THE EYE

The most precious organ of your body

NO ONE TAKES CARE OF IT AS WE DO.
The number of people with visual impairment worldwide in 2014 was 285 million, of whom about 39 million were blind and 246 million had low vision.

With 7.8 million blind people in India, the country accounts for 20% of the 39 million blind population across the globe.

Refractive error is the most common cause of visual impairment, which already affects nearly 20% of the general population.
The Great Visual Divide

7 billion people in the world

1.7 billion Corrected

2.5 billion Not corrected
EYE OPENER!

World population: 7 billion of which 4.2 billion (60%) require vision correction.

1.7 billion with corrected vision & 2.5 billion remain uncorrected.

India’s population: 1.24 billion of which 645 million require vision correction

150 million with corrected vision, 500 million uncorrected.
The situation today

OUT OF 1.24 BILLION POPULATION OF INDIA, 645 MILLION REQUIRE EYE CORRECTION.

Only 150 Million Corrected

Still 495 Million Uncorrected
Causes of Blindness in India

Source: National Programme for Control of Blindness in India

- Cataract: 62%
- Refractive Errors: 20%
- Glaucoma: 10%
- Surg. Comp.: 6%
- Others: 1%
- Corneal Opacity: 1%

Source: “Community Eye Health Journal, International Centre for Eye Health, London School of Hygiene & Tropical Medicine”
CHALLENGES TO VISION FACED IN TODAY’S LIFE STYLE

1. In today’s competitive working environment, there is an increased expectation for better results & improved efficiency.

2. More than 90% of the working population are working on the computers for long hours.

3. Most of us are functioning under artificial light for extended period.

4. Majority are handling electronic gadgets like laptops, smart phones, tabs and so on, throughout the day.

5. Experiencing excessive glare from LED TV and other such devices.
HOW MANY OF THESE SYMPTOMS ARE WITNESSED?

- Frequent rubbing of eyes.
- Excessive blinking of eyes.
- Watering of eyes.
- Headaches, dizziness while working.
- Eye strain & Fatigue.
- Dry Eyes
- Neck & Back pain.
- Blurred Vision.
VISION ISSUES CAN LEAD TO UNPRODUCTIVITY

Working with tired eyes combined with improper vision reduces our work efficiency.

Additional problems like Computer Vision Syndrome” or CVS  is very common amongst the busy members of the Corporates.
OBJECTIVES OF BETTER VISION PROGRAM

- Increase the awareness, regarding the importance of correct and clear vision, amongst all the members of the society so that they can experience the best vision at all times, helping them to perform maximally in their fields.

- Better Vision Program provides on-site eye testing, aiming to reach out to all spheres of the society and providing them the best vision at affordable costs.

- Offer its diverse portfolio of sincere & prompt services free or at minimal costs for the benefit of the society members.

- Providing instant solutions to any eye related problem, at any location, for every individual.
BETTER VISION PROGRAM

Awareness Campaign

- Corporate houses/ Institutions/ Residential complex
- On-site eye testing camps
- Education / Individual counseling & guidance
- Special facilities & discounts for participants & their family members

Charitable Campaign

- Subsidized specs
- BVP Onsite / Mobile Van Unit
- Better Vision Centre
- Subsidized range at select GKB Stores
THE BVP MOBILE VAN

A dedicated mobile van for Better vision program helps in reaching out to the different corporate houses, residential premises & diverse institutions, no matter how distant these premises might be.
WHAT GKB OFFERS

World class testing facilities right at your doorstep. Individuals do not have to waste their valuable time in searching for ophthalmologists or optical shops for knowing whether they require any power correction or not.

A team of qualified optometrists and eyewear professionals with advanced equipments assess the power requirement of each individual.

Instantly solving vision problems of individuals, counseling them to choose the right pair of glasses, as per his/her job requirement, budget and preference.
ADDITIONAL BENEFITS

With a string of 60+ elite optical showrooms all over the country, GKB offers world class retail experience.

- Individual Counseling for everyone for visual ‘stress management’ for every participant.
- Contact Lens consultation and free trial of disposable Contact Lens.
- Free Eye testing facility at our retail outlets for the family members of the individual participants.
- A wide range of Frames, Sunglasses & Contact lenses at a very affordable price.
- Budget range of eyewear available at select stores.
THE PROCESS

1. Registration

2. Objective Eye Test

3. Subjective Eye Test

4. Personal Counseling
STRENGTH OF GKB OPTICALS

- Excellent brand identity among the Corporate Houses.
- Well trained team of Optometrists, Technical & Sales Personnel.
- State of art digital eye testing clinic in every GKB Opticals store.
- Wide range of product portfolio – Inhouse & Premium Brands.
- Complete visual solution- Spectacles, Contact Lenses, Rx Sunlenses etc.
- Excellent after sales service
- One of the largest pan India network.
SYNOPSIS- 2013 ACTIVITIES
(Total 47 activities conducted in 2013)

- Out of total activities 77% done in Corporate Houses.
  (Total 36 activities conducted in different Corporate)
- Out of total activities 7% done in Residential Complexes.
  (Total 3 activities conducted in different Corporate)
- Out of total activities 12% done in Institutions.
  (Total 6 activities conducted in Institutes)
- Out of total activities 4% done in Charity Unit as CSR.
  (Total 2 charity camps conducted as CSR)
Out of total activities 77% done in Corporate Houses.
(Total 203 activities conducted in different Corporate)

Out of total activities 12% done in Residential Complexes.
(Total 31 activities conducted in different Corporate)

Out of total activities 4% done in Institutions.
(Total 10 activities conducted in Institutes)

Out of total activities 8% done in Charity Unit as CSR.
(Total 21 charity camps conducted as CSR)
SYNOPSIS - 2015 ACTIVITIES

(Total 221 activities conducted in 2015)

- Out of total activities 86% done in Corporate Houses.
  (Total 189 activities conducted in different Corporate)
- Out of total activities 10% done in Residential Complexes.
  (Total 22 activities conducted in different Corporate)
- Out of total activities 4% done in Institutions.
  (Total 9 activities conducted in Institutes)
SYNOPSIS- 2016 ACTIVITIES
(Total 47 activities conducted in 2016 till MARCH, 2016)

- Out of total activities 87% done in Corporate Houses. 
  (Total 41 activities conducted in different Corporate)
- Out of total activities 6% done in Residential Complexes. 
  (Total 3 activities conducted in different Corporate)
- Out of total activities 6% done in Institutions. 
  (Total 3 activities conducted in Institutes)
Trained professionals coupled with the latest state of art technology make GKB the ultimate choice in visual care.

Thank you