



ডাঃ কে. জামান বিএনএসবি চক্ষু হাসপাতাল Dr. K. Zaman BNSB Eye Hospital

Championing Eye Health Care, Igniting Hope: World Sight Day 2026 at Dr. K. Zaman BNSB Eye Hospital

Partners : ANDHERI HILFE BONN. GERMANY, Cure Blindness Project, The Fred Hollows Foundation, Good People International, IAPB, Noor Dubai Foundation, Operation Eye Sight, Orbis International, SightSavers, Vision Spring.

Vision is more than a sense; it is the cornerstone of dignity, education, productivity, and human opportunity. Yet, across millions of households worldwide, avoidable blindness and untreated visual impairments remain quiet thieves of potential. Every 2nd Thursday of October, the international community converges under the banner of World Sight Day (WSD) to focus attention on avoidable blindness and call for accessible eye care for all. Embracing the global theme **"Love Your Eyes,"** World Sight Day 2026 (WSD-26) served as a transformative milestone for Dr. K. Zaman BNSB Eye Hospital.

Spanning a full month of intensive activities from September 08 to October 08, 2026, the hospital launched an extensive awareness and clinical outreach program. Designed to reach deep into rural and urban communities across Greater Mymensingh districts, including Mymensingh, Netrakona, Sherpur, Jamalpur and Tangail, WSD-26 mobilized citizens, empowered children, and provided essential eye care services directly to the doorstep of those most in need.

Galvanizing the Community: Awareness in Motion

At the heart of the WSD-26 celebrations was a steadfast commitment to community health education. Recognizing that long-term prevention begins with informed communities, Dr. K. Zaman BNSB Eye Hospital organized dynamic, large-scale events that transformed eye health from a passive clinical topic into an energetic public movement.

The "Run for Healthy Sight" Mini Marathon

The flagship feature of the month-long initiative took place on October 08, 2026, in Mymensingh with the flagship mini marathon titled **"Run for Healthy Sight."** Designed specifically to engage youth, the 5-kilometer run brought together an extraordinary total of 1,660 boys and girls representing 104 schools and institutions. Demonstrating our unwavering pledge to social inclusion, the marathon proudly welcomed 85 children with disabilities, ensuring the event was fully accessible and unified in purpose.

As the young runners navigated the designated thoroughfares of Mymensingh, carrying banners and chanting the universal campaign slogan **"Love Your Eyes,"** they served as vibrant ambassadors for Eye health. The marathon directly reached approximately 350,000

community members along the routes, while an additional 500,000 citizens were reached indirectly through word-of-mouth, regional coverage, and active public engagement. Thousands of informative flyers and educational brochures detailing preventive care, pediatric vision needs, and routine eye check-ups were distributed to onlookers, parents, and local business owners.

Youth Engagement & Cultural Outreach

To further captivate the younger generation and embed health awareness into local culture, the hospital hosted the **"Concert for Love Your Eyes."** To mark this historic occasion, a special theme song was composed and debuted during the concert, combining artistic expression with vital health messaging. The energetic gathering offered young people a creative platform to celebrate health, while absorbing essential knowledge regarding digital eye strain, early screening, and vision preservation.

Civic Advocacy: *Drishti Padajatra* & District Roundtables

The momentum extended across regional boundaries into the Sherpur and Netrakona districts. Vibrant, colorful advocacy rallies titled **"Drishti Padajatra" (Walk for Sight)** marched through the main thoroughfares of Sherpur and Netrakona cities. The walks brought together a diverse cross-section of society—schoolchildren, civil society representatives, government officials, healthcare workers, and local NGO leaders.

Following the rallies, comprehensive stakeholder discussions were hosted at local Vision Centres, providing a platform for community leaders, municipal authorities, and health professionals to deliberate on expanding primary eye care infrastructure and eliminating socio-economic barriers to treatment.

Measurable Impact: Clinical Outreach and Screening

While raising public awareness formed the voice of WSD-26, direct clinical intervention provided its backbone. Throughout the month-long campaign, Dr. K. Zaman BNSB Eye Hospital activated its extensive network of 18 Vision Centres, deploying specialized medical teams to conduct comprehensive eye screening camps for adults and children alike.

Between September 08 and October 08, 2026, an extraordinary **55,323 individuals were screened and examined**. Patients diagnosed with refractive errors, cataracts, glaucoma, or diabetic retinopathy received immediate counseling, prescriptions, or referrals to base hospital facilities for advanced surgical care.

Recognizing that uncorrected vision impairment among children severely hinders educational development, the hospital prioritized pediatric eye care throughout the screening camps. Free prescription spectacles were distributed to school-aged children, restoring clear vision and empowering students to return to their classrooms with renewed confidence and potential.

To reinforce campaign messaging, the hospital produced and distributed a wide range of customized promotional materials, including informative brochures, eye care flyers,

commemorative T-shirts, wristbands, and public service video clips. Generous media coverage across print, electronic, and national social media platforms amplified these efforts, ensuring that the message of avoidable blindness prevention resonated across Bangladesh.

A Tribute of Heartfelt Gratitude to Our Global Partners

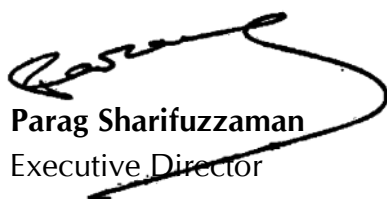
The monumental accomplishments of World Sight Day 2026 would not have been possible without the collaborative spirit and enduring dedication of our international and national partners. Restoring sight and building sustainable community eye health infrastructure requires collective commitment, shared expertise, and continuous resource alignment.

Dr. K. Zaman BNSB Eye Hospital expresses its deepest, most heartfelt thanks and sincere gratitude to our esteemed partners: **ANDHERI HILFE BONN, GERMANY, Cure Blindness Project, The Fred Hollows Foundation, Good People International, International Agency for the Prevention of Blindness (IAPB), Noor Dubai Foundation , Operation Eyesight Universal, Orbis International, Sightsavers, VisionSpring.**

Your unwavering partnership, trust, and shared vision empower us to expand our footprint, upgrade clinical technologies, and deliver compassionate, quality eye care to the most vulnerable populations. Together, we are turning the dream of accessible eye health care into a daily reality for thousands of families across Bangladesh.

Looking Ahead

As the celebrations of World Sight Day 2026 draw to a close, the work of safeguarding community vision continues with renewed vigor. The enthusiasm witnessed during the mini marathon, the civic participation in the Mymensingh region, and the tens of thousands of patients served through our Vision Centres reaffirm our mission. Inspired by the core principles of **"Love Your Eyes,"** Dr. K. Zaman BNSB Eye Hospital remains dedicated to eradicating avoidable blindness, advancing community eye health education, and ensuring that no individual is left in the shadows of untreated sight loss.



Parag Sharifuzzaman
Executive Director

Photograph of the World Sight Day 2026 Activities









Medial Link of the World Sight Day 2026 Activities

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Daily Prathom Alo

ময়মনসিংহ
চোখের যত্নের বার্তা
নিয়ে মিনি ম্যারামন

ভোরের আলো তখনো পুরোপুরি ফোটেনি।
নগরের শিল্পাচার্য জয়নুল আবেদিন পার্কে
জড়ো হয়েছে শত শত কিশোর-কিশোরী।
কিছুক্ষণ পরই শুরু হলো দৌড়। চোখের যত্ন ও
দৃষ্টিশক্তি সুরক্ষার বার্তা নিয়ে ময়মনসিংহের
রাজপথে ছুটল ১ হাজার ৩০০ জন। বিশ্ব দৃষ্টি
দিবস উপলক্ষে গতকাল বৃহস্পতিবার সকালে
৫ কিলোমিটার মিনি ম্যারামনের আয়োজন
করে ডা. কে জামান বিএনএসবি চক্ষু
হাসপাতাল। 'চোখের যত্ন সবার জন্য, সর্বত্র'
প্রতিপাদ্যে আয়োজিত এ দৌড়ে অংশ নেয়
বিভিন্ন শিক্ষাপ্রতিষ্ঠানের শিক্ষার্থীসহ বিভিন্ন
বয়সী মানুষ। ছিল ৩২ জন বিশেষ
চাহিদাসম্পন্ন কিশোর-কিশোরীও। জয়নুল
আবেদিন পার্ক থেকে শুরু হয়ে নগরের
প্রধান সড়ক ঘুরে আবার পার্কে ফিরে
শেষ হয় দৌড়। সকালজুড়ে পুরো এলাকায়
ছিল উৎসবের আমেজ।
নিজস্ব প্রতিবেদক, ময়মনসিংহ