride, enthusiasm, and a strong sense of national spirit on 15 August 2025. The campus came together to honour the country's freedom struggle and to pay tribute to the countless individuals who devoted their lives to building an independent India.

The celebration began with the hoisting of the National Flag by the Honourable Vice Chancellor, accompanied by the Registrar, senior faculty members, administrative staff, and students. As the flag unfurled, the entire gathering joined in singing the National Anthem, creating

a moment of unity and reverence across the campus.

In his address, the Vice Chancellor reflected on the sacrifices of the freedom fighters and encouraged students to uphold the values of responsibility, courage, and service to the nation. He emphasized the importance of education in shaping socially aware and morally grounded citizens. His message inspired the audience to think about their own role in contributing to the country's progress.

Cultural performances added colour to the celebration. Students presented patriotic songs, dance performances, and short skits highlighting India's journey from colonial rule to becoming a vibrant democracy. The performances showcased creativity and a deep respect for the nation's heritage. Teachers and staff also participated, making the event a collective celebration of freedom.

As part of the program, certificates of appreciation were distributed to students who demonstrated excellence in academics, sports, and extracurricular activities. This gesture aligned with the day's theme of recognising young contributors to nation-building.

The event concluded with a vote of thanks, followed by the distribution of refreshments. Students interacted with faculty members, sharing thoughts on patriotism, civic duty, and the university's role in shaping future leaders.

The Independence Day celebration reaffirmed Swami Vivekananda University's commitment to fostering unity, responsibility, and national pride among its students. It served as a reminder that freedom is both a privilege and a continuous responsibility—one that each generation must carry forward with dedication.



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