

Sambhram School of Management

Visit of MBA Students to Aravind Eye Care Systems, Madurai

The Report

BACKDROP

MBA students of Sambhram School of Management had been to Madurai to visit Aravind Eye Care Systems, World's top notch Eye Hospital on May 13, 2015 with an aim to feel for them what entrepreneurship is, how can an individual serve the society in true sense of the term and above all to learn true leadership vision from the legendry Eye Surgeon Dr G Venkataswamy, the Founder of this famous hospital. A team of 12 students headed by Dr. K C Mishra was the contingent and the schedule was tightly packed from 9AM till 5PM that day in and around the hospital. We visited Aurolab, the manufacturing unit and looking @ the space and time at our disposal proceeded to Meenakshi temple in the evening to quench our godly urge of taking blessings of the Mother Almighty.

The program began at 9am at LAICO(LIONS ARAVIND INSTITUTE OF COMMUNITY ORTHALMOLOGY) in the conference hall with a presentation by Dr. Devendra focusing history of the hospital, vision and mission, number of centers, manufacturing centers , balancing of resources, rehabilitation centers, and market condition at the bottom of the pyramid. This could give us a global view of Eye Care facilities around the world and where India stands.

HISTORY OF ARAVIND HOSPITAL

- ❖ Founded by Dr. Govindappa Venkataswamy in the year 1976 with 11 beds.
- ❖ Aravind eye care facilitates had served more than 32 million out patients and performed four million surgeries through its 8 hospitals(with 4000 beds), 40 vision centers in rural areas, and 7 community eye clinics.
- ❖ The building blocks of Aravind are:
 1. Value system
 2. Delivery system
 3. Innovation
- ❖ Primary eye care centers
 1. 46 centers covering of 3.5 million
 2. One million patients visits
- ❖ In last 38 years they provided treatment on the basis 90% free and 10% on payment basis.
- ❖ Till March, 2013 four million surgeries had been undertaken.

Soon after the introductory session there was a 20 minutes brake, then the students were divided into two groups of 6 each, one group led by Dr. Deepa and another by Mr. Bijju.

First we were taken to the main building of the hospital where there was a nominal consultation charge of Rs 50 each, the ground floor consists of registration department and first floor examining patients. Depending upon the problems of patients they were guided by the sisters to the respective units at different floors. This process could be over within 90mins. Next, we were taken to the other building where there was free consultation. The process was same as at the main building, there was nothing distinct.

Thirdly, we were taken to inpatient block where it consisted of registration process and we then proceeded to general ward where patients after the surgery were asked to remain in the ward for an hour.

VISIT TO AURO LAB @ 2:30PM

Mission: “To eliminate needless blindness by providing compassionate and high quality eye care to all” It was a 25minutes drive from Inspiration Guesthouse to Aruolab Manufacturing Unit. There we were given brief introduction about the company. Having established in 1992 at Madurai they were in to manufacturing of pharmaceutical products like needles, eye drops and lens. In 1988, the beauty of the Aurolab was to provide lens at \$2 and it exported products to 120 countries around the world.

We were guided and taken to different departments in the company and they explained the manufacturing process, testing, sterilizing and quality check of the products and finally the packing process too.

VISIT TO NITHYATHA (PERPETUITY) @ 4 PM

The brilliant floor plan was incorporated the mother’s symbol through a stunning combination of a building, landscape garden and ponds. As serendipity would have it, the entrance of the building line up directly with beautiful banyan tree Dr. V himself planted.

Inaugurated on October 2, 2011 this special center offers up a serene and inspirational space for internal practice as well as external dialogue and creative thinking.

CONCLUSION

We had the privilege of getting such an opportunity from among 400 students of MBA Program. The main purpose of the visit was to know the entrepreneur skills, motivation, inspiration, compassion and kindness of Dr. V, when it comes to management the structure was systematic and had their own research and innovation wing. They had developed their own Management Information System where it helped to keep track of all patients' data treated by them on time and to connect with different branches in Tamil Nadu.

As management students we learnt entrepreneur skills, risk taking, where there is a will there is a way, management with limited resources and no age limit to be an entrepreneur. To conclude, we really had an opportunity to visit such a famous hospital which opened new vistas in our life. Hope and pray the Almighty bless us to do something unique in our life. Of course, we have to take such a lead with sincerity, dedication and commitment.