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

Submitted to the Director 3.4.2012

 Sub: Annual Report Material – reg.,

 Ref: SH/LIC/AR/2011-12 dated 2.4.2012

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

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

**Summary of activities handled by PIO during the year 2011-12**

 During the period-under report i.e 2011-12, 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 2011-12 is detailed below.

1. An article on institute’s Academic programs and also on PG Diploma courses in “Forensic Speech Science & Technology” was published in ***“Education”*** a special supplement of ***‘Prajavani’*** a leading newspaper in the month of May 2011.
2. Media people were attracted to give a wide coverage regarding the 46th Anniversary of the institute celebrated on 9th August 2010. Sri. K. Chandramouli, IAS, Secretary, Ministry of Health & Family Welfare, Government of India inaugurated the celebrations and presided. Dr. K. S. Sriprakash. Vice-Chancellor of Rajiv Gandhi University of Health Sciences and Dr. K. S. Rangappa, Vice-Chancellor, Karnataka State Open University was the Chief Guests. AIISH Director Dr. S. R. Savithri presided over the function. As part of the anniversary celebrations, three unique clinics Unit for Structural and Orofacial Anomalies ‘(U-SOFA)’, Learning Disability Clinic ‘(LDS)’ and Motor Speech Disorders ‘(MSC)’ clinic was launched. The staff received Ph. D during the academic year and meritorious students were awarded. Annual Report and material for assessment & rehabilitation of communication disorders was released.

 A cultural program was celebrated on the same day. At this function Retired employees of the AIISH and employees completing 25 years of service was honoured. Dr. S. M. H. Qadri, Director, CSRTI and G. Gourisankar, General Manager, BSNL, Mysore Telecome District were the chief guests.

1. 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 19th August 2011.
2. Initiated for publishing an article on Academic program under the banner headline ***“Demand for Speech and Hearing Professionals”*** on 29th August 2011 in the ***‘Vijaya Karnataka’*** newspaper special supplement campus ***‘Lava Lavike’***.

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1. A news item on ***‘Know how to get AIISH disability certificate’*** for the benefit of communication disorders was published in all local and national dailies and also announced in radio and cable channel news in the month of July 2011.
2. A workshop on ***“Ear Impression Technique”*** was organized on 6th & 7th September 2011 for the benefit of special school teachers. This was covered in all local and national dailies.
3. A Reporter from ***‘Vijaya Karnataka’*** newspaper a leading Kannada daily interviewed Dr. S. Venkatesan, Professor of Clinical Psychology and published a leading article on prevention of suicide in connection with the **“World Suicide Prevention Day”** in its 11th September 2011 issue. This Kannada newspaper has a circulation in Karnataka and neighboring states also. The article was widely applauded.
4. ***‘The Times of India’*** published an article on ‘Diploma in Hearing Aid and Earmould Technology’ under the headline ***“LEND AN EAR TO THEM”*** on 19th September 2011.
5. To create awareness on National Language Hindi, A week long program ***‘Hindi Week’*** was celebrated from 14th – 20th September 2011 at the institute. The valedictory function was held on 20th September 2011. Sri. M. S. Vaidyanathan, Chief Controller – Administration, CFTRI, was the Chief Guest and prizes were distributed on the occasion. A workbook in Hindi for parents of the hearing impaired from CREDM Dept. and six Public Education pamphlets from the Dept. of Audiology were released to help the communicatively handicapped. Dr. S.R. Savithri, Director, AIISH presided over the program. The valedictory function and other highlights of the Hindi Week were covered in Local, State and National Level News papers.
6. A report on national workshop ***“Early Identification of Communication Disorders”*** organized on 21st September 2011 was covered in all local and national dailies. Dr. M. S. Maale Gowda, District Health Officer was the chief guest and Dr. S. R. Krishnamurty, Paediatrician was the guest of honour. Dr. S. R. Savithri, Director, AIISH presided.

1. A seminar on ***‘Evaluation and Management of Tinnitus and Hyperacusis’*** was organized on 30th September 2011. The Postgraduate Speech and Hearing students and professionals were participated in the seminar.

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1. As part of the Dasara special programme ‘Kannada Kasturi TV’s attention was drawn for covering a special article on Academic programs and Clinical Services for the communication disorders and broadcasted the same during the month of October 2011.
2. 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 2011.
3. Sri. Keshav Desiraju, Additional Secretary, Ministry of Health and Family Welfare, Government of India laid the foundation stone for ***‘Knowledge Park”*** on 12th October 2011. Dr. S. Y. Kothari, Additional Director General of Health Services, Government of India was present. Dr. S. R. Savithri, Director, AIISH presides. A handbook on “Manual of Autism Spectrum Disorders for Parents” was released by Dr. S. Y. Kothari. M. Sc., rank student Varun Uttappa was felicitated with a gold medal and a scholarship for doctoral studies. The program was elaborately covered in all the newspapers and channels.
4. Director’s message for the public concern in connection with the ‘Deepavali Festival’ was published in ***‘Times of India’ column*** on 24th October 2011 in its Deepavali’s special supplement. This supplement was circulated throughout Karnataka.
5. The institute was conducted ***“Open Day”*** on 4th November 2011. Children at the ***‘Open Day’*** were the guests and inaugurate the program. 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.

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1. Arranged for wide coverage in News Papers and Electronic Media on 2- day national seminar on ***‘Stroke’***, organized on 10th & 11th November 2011. Neurologist G. S. Janardhan was inaugurated the event. Dr. Ramesh Ranganathan, Neurosurgeon, Apollo BGS Hospital, Mysore was the Guest of Honour. Dr. S. R. Savithri, Director, AIISH presided. Around 200 delegates from various parts of the country participated in the seminar. Media gave an excellent coverage for this workshop.
2. The ***“International Day of Persons with Disabilities”*** was celebrated on 5th December 2011. The seminar on ***“Rights and Acts for Persons with Disability”*** was organized.

 Sri. K. V. Rajanna, Commissioner for Disabilities, Government of Karnataka was inaugurated the seminar. Dr. Ishwar Bhat, Chairman, Department of studies in Law, University of Mysore was the Guest of Honour. Dr. S. R. Savithri, Director, AIISH presided. Around 200 delegates from various parts of India were participated in the seminar. 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 were organized on this occasion.

1. One day national workshop on **“*Phonlogical Disorders: Clinical Perspectives”*** was organized on 6th January 2012. Around 150 delegates all over the country participated in the workshop. Dr. N. Ratna, Former Director of AIISH inaugurated the workshop and delivered the address on ***‘Phonological Disorders’*** and also released 3 CDs pertaining to revised articulation test material in Kannada and Malayalam including the Proceedings of the workshop. Dr. S. R. Savithri Director, AIISH presided over the function. Both print and electronic media gave excellent coverage to this program.
2. Sri. S. Gandhi Selvan, Minister of State for Health & Family Welfare, Government of India visited the institute on 23rd January 2012. He visited all the departments and interacted with staff and patients. He lauded the activities of the institute, appreciated the clinical services administered to patients from all over the country. A news item with photograph was published in the newspaper.

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1. A wide coverage was given in all newspaper and TV channels on “***Launching of Network Link between AIISH, Mysore & Its Ten remote Centres”*** on 3rd February 2012. Sri Keshav Desiraju, IAS, Additional Secretary, Ministry of Health & Family Welfare, Government of India was inaugurated and released the the Journal of AIISH Vol 30, 2011. Dr. B. D. Athani, Additional DGHS & Medical Superintendent, Safdarjung Hospital, New Delhi was the Guest of Honour.

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 Reporter from ***‘Vijaya Karnataka’*** newspaper a leading Kannada daily interviewed the Director and published an article on ***“Cerebral Palsy”*** on 11th February 2012. This Kannada newspaper has a circulation in Karnataka, Mumbai and Dubai. As a result, the institute received number of enquiry calls. Especially parents of children enquired about the symptoms, causes and treatment for Cerebral Palsy.
3. ***‘Just Kannada’*** an online Kannada New Journal displayed an article on ***‘Cerebral Palsy’*** in e-portal in Front page on 21st February 2012. As a result in its ‘Hourly Hits in the last 72 hours 687 readers read the article. The article has specially attracted the parents of the special children.

1. A National level workshop on ***“Facilitating Early Intervention in Natural Environment for Children with Hearing Impairment”*** was held on 28th February and ***“Educational Management of Children with Autism Spectrum Disorder”*** on 29th February 2012. The print media published news item on the above workshop.
2. A National science day was celebrated on 28th February 2012. Dr. P. Nagabhushan, Professor of Computer Science, University of Mysore was the chief guest and deliver a talk on ‘Research bent of mind’. On the occasion of National Science Day ***‘Elocution’*** and ***‘Treasure Hunt’*** competition were held for the staff and student of AIISH Gymkhana. Dr. S. R. Savithri, Director, AIISH presided over the function.

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1. A news item was published on award winners in the 44th ISHACON. All local and National newspapers published a news item in the month of February 2012.
2. 2-day national seminar on ***“Evidence Based Practice in the Management of Voice Disorders”*** and ***“Fluency Disorders”*** was organized on 15th and 16th March 2012, respectively. Dr. B. Rajashekar, Dean of Allied Health Sciences, MAHE, Manipal was the chief guest and delivered a key note address. Dr. D. K. Shailath, Director, Pandit Deendayal Upadhyaya Institute for the Physically Handicapped, New Delhi was the guest of honour. Dr. S. R. Savithri, Director, AIISH presided. All leading national and local dailies published news item with photographs.

1. ***“AIISH AAWAAZ – 2012”*** organized from 16th – 18th March 2012. Dr. B. V. Rajaram, Director, Rangayana was the Chief Guest and Ms. A. J. Divya, Singer 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 ***“Transition – A Step Ahead”***. Initiated for publishing reports with photographs in news papers.

Sri Ravi Belagere famous Journalist, editor of weekly newspaper and actor was the chief guest for the valedictory of ***‘AIISH Aawaaz – 2012’***. A humorous speech was delivered during valedictory and it was applauded by each and everybody.

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 2011 - 12

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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. | 28th April 2011 | Hosanagara, Shimoga District | 245 | 151 | 65 | 13 | 34 |
| 2. | 24th February 2012 | Mandya District | 76 | - | - | 5 | - |
| 3. | 3rd March 2012 | Mega Health Mela, Mysore.  | 36 | - | - | 20 | 6 |
| 4. | 30th March 2012 | Government Higher Primary School, V. V. Mohalla, Mysore.  | 61 | - | - | 11 | - |
| **Total** | **418** | **151** | **65** | **49** | **40** |

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| --- | --- | --- | --- | --- |
| *Place where camp was held* | *Date* | *Sponsoring Organization* | *Total No. of clients**evaluated* | *Total No. of clients* *referred* |
| Hosanagar,Shimoga | 28/4/2011 | JCI, Kodachadri | 245 | 13 |
| Belaku Ashradhama | 13/5/2011 | Belaku Ashradhama | 4 | 4 |
| Mandya | 24/2/2011 | Rotary Inner Wheel, Mandya | 76 | 70 |
| Mysore | 03/03/2012 | Megha Health Mela by District Health Committee | 35 | 20 |
| Keelara, Mandya | 09/03/12, 10/03/12 | AIISH, Mysore | 15,441 | 938 |
|  **Total no. of clients evaluated/referred** | **15801** | **1045** |

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