

T- 12011/ 07 /2014NPCB
National Programme for Control of Blindness
Ministry of Health and Family Welfare

Nirman Bhawan, New Delhi
Dated: 29th September'2014

To

All State Programme Officers (NPCB)/RIO
(As per list enclosed)

Subject: 14th WORLD SIGHT DAY" (WSD) on 09th October 2014.

Dear Sir,

World Sight Day (WSD '14) is being celebrated globally on second Thursday of October every year since 2000 with different theme every year. The international theme for World Sight Day 2014 is **Universal Eye Health**, with a call to action: "**Early Detection of Diabetic Retinopathy (DR)**". The key intervention of the WSD is to promote universal Eye health coverage and reduce levels of avoidable blindness due to Cataract, Refractive Error, and Corneal Blindness & Diabetic Retinopathy etc. by 25%, by 2019. This year the World Sight Day will be observed on October 09th 2014.

2. The main objective of World Sight Day is to enhance public awareness about preventing various Eye problems and controlling of curable blindness amongst all sections of public, particularly elderly population and persons residing in slum clusters and rural areas.

3. In this connection, you are requested to undertake the following activities well in advance focusing on the preventive and curative services that are available for all the eye diseases under the NPCB.

- To organize screening camp in the rural areas and referral;
- To identify persons including children and adolescents suffering from eye ailments;
- To identify & to provide curable blind persons the best possible; treatment available in the district/region;
- To set up mechanisms for referral, coordination and feedback between organizations dedicated to prevention and treatment;
- To organize radio talk with experts in the local radio station and through local cable network in the State;
- To organize mega rally at State & District levels;
- To conduct awareness meetings in schools and colleges on the prevention of blindness;
- To conduct group meetings in far flung areas to create awareness among general public about prevention of blindness.

3. State Programme Officer (NPCB) may also incur expenditure for organizing IEC activities from approved funds for IEC in the PIP. The approved layout for the advertisement is being sent separately electronically, which is currently under process. This material may be used preferably in your State language. You are requested to adhere to the layout/message in all formats of IEC activities in order to maintain the uniformity of the campaign from Centre to periphery level for better recall value and continuity.

4. Lastly, I would request you to provide a feed back in the form of a brief report together with photographs/success stories to this office latest by 30-10-2014 positively so that the event could be publicized in the forthcoming NPCB-India quarterly News Letter.

Yours faithfully,



(Dr. N. K. Agarwal)
Deputy Director General (NPCB)
Email: ddgnpcb2010@gmail.com
Tele#011-23061594