

TwinTech Academy & Institute of Vision Management

Agenda for the Seminar on
Optometry Entrepreneurship Management Skills
29th October 2017, Sunday

VENUE: Indian Society for Training & Development (ISTD),
Chateau D`Ampa, IVth Floor, No. 37, Nelson Manickam Road, Aminjikarai,
Chennai – 600 029

| Time | Topic | Speakers |
|---------------------|--|---|
| 0830 – 0845 | Registration | |
| 0845 - 0900 | Inauguration & Key Note Address by Dr Anuja R Singh, B.Optom, M Phil & Ph. D HOD - Optometry Programs - The Sankara Nethralaya Academy Program Director for the International FBDO, UK. | |
| 0900 – 0945 | Communication Skills and Networking | Mr Muthiah Ramanathan Director : Mind Dynamics Center President : Hypnotique Circle Secretary : NLP and TA Circle |
| 945 - 1030 | Entrepreneurship – Optometry (Management Perspective) | Prof R Ramakrishnan Director –Strategy, TwinTech |
| 1030 – 1100 | COFFEE BREAK | |
| 1100 – 1130 | Marketing Plan for Entrepreneurs | Mr SSGK Murali Prof of Management /Marketing |
| 1130 - 1200 | Optometry Business - a SWOT analysis | Mrs.Savita Proprietor and Consultant Optometrist, Eyeful Optometry Clinic, Chennai. |
| 1200 - 1245 | Optometry Own Business | Mr Salahuddin , Founder, Managing Director, City Opticals, Calicut, President – Kerala Optical Associations. |
| 12 45 – 1330 | LUNCH | |
| 1330 - 1415 | Customer Base, Creation & Retention | Mr Dinesh Shah , Director,Savera Opticians.Chennai |
| 1415 - 1500 | An entrepreneur speaks | A Mahalingam A |
| 1500 - 1600 | Financing - Start Up Enterprises | Mr PR Ravindran Chartered cum Cost Accountant, Former CGM - Sankara Nethralaya |
| 1600 -1630 | COFFEE BREAK | |
| 1630 - 1700 | Panel Discussion – Optometry business challenges & solutions. Moderator : Mrs Poongothai S – President – Elite School of Optometry Association & President - OATN | Mr Anand Gosalia,Delta Lens Pvt Ltd Mr Sanjai H Mehta – Tower Optics Mr M Satishkumar – Sankara Nethralaya Academy. Mrs Kiran Kumari, Sunayana Laser Vision Center Pvt Ltd |
| 1700 – 1730 | Valedictory Address by Dr K Ravi Shankar, MBBS, DO, DNB, FRCS Ed (Edin), M.Med (S'pore) Founder / Medical Director,Sri Ramana Eye Centre, Chennai Formerly Registrar / CEO : Sankara Nethralaya / Medical Research Foundation, Chennai | |