

PROJECT “MULTIDISCIPLINARY APPROACH TO INNOVATIVE SOCIAL ENTERPRISES”

A Report on Inauguration Ceremonies of
Prakash Vision Centres (PVCs)
Brahmpur & Pali,
Gorakhpur,
Uttar Pradesh, India

Held on 21st & 22nd October, 2019

Submitted by:



SUBMITTED TO:





It is with great pleasure that we at Project Prakash Charitable Trust (PPCT) share news of the commencement of two Prakash Vision Centres (PVCs) in Brahmpur and Pali blocks of Gorakhpur, Uttar Pradesh. The inauguration ceremonies were held on 21st and 22nd October, 2019 respectively. These vision centres have been established under the auspices of the project "Multidisciplinary Approach to Innovative Social Enterprises" with support from the Lakshmi Mittal and Family South Asia Institute, Harvard University, and Harvard Global Research Support Centre in India.

The inauguration ceremonies for both centers were well attended. More than a hundred people gathered from the neighboring villages to participate. Gratifyingly, the attendees included both males and females in about equal numbers.

The special guests included Mr. Rinku Yadav, the Village Pradhan, Village Lalapur, Brahmpur, and Mr. Brijil K. Mathew, Manager Eye care Services, Fatima Hospital, Gorakhpur. (Fatima is a charitable hospital with a well-appointed ophthalmic division. Fatima Hospital is partnering with PPCT to provide medical treatment to patients referred from PVCs for specialized care.)

The PPCT/PVC team present at the inaugurations included:

- Mr. Vidya Prakash, PVC Coordinator
- Mr. Prince Emmanuel Layal and Mr. Ravikant Gautam, PVC Optometrists
- Mr. Pradeep Kumar and Mr. Dhanesh Kumar, PVC attendants
- Mr. Ajay Kumar Chawariya, Executive Director, PPCT
- Mr. Rakesh Kumar, Outreach Coordinator, PPCT
- Mr. Vivek Varma, Coordinator (Honourary)-Resource & Infrastructure, PPCT

Both of the Prakash Vision Centres are well-equipped with all the modern ophthalmic equipment including slit lamps, refraction units and HD Eye Charts. The PVCs are well furnished and have showcases and counters for displaying a variety of frames to facilitate customers' selection of eye-glasses. Each PVC has been staffed with a Receptionist/Attendant and a qualified Optometrist. The optometrists have undergone a one-month specialized training program at Dr. Shroff's Charity Eye Hospital (SCEH), New Delhi. The PVCs have designated space for optometric screening as well as a waiting area for patients and the attendants accompanying them. The PVCs have also been provided with computer systems to collect and maintain patients' data in secure digital form.

Locations for the PVCs were decided based on the information previously collected by the PPCT team and the recommendation of several experts from the government health department as well as from NGOs. Both the blocks, Brahmpur and Pali lack significant eye-care facilities.



There was a clear sense of excitement amongst the people who had gathered to attend the inauguration ceremony of the PVCs. They felt that with the new centres, they will be saved from the ordeal and expense of traveling to Gorakhpur (City) which, apart from the cost of consultancy fee/eye-glasses they would also take a heavy toll on their time - almost a whole day! They were glad to know that they would be able to get their eyes examined in their local PVC and also have access to quality eye glasses at a very nominal cost.

Here are some pictures of PVC inauguration ceremonies held on 21st & 22nd October, 2019:

Brahmpur PVC: Inaugurated on 21st Oct. 2019:





Pali PVC: Inaugurated on 22nd Oct. 2019:

