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Hello,

It calls for a rare sense of courage and empathy for an eye doctor to embark -- *after* conventional retirement -- on a mission of eradicating cataract-related blindness among urban and rural poor.

Aravind Eye Care System (AECS) founded by Padmashree Dr. Govindappa Venkataswamy has proved that the mission can be accomplished.

The case study and video review give an insight on how AECS, a non-profit that started as a 11 bed clinic, is today the world's largest provider of eye care.

Warmly,

The Editorial Team

<u>Video Review</u> Aravind Eye Care System



Every landmark achievement has its origins. For Dr. Venkataswamy, it was an intense desire to give the gift of eyesight to rural masses who suffer blindness for *lack of access* to treatment. The review takes you into Dr. Venkataswamy's childhood, obstacles, co-passengers and eventual success. More.



Case Study Aravind Eye Care System - An Inspired Institution

The numbers are staggering. Since inception in 1976, AECS has treated over 38 million patients and performed more than 5 million eye surgeries and laser procedures. On an average year, it treats 3.5 million patients.

The case study reveals the extraordinary vision, scale of operations, standardization and exceptional efficiency that runs AECS. The uniqueness of the model arises not so much from its clinical competence or processes, as from its deeply humane value system. <u>More</u>

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The Missionaries of Excellence



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