



Press Release

## Disha Eye Hospitals Celebrate 'World Braille Day'

**- Joins Hand With Society For The Welfare Of The Blind To Help Blind Hawkers & Vendors -**

**Kolkata, 4<sup>th</sup> January, 2021: Disha Eye Hospitals**, the largest state-of-the-art eye hospital of Eastern India, celebrated **World Braille Day**, in a unique way today. **Dr Debasish Bhattacharya, Chairman & Managing Director, Disha Eye Hospitals** handed over items for to three blind hawkers, which they would be selling to earn a livelihood, which got affected due to the pandemic. Disha would extend help to 100 such hawkers. Also present on the occasion was **Mr Biswajit Ghosh, Secretary, Society For The Welfare Of The Blind** and **Dr Sujoy Banik, Senior Consultant, Disha Eye Hospitals**.

The lockdown has been a tough time for all, specially the physically challenged. Small traders, wage-labourers including hawkers were mostly affected by this lockdown. Blind hawkers, who earn their living by selling different items in various places and railway compartments have suffered a lot. The Society For The Welfare Of The Blind has come forward to help out the blind hawkers and vendors. The products are, in fact, sourced from blind vendors (Pheneol & Incense Stick). The items which were distributed today included Incense Sticks, Flattened rice, Peanuts, Pheneols, Sanitisers, Masks, etc.

"We thought of celebrating this World Braille Day in a different way. The idea is to provide the principal for the business to the blind hawkers, so that they can sell the products, and start rolling the profit in a sustainable manner. We are happy that Society For The Welfare Of The Blind has come forward to help us in this initiative," said **Dr Debasish Bhattacharya, Chairman & Managing Director, Disha Eye Hospitals**.

"We are grateful to Disha Eye Hospitals for helping out the blind people in need. It is really a tough time for them. This will of great use to them. They plan to sell the items on the platform and in localities near their home till hawkers are formally allowed to sell their fare on trains," said **Mr Biswajit Ghosh, Secretary, Society For The Welfare Of The Blind**.

The blind hawkers present on the occasion, Ms Putu Bera from Bandel; Mr Abdul Rashid Mulla from Budge Budge and Mr Niranjana Ram from Narendrapur thanked and appreciated the gestures of Disha Eye Hospitals & Society For the Welfare Of The Blind. The phenol has been sourced from Mr Biplab Chakrabarty of Chakdah, a blind vendor.

### **About Disha Eye Hospitals:**

Disha Eye Hospitals, a venture of three Doctors from NRS Medical College was formed on 1st May, 1997 in Barrackpore. Starting from a small town, Disha today has evolved as the largest state-of-the-art Eye Hospital of the East. Disha has branched out and opened Hospitals in Sheoraphuli, Durgapur, Sinthi, Teghoria, Behala, Barasat, Gariahat, Mourigram, Burdwan, Newtown & Siliguri. Disha is trying to ensure that people don't have to travel much to avail Disha services, which has always been affordable and much less compared to other hospitals. Behind all this, lies Disha's motto to provide quality state-of-the-art healthcare to everybody, while respecting their ability to pay.

### **For further information please contact:**

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