**ALL INDIA INSTITUTE OF SPEECH AND HEARING: MYSORE – 570 006**

Submitted to the Director 26.3.2013

Sub: Annual Report Material – reg.,

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With reference to the above cited subject, the information is enclosed herewith for your kind perusal.

PIO

**ALL INDIA INSTITUTE OF SPEECH AND HEARING: MYSORE – 570006**

**Summary of activities handled by PIO during the year 2012-13**

During the period-under report i.e., 2012-13, I have taken responsibility for covering activities, programs and visit of dignitaries to the Institute at the State and National level Electronic (TV coverage) and Print Media (i.e. Newspapers and Magazines). Media coverage given to the main events held at the Institute during the year 2012-13 are detailed below.

**Erection of Unique Model as International Dasara Expo**

The **Mysore Dasara Exhibition** organized by Karnataka Exhibition Authority every year during the Dasara festivity is unique which attracts lakhs of visitors to the exhibition. I have taken initiate in putting a stall under Central Government category with a unique model at Kannada Karanji Bhavana. The model is nothing but a human face depicting both ear and mouth which are the main communication organs, showing them locked to indicate communication disorders with an attached key at the other end indicating that the key is to open the disorder. The tooth of the key is formed with letters AIISH means, All India Institute of Speech and Hearing depicting that this institute is equipped to treat the people with communication disorders.

In the stall the information of courses offered at AIISH and employment opportunity was also displayed. The stall attracted many visitors and appreciated the mode of communication the disorders and its treatment.

**Prize:** The institute bagged the second prize for its exhibits installed at the Mysore Dasara Exhibition under the Central Government institutions category. Karnataka Exhibition Authority Chairman Sri. Mahendra handed over the prize to the institute staff.

1. Prajavani a leading kannada daily published an article on “**AIISH Aawaaz**” in its special supplement ‘Metro Mysore’ on 3rd April 2012.
2. Media gave an excellent coverage to the walkathon for voice care by AIISH organized in connection with the **World Voice Day** organized by ‘**Professional Voice Care’** unit of the **Department of Speech Language Sciences** on 21st April 2012.
3. Initiated for state level coverage through State level Kannada daily ***‘Prajavani’*** for publishing an article on academic programs of AIISH. The article was published in all the editions in its special supplement ***‘Education’*** on 23rd April 2012.
4. Director’s message for the students in connection with the ***‘Inclusion of Science’*** in Primary School Level for the benefit of students was published in ***‘Yuva Garjane’*** columnof ***‘Vijaya Karnataka’*** newspaper on 25th April 2012.
5. ***‘The Times of India’*** published an article on in its ***‘Career Calling’*** column on B. Sc., in Speech and Hearing under the headline ***“Help Others Express Themselves – Specialize in Four year Course in Speech and Hearing Science’*** on 26th April 2012.
6. A Chief Editor from ***‘Prajavani’*** newspaper a leading Kannada daily interviewed Dr. S. R. Savithri, Director of the institute and published a leading article in its weekly special supplement ***‘Bhoomika’*** on 28th April 2012 issue. This Kannada newspaper has a circulation in Karnataka and neighboring states also. The article was widely applauded.
7. A national workshop on “Sign Augmented Speech” was organized on 4th May 2012. Dr. N. Rathna, Former Director of AIISH was the Chief Guest. Dr. H. Venkatagiri, Associate Professor, Iowa State University USA was the Guest of Honour. Dr. S. R Savithri, Director, AIISH presided. A key note address and speech of the guests was published in local and national dailies.
8. ***‘The Times of India’*** published an article on in its ***‘Career Calling’*** column on M. Sc., Audiology under the headline ***“Help Them Hear - Ready to Listen to the Woes of Those Suffering from Hearing Disorders?”*** on 10th May 2012.
9. A report was published on gold medalists and doctoral degree holders of AIISH in ***‘Star of Mysore’,*** ***‘Kannada Prabha’*** and ***‘Deccan Herald’.***
10. Arranged for wide coverage on visit of Former Indian President Dr. A. P. J. Abdul Kalam to the institute on 18th May 2012. Dr. Kalam inaugurated ***“Clinic for Adult and Elderly Persons with Language Disorders (CAEPLD)”***, ***“Psychoacoustic Laboratory”*** and ***“Neuroscan Laboratory”***. Media gave an excellent coverage on his visit and also about the facilities at the new clinic.
11. ***‘The Hindu’*** published a leading article on ‘Psychoacoustics Laboratory’, ‘Clinic for Adult and Elderly Persons with Language Disorders (CAEPLD)’ and a ‘Neurophysiology Laboratory’ in its special supplement ***‘District Plus’*** on 26th May 2012.
12. ***“Preschool Graduation Day”*** was celebrated on 27th May 2012. Sri. B. K. Basavaraja, DDPI, Mysore was the chief guest. Sri. R. Narasimhaiah, Education Officer, Mysore was the Guest of Honour. Dr. S. R. Savithri, Director, AIISH presided over the function. All national and local dailies gave an excellent coverage by publishing a detailed report along with colour photographs.
13. A report on receiving of ***“Karyalaya Darshan Smiriti Chinh”*** award by the institute for its publication in Hindi at Himachal Pradesh was published in ***‘Kannada Prabha’***, ***‘Star of Mysore’*** and ***‘Deccan Herald’***.
14. ***‘Viajaya Vani’*** newspaper published a leading article on ‘***Preschool Training Center’*** activities with colourful photographs on 6th June 2012. The article is about training given to special children and parents. This article received a good response.
15. A report on conducting of Entrance exam for the B. Sc., speech and hearing at six centers was published in all national dailies on 8th & 9th June 2012.
16. A news item on conducting of workshop on ***‘Find – tuning of Hearing Aids’*** was published in **‘Times of India’**, ***‘The New Indian Express’***, ***‘The Hindu’*** and ***‘Deccan Herald’*** on 15th & 17th June 2012. Calling the hearing aid users to attend the workshop.
17. A reporter from ***‘Times of India’*** newspaper visited the Department of Special Education and published a leading article focusing on developing pre – requisite skills for academic success (and children graduated from preschool) on 16th June 2012.
18. ***‘Vijaya Vani’*** a leading daily newspaper published an article in its ***“School Bell”*** column under the banner headline ***‘Jnanada Hanathe AIISH’*** on institute activities and facilities available i.e., academic and clinic on 29th June 2012.
19. Shri. Sudip Bandyopadhyay, Hon’ble Union Minister of State for Health & Family Welfare, Government of India visited the institute on 5th July 2012 and wide coverage was published in all leading papers.
20. A national workshop on ***“Forensic Speaker Identification”*** was organized on 12 – 13 July 2012. Dr. G. B. Aravind, Associate Professor, Department of Criminology and Forensic Science, SBRR Mahajana First Grade College, Mysore inaugurated the program. This was covered in all local and national dailies.

1. ***‘Times of India’*** published an article on institute research activities and interviewed Director and concerned research officers on 17th July 2012.
2. ***‘The Hindu’*** a leading English daily newspaper published an article on ***‘Speech Therapy Center’*** set up by the institute at ***‘Bijapur District Hospital’*** on 20th July 2012. The newspaper appreciated the work done by the institute and use of its center to the public. The article was published in all the edition of the newspaper, which is circulated throughout India.
3. Arranged for wide coverage in News Papers and Electronic Media on national workshop on ***‘Structured Teaching for Children with Disabilities’***, organized on 25th July 2012. Sri. B. K. Basavaraja, DDPI, Mysore was the Chief Guest. Dr. S. R. Savithri, Director, AIISH presided. Media gave an excellent coverage for this workshop.
4. Initiated for publishing an article in ***‘Samyuktha Karnataka’*** a leading Kannada daily newspaper on institute academic programs in its weekly special supplement ***‘Young Turk’*** on 31st July 2012. More than 1000 telephone calls were received from the public, showing interest to join the courses.
5. A news item on workshop conducted by the Department of Audiology on ***“Ear Impression Technique”*** was published in ***‘Star of Myosre’***, ***‘The Hindu’***, ***‘The New Indian Express’***, ***‘Deccan Herald’***, ***‘Prajavani’*** and ***‘Vijaya Kanataka’*** on 31st July to 2nd August 2012. Calling the public to participate in the workshop in large number.
6. Media people were attracted to give a wide coverage regarding the 47th Anniversary of the institute celebrated on 9th August 2012. Dr. N. Prabhu Dev, Vice Chancellor, Bangalore University and Dr. B.Suresh, Vice Chancellor, JSS University, Mysore were the Chief Guests and Dr. S. R. Savithri, Director AIISH presided over the function. As part of the anniversary celebrations, two unique clinics ***‘Implantable Hearing Device Unit’*** and ***‘Voice Clinic’*** were inaugurated. Online helpline for Parkinson’s Disease was also launched. The staff received Ph. D during the academic year and meritorious students were awarded. Annual Report and manual on taking impression and Test material for word and non-word repetition in Kannada and institute CD was released.

A cultural program was organized on the same day. At this function Retired employees of the AIISH and employees who have completed 25 years of service were honoured. Dr. N. Ratna, Former Director, AIISH was the chief guest.

1. ***‘The Hindu’*** a leading English daily published an article on launching of a helpline for persons with Parkinson’s Disease through its distance mode CREDM under the banner headline ‘Out-of-town senior citizens can access AIISH service online’ in its issue dated 21.3.2012. ‘The service is for those who find it difficult to come personally to Mysore Institute’.
2. Coverage was given to the valedictory function of ***‘Hindi Week’***. Dr. S. M. H. Qadri, Director, CSRTI, Mysore who was the chief guest. Dr. S. R. Savithri, Director, AIISH presided over the function.
3. A news item was published on observance ***“National Cerebral Palsy Day”*** on 3rd October 2012. Ms. Latha Murthy, Former Secretary, Swasahaya Samuchaya was the Chief Guest. Dr. S. R. Savithri, Director, AIISH presides. As a result, the institute received number of enquiry calls. Especially parents of children enquired about the symptoms, causes and treatment for Cerebral Palsy.
4. Siti Cable, UMN and MCN channels telecasted a 60 seconds information feature during Deepavali Festival on “***Noise Pollution and Crackers: Care to be taken”*** during October 2013.
5. A news item on visit of Sri Manoj Aabussariya, Deputy Director (Official Language) and Rajesh Srivastav, Assistant Director (OL) from the Ministry of Health & Family Welfare, Government of India published in ‘Star of Mysore’, ***‘The New Indian Express’*** and ***‘Times of India’*** under the headline of ***“Language Policy :officials laud AIISH’s efforts”*** on 15th November 2012.
6. A news item on winning the prizes in Dasara Flower Show by AIISH was published in all the leading English and Kannada dailies.
7. The institute conducted ***“Open Day”*** on 23rd November 2012. Sri. B. K. Basavaraja, DDPI, Mysore was the Chief Guest. Dr. S. R. Savithri, Director, AIISH appealed to the people to spread awareness about the facilities and activities at the AIISH.

Children with visual and hearing impairment, autism, multiple special needs, mentally challenged children and those with communication disorders took part. The activities included a treasure hunt, frog jump, musical chairs, potato race, filling coloured water in bottles, and an obstacle race, among others. An Exhibition of the activities of various departments of the institute was arranged for the benefit of the public. They also got themselves evaluated on certain aspects of speech language, hearing, reading and writing skills. The event was covered along with photographs in the news papers.

1. The print media published a news item for winning the award ***‘Karyalaya Deepa Smirti Chinh’*** for the second time for its excellence in implementing official language Hindi in its sphere of work at the 3-day Hindi workshop and symposium held at Dalhousie, Himachal Pradesh under the aegis of Rajbhasha Sansthan, New Delhi. Dr. H. P. Uma Saraswathi of AIISH was awarded first prize for her paper presentation on ***‘Information Technology and Indian Languages’.***
2. A report on award of Ph. D degree from university of Mysore to M. S. Deepa for her thesis titled ***“Discourse in Bilingual Persons with Dementia”*** done under the guidance of Prof. K. C. Shyamala, Head, Department of Speech-Language Pathology was published in ***‘Star of Mysore’,*** and ***‘Deccan Herald’.***
3. A public Lecture Series Program on ***“Autism – Nature and Management”*** organized on 29th December 2012 was covered in all leading English and Kannada dailies for the information of public to attend the program.
4. A report on Dr. H. P. Uma Saraswathi, Hindi Translator honoured by the Ministry of Health & Family Welfare, Government of India at Rajbhasha Conference held at NIMHANS, Bangalore was published in ***‘Star of Mysore’***, ***‘The Hindu’*** and ***‘Times of India’***.

1. Ministry of Health & Family Welfare, Government of India appointed Dr. S. R. Savithri, as Director of AIISH. This news was published in all the newspapers.
2. The ***“International Day of Persons with Disabilities”*** was celebrated on 16th January 2013. Dr. Anup Dayanand Sadhu, IRTS, Senior Divisional Commercial Manager, South Western Railway, Mysore was the chief guest. Dr. Mahalakshmi Y.N, a brave hearted lady who is an inspiration for the citizens, as she continued to propel despite being the victim of a heinous crime was the guest of honour. Dr. N. Ratna, former Director of AIISH, was the Guest of Honour. Dr. S.R. Savithri, Director, AIISH, Mysore presided over the function. Around 200 delegates attended the program. On this occasion, parents/caregivers/stake holders were felicitated for promoting, protecting as role models in the society. Cultural programs by children with communication disorders and their caregivers were organized on this occasion.
3. To create awareness on National Language Hindi, 2 day’s Internal Hindi workshop was organized on 10th & 11th January 2013. Lectures were arranged on various subject related to Hindi. Guest lecturers from different sectors like Banks etc., were invited to hold classes on various aspects of Official language Hindi. Recent trends and developments on bilingual use of computers were also discussed for better implementation of Official language. The workshop was concluded on 11th Jan 2013. Dr. Satish Kumar Pandey, Principal Dakshin Bharath Hindi Prachar Sabha, Mysore was the Chief Guest. Director of AIISH, Mysore Presided over the function and advised to use simple Hindi in all official works.
4. A public Lecture Series Program on ***“Ear Discharge – Causes, Complications and Management, Common Problems of Nose and Solutions-Communication Perspective”*** organized on 26th January 2013 was covered in all leading English and Kannada dailies for the information of public to attend the program.
5. The institute bagged the **second prize for its beautiful stall executed at the Mysore Dasara Exhibition** under the Central Government Institutions category. Sri. S. D. Mahendra, Chairman, Karnataka Exhibition Authority (KEA) handed over the prize. AIISH Staff N. M. Mamatha and A. R. Keerthi attended the program.
6. A national workshop on ***“Techniques in Audiological Management of Auditory Processing Disorders”*** was organized on 6th February 2013 was covered in all local and national dailies. Prof. N. Shivashankar, NIMHANS, Bangalore, inaugurated the workshop and also served as a resource person.
7. Arranged for wide coverage in newspapers and Electronic media on 2-day’s National Seminar on ***“Tele Assessment and Intervention for Persons with Communication Disorders”*** held on 21 – 22 Feb, 2013. Mr. V. V. Bhat, IAS, Secretary to the Government of India & Member (Finance), Space Commission/Atomic Energy Commission, Bangalore inaugurated the event. Dr. N. Rathna, Former Director, AIISH, was the guest of honour and delivered a key note address on the theme titled ***“Technology enabled service delivery such as Videoconference, Skype, Webinars and other internet resources in Speech-Language Pathology and Audiology”.*** Around 100 delegates from various parts of the country participated in the seminar. Media gave an excellent coverage for this workshop.
8. A Reporter from ***‘Times of India’*** newspaper a leading English daily interviewed Dr. Animesh Barman, HOD Audiology and other staff members and published a leading article on ***“Using of Headphones can Cause Hearing Loss”*** on 19th February 2013. The symptoms of hearing loss, the survey report on industrial workers, use of headphones and hearing of loud music was also mentioned in the article. The article was widely applauded.
9. An article on ***“U-Sofa (Unit for Structural Oro-Facial Anomalies”*** was published in ***‘District Plus’*** a special supplement of ***‘The Hindu’*** a leading newspaper on 23rd February 2013.
10. A public Lecture Series Program on ***“Use of Hearing Aids”*** was organized on 23rd February 2013. The same was covered in all leading English and Kannada dailies for the information of public to attend the program.
11. ***“AIISH AAWAAZ – 2013”*** organized from 1st – 3rd March 2013. Sri. Rajesh, Actor was the Chief Guest and Ganakalashri, Vidushi Dr. Sukanya Prabhakar was the Guest of Honour. Dr. S. R. Savithri, Director, AIISH presided. The programme included cultural and literary competitions such as Group Dance, Variety Entertainment (like mime, duet dance, solo song, tableau and Master of Ceremony), Fashion Show, Skit, Quiz, Verbattle, Pencil Sketching, Poster Making, Antakshari, Dumb Charades and Mock Press. The theme of the fashion show was ***“After Hours”***. Initiated for publishing reports with photographs in news papers.

Sri. Ravindra Joshi, Director, Bollywood Studio, Journalist, Anchor, Suvarna news 24x7 was the chief guest, Dr. M. V. Shekhar, Professor of Medicine was Guest of Honour for the valedictory of ***‘AIISH Aawaaz – 2013’***. A humorous speech was delivered during valedictory and it was applauded by each and everybody.

1. A clarification report on workshop for the parents of special children with autism which came as a news item in ***‘Star of Mysore’*** dated 27.2.2013 (Page No. 05) conducted by Aashiyana Institute for Special Children published on 9th March 2013.

1. A reporter from ***‘Vijaya Karnataka’*** newspaper interviewed Dr. S. Venkateshan, HOD, Department of Psychology and patient with a Down Syndrome case in connection with ***‘World Down Syndrome Day’*** on March 21st, 2013 and published an article on 23rd March 2013. The article attracted large number of readers and received appreciation phone calls.
2. A national workshop on ***“Speech Synthesis”*** was organized on 14 – 15 March 2013 was covered in all local and national dailies. Dr. B. G. Sangameshwara, Principal, SJCE, Mysore inaugurated the workshop. Dr. S. R. Savithri, Director, AIISH presided over the function.
3. A national workshop on ***“Early Education for Children with Special Needs”*** with the theme ***“Catch them Young, we can do it together”*** was organized on 27th March 2013. A news item regarding this was published in all the newspapers and cable channels.
4. A public Lecture Series Program on ***“Cleft Palate and Cleft Lip – Causes, Complications and Management”*** was organized on 30th March 2013. The same was covered in all leading English and Kannada dailies for the information of public to attend the program.

In addition to the above main events, print and electronic media gave excellent coverage of the programs and activities of the institute like (Monthly Public Lecture series program, inter institutional sports tournament, hearing aid repair, orientation programs, workshops, seminars etc.,) and also extensively covered the visit of VVIPs to the institute.

Details of speech and hearing camps held at different places for the year 2012 – 13

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl. No** | **Date** | **Place** | **No. of cases seen** | **No. of hearing aids issued** | **No. of Earmolds made** | **No. of cases referred to AIISH** | **No. of certificates issued** |
| 1. | 8th July 2012 | Operation Shanthi (Orphanage), Roopangar, Mysore. | 45 | - | - | 4 | - |
| 2. | 15th July 2012 | Kollegala | 169 | - | - | 6 | 1 |
| 3. | 28th November 2012 | Nanjangud | 60 | 4 | 4 | **-** | **-** |
| 4 | 15th & 16th December 2012 | Thirthahalli | 346 | 161 | 47 | 45 | 10 |
| 5 | 17th December 2012 | Shimoga | 272 | 141 | 163 | 6 | 8 |
| 6. | 10th January 2013 | Karkala | 118 | 35 | 32 | 18 | 9 |
| 7. | 14th March 2013 | Hospet | 302 | 111 | 77 | 8 | 16 |
|  |  |  | **1312** | **452** | **323** | **87** | **44** |

1. R. Kirthi

Publicity & Information Officer