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

**Summary of activities handled by PIO during the year 2010-11**

During the period-under report i.e 2010-11, 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 2010-11 are detailed below.

1. Initiated for publishing an article on PG Diploma programs under the banner headline ***“3 Courses, Many Career Options”*** on 24th June 2010 at the ***‘The Times of India’*** newspaper.
2. A wide coverage was given to the annual “All India DHLS Co-ordinators’ Meet’ and Foundation stone laying ceremony for ‘Audiology Block’ and ‘D’ type quarters complex organized on 1st & 2nd July 2010.

Dr. R. K. Srivastava, Director General of Health Services, Ministry of Health & Family Welfare, New Delhi laid the foundation stone through video-conference on 2nd July 2010. Dr. B. D. Athani, Addl. Director General and Director, AIIPMR, Mumbai. Dr. Deepankar Das, Addl. Deputy Director General, Ministry of Health & Family Welfare. Dr. K. S. V. K. Subba Rao, Director, JIPMER, Puducherry were presents in the program.

1. A report was published in various news paper regarding visit of delegates from the Korean Federation for the protection of disabled people from DPR, Korea, to the institute on 7th July 2010. The delegates include Jong Hyon, Director, Department of Planning; Hosongchol, Orthopaedic Centre Manager; Kang Hyongu Orthotic and Prosthetic Manger; Kim Chang Ju, Project Officer and Pradeep Kumar, Disability Advisor, European Union Programme Support, Korea.
2. Dr. E. V. Ramana Reddy, Secretary, Department of Health and Family Planning, Government of Karnataka inaugurated the newly constructed Men’s Hostel “BODHI” block at Panchavati campus on 17th July 2010. Speaking on the occasion, Dr. Ramana Reddy lauded the services of AIISH. He assured to go through the institute’s plea seeking more land for expansion. During the occasion former AIISH Director and Playwright Dr. N. Rathna released a book and CD on “Train Your Child – level - 1’. The occasion was specially covered in media.

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1. ***‘The Mysore Mail’*** an English evening daily published an article on institute activities in connection with the celebration of 45th Anniversary on 8th August 2010.
2. Media people were attracted to give a wide coverage regarding the 45th Anniversary of the institute celebrated on 9th August 2010. Dr. V. S. Rajashekaran Pillai, Vice-Chancellor, Indira Gandhi National Open University (IGNOU) inaugurated the celebrations. Vice-Chancellor of Rajiv Gandhi University of Health Sciences Prof. Ramana Shetty and Vice-Chancellor of Karnataka State Open Univesity Prof. K. S. Rangappa were the Chief Guests. AIISH Director Vijayalakshmi Basavaraj presided over the function. The institute’s redesigned website and the fluency unit of the institute were launched on the occasion.

1. ‘Vijaya Karnataka’ a Kannada daily published an article on institute new website on 17th August 2010.
2. 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 of ‘Prajavani’ on 19th August 2010.
3. ***‘The Times of India’*** published an article on ‘Diploma in Hearing Aid and Earmould Technology’ under the headline ***“LEND AN EAR TO THEM”*** on 23rd September 2010.
4. A new super specialty multidisciplinary course titled the ***“Post - Graduate Diploma in Neuro – Audiology”*** (PGDNA) was officially launched by Prof. V. G. Talawar, Vice-Chancellor of the University of Mysore on 1st October 2010. Prof. Mewa Singh, Dean, Faculty of Science & Prof. of Psychology, University of Mysore was the Guest of Honour. Since the program was of academic interest, a special attention was given and covered in all the media.
5. As part of the Dasara special programme ‘Kannada Kasturi TV’s attention was drawn and for covering a special story on Academic programs and Clinical Services for the communication disorders and broadcasted the same during the month of October 2010.
6. For creating awareness among the general public about the effects of noise pollution and crackers, special interest was taken and initiated Siti Cable, UMN and MCN channels to telecast a 60 seconds information feature during Deepavali Festival under the title “***Noise Pollution and Crackers: Care to be taken”*** during October 2010.

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1. An article on institute’s Academic programs and also newly launched PG Diploma courses in Neuro Audiology was published in ***“Education Plus”*** a special supplement of ***‘The Hindu’*** on 4th October 2010.
2. Sri. B. S. Yeddyurappa, Chief Minister of Karnataka inaugurated the International Guest House “Ashoka” on 8th October 2010 at Panchavati Campus. Sri. Keshav Desiraju, Additional Secretary, Ministry of Health & Family Welfare, Government of India, Sri. S. A. Ramadas, Medical Education Minister, C. H. Vijayashankar, Forest Minister were present.

Speaking on the occasion Sri. Keshav Desiraju said that AIISH has already gained recognition at International level. Efforts will be made to develop AIISH on the lines of AIIMS, New Delhi and JIPMER, Pondicherry. He expressed that the activities of AIISH should not be restricted to Mysore and it should establish relations with other medical institutes of North India. It is necessary for AIISH to enter into MOU with Foreign Universities, he observed. He also opined that the staff of AIISH should extend the medical facilities to the patients of primary health centers. Special emphasis was given to cover in all the media.

1. ***“Vertigo Clinic”*** was launched at Department of ENT on 22nd October 2010. Dr. Anir Ban Biswas was the chief guest and inaugurated the clinic. Dr. Geetha Avadhani was the Guest of Honour. Dr. Vijayalakshmi Basavaraj, Director, AIISH presided over the function.
2. ***“Open Day”*** of the institute was conducted on 29th October 2010 with a theme ‘Know about Augmentative and Alternative Communication (AAC). Dr. N. Rathna, Former Director of AIISH inaugurated the celebration at a colorful function. He also released an AAC brochure. Paediatrician Dr. D. Prabhamandal was the Guest of Honour.

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. An article on institute activities and clinical services provided by AIISH was published in “Vartha Bharathi” on 10th November 2010.

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1. ***‘The Hindu’*** published an article on development of ***“Toy Kit”*** in its special supplement ***‘District Plus’*** on 13th November 2010. The article was widely applauded.

1. ***‘The Hindu’*** published an article on ***“LiBo Toys”*** on 3rd December 2010. Since the library of toys is the first of its kind, the article was specially attracted the parents of the special children.
2. The International Day of Persons with Disabilities” was celebrated on 3rd December 2010. The theme of the day was ***“Keeping the promise: main – streaming disability in the Millennium Development Goals towards 2015 and beyond”.*** A seminar on theme was inaugurated by Prof. K. S. Suresh, Principal, JSS Law College.

Various competitions were organized for children and adults with communications disorders in the Department of Clinical Services and Department of Special Education. On the occasion, parents/caregivers/stake holders were felicitated for promoting, protecting and being role models in the society. Cultural programs by children with communication disorders and their caregivers was organized on this occasion. Rev. Saji Thomas, St. Thomas Church was the chief guest. R. Anitha, Headmistress of Demonstration Multipurpose School, RIE campus was the Guest of Honor.

1. A 2-day national workshop on ***professional voice: assessment and management*** was organized on 9-10December 2010. Around 150 delegates all over the country participated in the workshop. Dr. Rajeev Taranath, Renowned Sarod Maestro inaugurated the workshop and delivered the address on ***professional voice*** on 9th December 2010 and also released the proceedings of the workshop. Dr. Vijayalakshmi Basavaraj, Director, AIISH presided over the function. The workshop was elaborately covered in all the newspapers as a result many of the professional voice artists made enquiry calls.

1. Dr. M. D. Ravi, Professor of Paediatrics and Vice-Principal (Clinical) J. S. S. Medical College, Mysore inaugurated practical lab at Department of Audiology on 16th December 2010 and later inaugurated a national seminar on “Paediatric Hearing Assessment and Rehabilitation” and delivered a key note address on “Development of the Auditory System. Dr. T. K. Parthasarathy, an alumnus of AIISH and chairman, Department of Special Education and Communication Disorders, Southern Illinois University was present on the occasion.

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1. I have arranged a press meet at the institute and initiated for wide coverage in News Papers and Electronic Media about visit of Shri. Dinesh Trivedi, Hon’ble Minister of State, Ministry of Health & Family Welfare, Government of India on 29th December 2010. The interaction was fully covered and especially The Hindu Newspaper gave national level coverage. As a result the former Director of AIISH received plenty of messages regarding the development and achievement of the institution.

1. A National level Symposium on ***“Evaluation and Management of Vestibular Problems”*** was conducted on 29th & 30th January 2011. Dr. Milind V. Kirtane an expert in the field of neuro-otology was the chief guest and delivered lecture on assessment and management of Vestibular disorders. Both print and electronic media gave excellent coverage to this program.
2. A National science day was celebrated on 28th February 2011. Dr. Mewa Singh, Prof. of Psychology, University of Mysore was the chief guest and released Journal of AIISH Vol 29, No. 1. Various competitions including scientific model making, science fiction writing and science quiz, were held for the staff and student of AIISH Gymkhana. Prof. S. R. Savithri, Director in-charge presided over the function.

1. ***“AIISH AAWAAZ – 2011”*** organized from 11th – 13th March 2011. Vidu. Nandini Eshwar, Director of Rasavrunda School of Dance was the Chief Guest and Kannada film actor Prem was the Guest of Honour. 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 ***“Righteousness: It’s the Quintessence amidst Oreal”***. Initiated for publishing reports with photographs in news papers.
2. An article on “Vertigo Clinic” was published on 20th March 2011 in “Arogyavani” a special supplement of Kannada daily ‘Udayavani’ newspaper. This Kannada newspaper has a circulation in Karnataka, Mumbai and Dubai. As a result, the institute received number of enquiry calls. Especially aged persons enquired about the symptoms, causes and treatment for Vertigo problem.

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1. Dr. Niranjana Vanalli wrote a column about the childrens with communication disorders and care taken by their mother in “Udayavani” newspaper on 22nd March 2011. Since the article was very effective parents of children with communication disorder made lot of enquiry calls.
2. A workshop on ***“Introduction to Matlab”*** conducted on 27th & 28th March 2011 for the speech and hearing professionals. Dr. Sandeep Pathak, Research Associate in Army Audiology and Speech Center at the Walter Reed Army Medical Center, Washington DC delivered lecture on ‘Introduction to Matlab’. Mr. N. Manohar, HOD incharge, Department of Electronics, co-ordinate the workshop and addressed the gathering on the occasion. 120 delegates attend the workshop.

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.

1. R. Kirthi

Publicity & Information Officer

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

Details of speech and hearing camps held at different places for the year 2010 - 2011

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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. | 23rd April 2010 | Tarikere, Chickmagalur District | 351 | 207 | 68 | 88 | 40 |
| 2. | 18th July 2010 | Nanjangud, Mysore District | 57 | - | - | 25 | 36 |
| 3. | 29th July 2010 | Sultan Bathery, Wayanad, Kerala | 277 | - | - | 73 | 45 |
| 4. | 30th July 2010 | Panamaram, Wayanad, Kerala | 429 | - | - | 171 | 38 |
| 5. | 29th September 2010 | T. Narasipura, Mysore District | 96 | 4 | 7 | 30 | 26 |
| 6. | 7th December 2010 | Periyapatna, Mysore District | 67 | 7 | 13 | 8 | - |
| 7. | 12th December 2010 | Mekedhatu, Ramanagara District | 94 | 23 | 4 | 16 | 1 |
| 8. | 22nd December 2010 | Labland Biotech, Mysore | 90 | - | - | 13 | - |
| 9. | 20th February 2011 | T. Narasipura, Mysore District | 84 | 13 | 12 | 5 | - |
| 10. | 24th February 2011 | Hospet, Bellary District | 244 | 76 | 35 | 7 | 15 |
| 11. | 17th March 2011 | Tarikere, Chickmagalur District | 316 | 95 | 54 | 19 | 8 |
| 12. | 27th March 2011 | Devanur, Nanjangud Taluk, Mysore District | 159 | 41 | 20 | 9 | 3 |

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