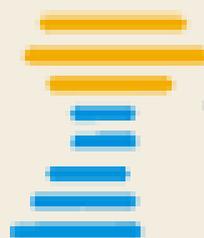




ROSHNI PROJECT REPORT

• 2024-2025 •



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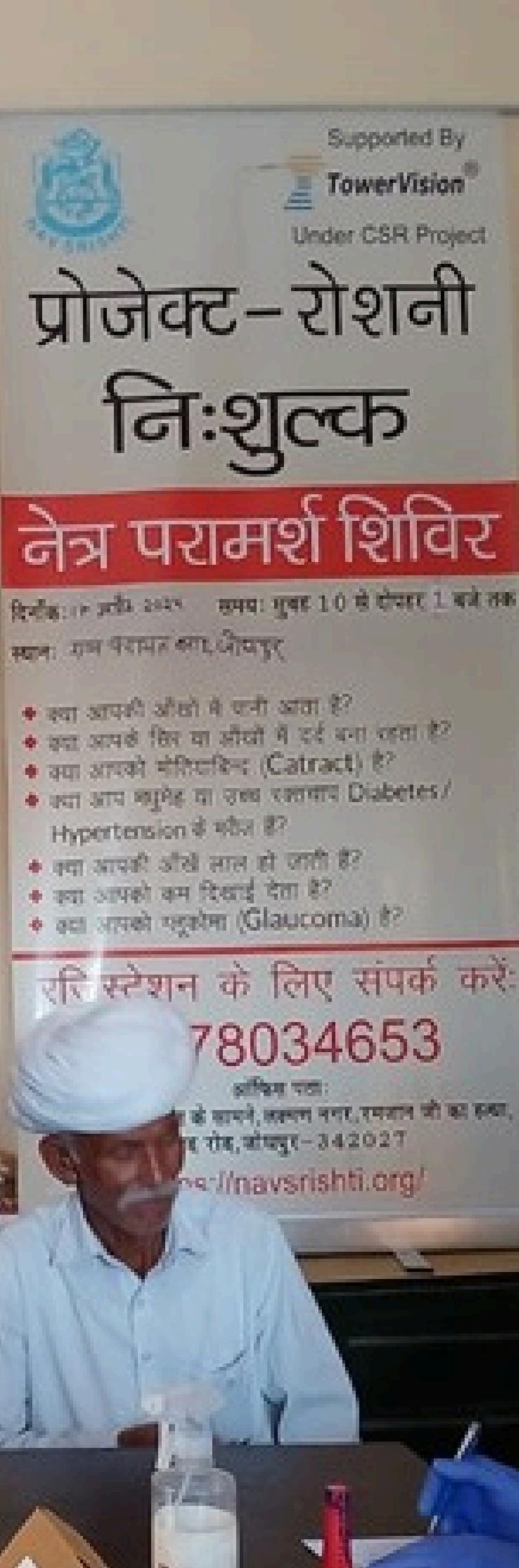


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PROJECT REPORT

ROSHNI

April 2024 to March 2025

**EYE CHECK-UPCAMP in Rural and urban area of West
Rajasthan covering Jodhpur districts**

A corporate Social Responsibility Initiative of

Tower Vision India Pvt. Ltd

Plot No. 356, UdyogVihar, Phase-4, Gurugram, Haryana- 122015

Implemented by

Nav Srishti

**Khasra No.306/3, Neb Sarai village, IGNOU Main Rd, Near Holy Chowk,
New Delhi, Delhi 110068**

Executive summary

In India, millions of people continue to live with poor vision, often without even knowing that their condition is preventable or treatable. Cataract remains the leading cause of blindness in the country, accounting for nearly two-thirds of all cases, especially among older adults and those from economically weaker backgrounds. The challenge is not just medical—it is also social. Many people delay or avoid seeking eye care due to lack of awareness, fear of surgery, or simply because affordable services are out of reach, particularly in rural and underserved communities.

Recognising this gap, Project Roshni was launched as a dedicated eye care initiative under the CSR program of Tower Vision India Pvt. Ltd., in partnership with Nav Srishti, with support from the Tarabai Desai Charitable Trust. Implemented between April 2024 and March 2025, the project focused on improving eye health in both rural and urban areas of Jodhpur district, Rajasthan, with a special emphasis on reaching elderly individuals and underserved population.

Project Roshni brought essential services like free eye screenings, medicines, spectacles, and cataract surgeries directly to people's proximity. But the project aimed to do more than just provide treatment—it focused on addressing the deep-rooted fears, cultural myths, and hesitations that often prevent people from seeking timely eye care. Through community engagement, health awareness sessions, and close coordination with local communities, health workers, and grassroots organisations, Project Roshni worked to build trust and successfully tackled barriers such as surgery hesitancy, cultural myths, misinformation, and logistical challenges. By addressing these obstacles, the project encouraged people to prioritise their vision health and made quality eye care more accessible to those who needed it most.

While providing eye check-ups was one key aspect of the intervention, Project Roshni went a step further to maximise its overall impact. Alongside vision screenings and treatments, the project integrated essential components like awareness sessions on government welfare schemes. These sessions equipped beneficiaries with information about their entitlements, helping them understand the range of social protection programs available to them. Further, proactive support was provided to facilitate enrollment in schemes such as health insurance, pension programs, and other welfare initiatives. By combining eye care with access to government schemes, the project not only restored sight but also strengthened health security, financial stability, and social inclusion for vulnerable individuals.



Project Roshni aligned its efforts with key Sustainable Development Goals, including:

- SDG 3: Good Health and Well-being
- SDG 1: No Poverty
- SDG 10: Reduced Inequalities
- SDG 17: Partnerships for the Goal

Project Roshni stands as a model of effective public-private partnership, combining healthcare delivery with social empowerment to improve the quality of life for vulnerable populations in the Jodhpur region.

About Nav Srishti

Established in 1994, Nav srishti is a non-governmental organization dedicated to preventing violence, abuse, and exploitation of women and children, particularly in marginalized communities. Our primary focus lies in providing protection, skill-building, and livelihood support to women, as well as fostering holistic development for children and adolescent girls. Our overarching goal is to create a society free from violence and discrimination against women and children.

Over the past 26 years, Nav srishti has made significant strides in achieving its mission. Through our various programs and initiatives, we have positively impacted the lives of over 60,000 girls and women. These individuals have not only gained self-dependence but have also emerged as active citizens committed to supporting others facing oppression or violence in society. We take pride in nurturing a cadre of empowered women and girls who possess the courage and resilience to stand up against injustice and advocate for their rights.

We strive to raise awareness and foster a culture of respect, equality, and inclusion for women and children. Our work extends beyond immediate interventions to address the root causes of violence and discrimination, aiming for sustainable and long-term societal change.

In essence, Nav srishti is more than just an organization; it is a beacon of hope and empowerment for women and children in marginalized communities. Our journey is driven by a steadfast commitment to creating a world where every individual, regardless of gender or background, can live a life free from fear, violence, and exploitation.

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www.vsnhs.org

Project Overview



Visual impairment remains a major public health concern in India, with untreated cataracts responsible for over 60% of all blindness cases. In regions like Jodhpur district, Rajasthan, these challenges are magnified due to poor healthcare access, limited awareness, and financial barriers—particularly affecting elderly and economically weaker sections of society. Cultural hesitations, mobility issues, and social stigma further delay treatment. To address this gap, Tower Vision India Pvt. Ltd., through its CSR initiative, partnered with Nav Srishti to implement Project Roshni, a community-focused initiative to restore sight and improve quality of life among vulnerable populations.

Project Roshni took a holistic, grassroots-driven approach that included:

- Organising mobile eye camps to provide free screenings, cataract surgeries, medicines, and spectacles
- Conducting awareness campaigns to address myths and promote timely treatment
- Facilitating access to government welfare schemes, including ABHA card creation and social protection enrolment
- Partnering with community leaders and healthcare workers to ensure inclusive outreach and long-term impact

By addressing both the medical and social dimensions of eye health, Project Roshni contributes to reducing avoidable blindness and promoting health equity, dignity, and social inclusion across Jodhpur district.

Project Roshni focuses on the rural and underserved urban population in Jodhpur district, addressing barriers to eye care such as limited awareness, affordability, and access. It supports low-income households through free eye services and linkages to government welfare schemes.

Eye check-up camps were conducted across multiple villages in Jodhpur, including-Banar, Narnadi, Chokha, Khokharia, Nandri, Suthla, Lunavaas, Masuriya, Nadra Kalan, Manaklav, Vivek Vihar, Doli, Chopashni, Feench, Kamleswar Mandir (HUDCO quarters), Sewa Kunj Balika Chhatrawas, Gangana Gaon, and Visthapit Basti.

add map



Implementation Method



Project Roshni was implemented through a well-structured, multi-phase approach. Each phase was carefully designed to address the diverse needs of underserved populations—from identifying those at risk, to delivering eye care, integrating social protection services, and ensuring long-term recovery and support. The roadmap below outlines the sequential steps taken to deliver quality healthcare and social inclusion effectively on the ground.



Phase 1: Planning & Mapping

- Stakeholder mapping: engaging with local leaders, healthcare providers, and community influencers.
- Development of camp schedules, resource planning, and logistical arrangements.

Phase 2: Community Mobilisation & Awareness



- Launch of community awareness campaigns through door-to-door outreach, loudspeaker announcements through auto-rickshaws, and banner displays.
- Conducting chaupal meetings and small group interactions to address surgery-related myths, especially among elderly.
- Distribution of IEC materials to improve knowledge on eye care and social protection schemes.

Phase 3: Eye Check-Up Camps & Service Delivery



- Provision of on-the-spot eye screenings, medicine distribution, and vision correction (spectacles).
- Diagnosis and referral of cataract cases for free surgeries in collaboration with local hospitals.



Phase 4: Social Protection Integration

- Setup of helpdesks at camps to generate ABHA cards, assist with Aadhaar updates, and link beneficiaries to government schemes.
- Conducting awareness sessions explaining the benefits of ABHA and entitlements under PMJAY, pension, and insurance schemes.
- On-site enrolment support for eligible individuals with real-time digital assistance.



Phase 5: Surgery Facilitation & Post-operative Follow-up

- Coordinating logistics and transport for referred beneficiaries undergoing cataract surgery.
- Ensuring follow-up visits, provision of post-surgery medication, and counseling to promote recovery and trust.
- Feedback collection and grievance redressal through field staff check-ins.



Phase 6: Monitoring, Documentation & Learning

- Real-time data tracking through field registers and digital tools.
- Compilation of beneficiary testimonials, photo documentation, and impact stories.
- Review meetings with partners to evaluate progress, address challenges.

Awareness Sessions

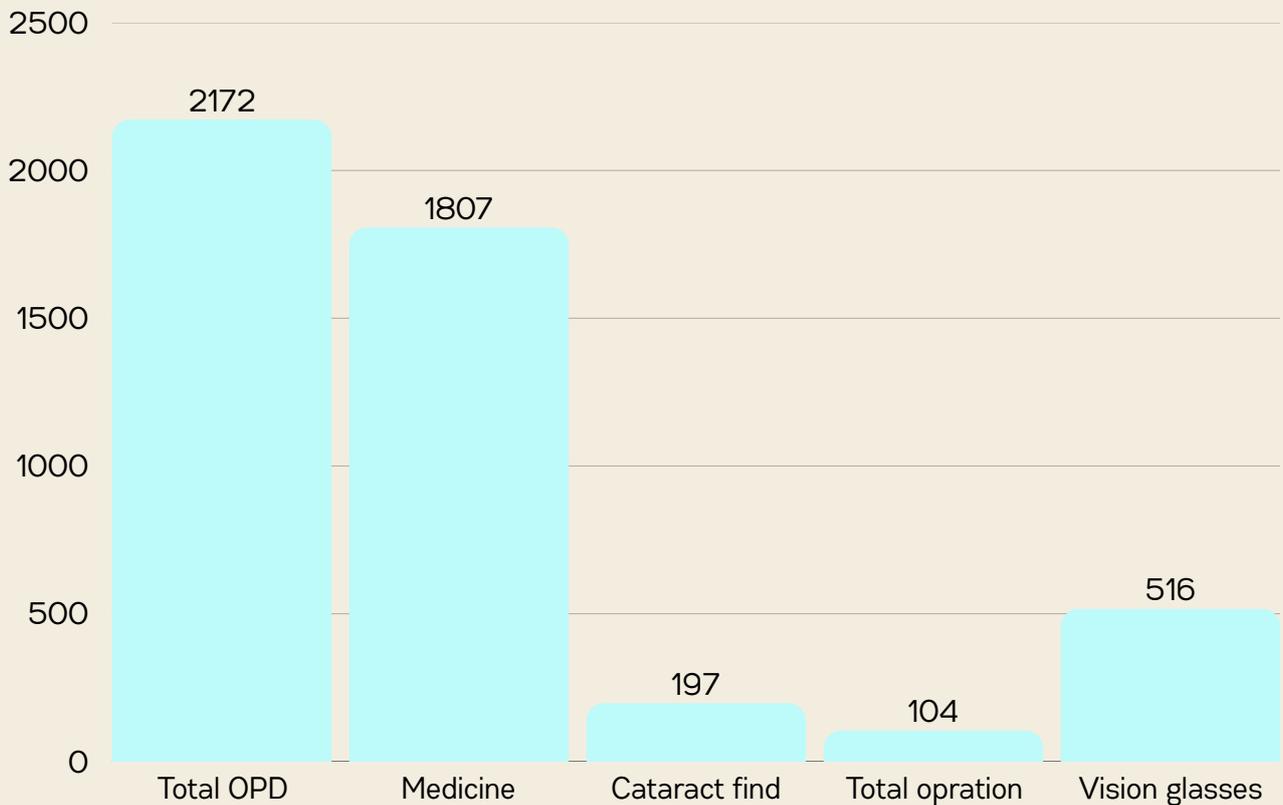
As part of Project Roshni, targeted awareness sessions were conducted to educate communities about eye health and related government welfare programs. During these sessions, special focus was placed on informing individuals about the ABHA (Ayushman Bharat Health Account) card, its benefits, and how it connects them to digital healthcare services and cashless treatments under government schemes. It was observed that many individuals were unregistered in key welfare programs due to a lack of awareness or proper documentation. To address this, the project team facilitated on-the-spot registration and document support to ensure their inclusion.

In addition to public sessions at camps, the team also conducted door-to-door outreach, especially in remote and low-income areas, and in chaupal to raise awareness about the project's services. This proactive, community-based approach helped build trust, increase participation, and ensure that even the most marginalized residents were informed and included.



PERFORMANCE REPORT

Analyse of campaign performance from each regional location



Performance by Each Category:

Total OPD: 2172

Total Operation: 104

Cataract Find: 197

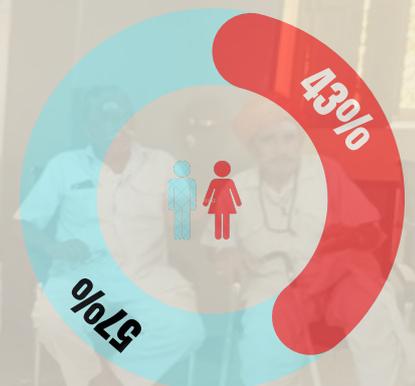
Vision Glass: 516

Medicine: 1807

OPD

Gender ratio

Total Male: 1241 Total Female: 931



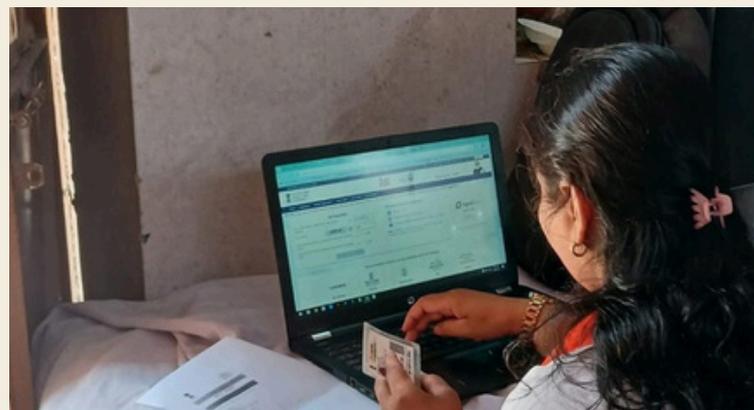
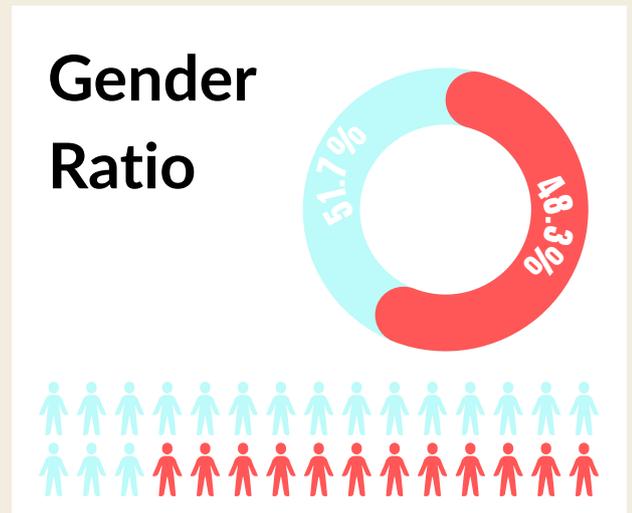
Social Protection

Recognizing the deep connection between healthcare access and socioeconomic well-being, the project focused on empowering individuals through digital health inclusion, awareness, and welfare enrollment.

A key intervention involved assisting with the creation of ABHA (Ayushman Bharat Health Account) cards, which allow for secure digital management of health records and provide access to government healthcare services under schemes like PMJAY.

To enhance outreach, the project conducted targeted awareness sessions during camps and in communities. These sessions helped individuals understand the benefits of various government schemes, clarified eligibility criteria, and explained the registration process. Special efforts were made to simplify information, using local languages and visual materials, ensuring that even first-time participants could follow the process.

These combined efforts directly benefited 116 individuals, significantly enhancing their financial security, healthcare accessibility, and inclusion in public welfare systems. Many camp attendees were previously unregistered in government schemes due to lack of awareness or incomplete documentation. With personalized guidance from trained volunteers and field workers, they were able to verify documents, complete online registrations, and activate their entitlements.



Challenges Faced and Lessons Learned

CATEGORY	CHALLENGES	MITIGATION
Surgery Hesitation	Many elderly patients were afraid or mistrustful of cataract surgery.	Conducted personalized counseling sessions, involved local influencers, and shared success stories to build trust and increase surgery acceptance.
Extreme Heat	High temperatures reduced turnout and made field operations difficult.	Camps were scheduled during cooler hours, shaded waiting areas were arranged, and water was provided to ensure comfort and safety.
Cultural Misconceptions	Beliefs that surgeries during summer lead to infections reduced participation.	Launched awareness sessions using local dialects and culturally sensitive materials to dispel myths and reassure patients.
Logistical Constraints	Difficulty in finding well-equipped and accessible venues for camps.	Collaborated with local institutions such as schools, temples, and hostels to set up temporary campsites.
Limited Age Reach	Low participation from younger people highlighted the need for preventive outreach.	Future plans include youth-focused awareness and screening efforts through schools and community campaigns.

Media Coverage



नेत्र जांच शिविर में 90 लोगों की हुई जांच

नवज्योति/जोधपुर।

नव सृष्टि व टॉवर विजन के नेतृत्व में प्रोजेक्ट रोशनी के तहत नांदड़ा कला गांव

ऑपरेशन होगा। ताराबाई देसाई हास्पिटल एवं उनकी टीम के डॉ. संजीव देसाई के नेतृत्व में आयोजित कैंप में 27 नजर के



में मंगलवार को नेत्र जांच शिविर का आयोजन हुआ। जिसमें 90 लोगों के नेत्र जांच किए इनमें 8 लोग मोतियाबिंद से पीड़ित थे। इनका ताराबाई देसाई हास्पिटल में निःशुल्क

चश्मों का वितरण किया व 80 से ज्यादा लोगों को निःशुल्क दवाईयां दी। सरपंच फूली देवी ने प्रोजेक्ट रोशनी की टीम का आभार व्यक्त किया। प्रोजेक्ट रोशनी के तहत अभी तक 12 से अधिक कैंप जोधपुर देहात व जोधपुर शहर के

अलग अलग स्थानों पर किए गए। जिसमें करीब एक हजार से ज्यादा लोगों का चैकअप किया व 40 से अधिक मोतियाबिंद के निःशुल्क ऑपरेशन हो किए गए।

ECHOES OF IMPACT



Today, I can see clearly again and have regained my independence.



My name is Sushila, and I am 58 years old from Nandari village, Jodhpur. For a long time, my vision was fading, making even the simplest tasks difficult. I was afraid of the cost and the process, but Nav Srishti stood by me at every step. They guided me, ensured I got the right treatment, and gave me the confidence to undergo the cataract operation, which was done free of cost. Today, I can see clearly again, and with that, I have regained my independence. I am truly grateful to Nav Srishti for bringing light back into my life.

ECHOES OF IMPACT



But then, Nav Srishti stepped in.

They guided me through every step, ensured I received the right medical care, and provided me with lenses free of cost.



My name is Uni. For years, my vision had been deteriorating, making daily life challenging. I struggled to see clearly, and the thought of expensive treatment kept me from seeking help. But then, Nav Srishti stepped in. They guided me through every step, ensured I received the right medical care, and provided me with lenses free of cost. Today, I can see the world brightly again, and with that, I have regained my confidence and independence. I am deeply grateful to Nav Srishti for restoring my vision and bringing hope back into my life.

Acknowledgement

Nav Srishti is thankful to Tower Vision for supporting the camps and making a positive difference in many of the destitute elderlies. We express our sincere thanks all your team members at each location for making this special eye Checkup Camp successful. We have been able to expand our working areas and succeed on the project goals with the involvement and all round support of the entire team.

We express our deep gratitude to everyone involved in this program. We appreciate the precious time, valuable suggestions and hard work before and during the implementation of this special eye checkup Camp. We look forward for your continuous help, feedback, cooperation, assistance and solidarity for such camps in future also.