VISION CARE CELEBRATES 30 YEARS OF REVOLUTIONIZING SRI LANKA’S EYE CARE INDUSTRY

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Vision Care celebrated its 30th Anniversary by hosting a Staff Convention that recognized and felicitated its longstanding employees and star performers.



Janaka Fonseka, Managing Director, Vision Care.




30 YEARS
VISION CARE
OPTICAL SERVICES
EMPOWER LIFE



In February 1992, Vision Care commenced operations to revolutionize Sri Lanka’s eye care industry. Since its inception, the company has been providing scientifically-driven, world-class products and services through a large team of well-trained, highly-experienced Optometrists using ultra-modern equipment. Today, Vision Care offers a wide range of internationally-acclaimed brands of Spectacles, Contact Lenses, Sunglasses, other optical/ophthalmic products, and hearing aids at prices to suit every budget and lifestyle.

Vision Care considers Originality, Technology, Accessibility, Sustainability, and People as the company’s main pillars. These pillars have played a key role in cementing Vision Care’s position as Sri Lanka’s largest eye care solutions provider. The company has introduced some of the most innovative and technologically

enhanced facilities that bring solutions to vision-related issues throughout the years. Their latest cutting-edge technology introduction is Sports Vision by Vision Care. It is the only specialized vision center in Sri Lanka that can enhance a sportsperson's visual skills by using cutting-edge technology used by international athletes across the world.

Vision Care has continuously invested in employees by establishing an ethical and caring environment. Respecting diversity and promoting inclusion are essential attributes for the company's sustainability. Women currently hold 43 percent of management and operational positions, with plans to raise that to at least 50 percent by 2022. Vision Care Academy was established in 2008 to provide in-house training to Vision Care employees. It has evolved into a fully-facilitated training institute that offers a world-class educational experience in Optometry.

Harsha Maduranga, General Manager of Vision Care, stated, "The 30th Anniversary is a momentous occasion for any company. We are proud and thankful to each and every member of our team, for, without their passion, commitment, and hard work, our journey towards success would not have been possible. Vision Care has successfully remained at the forefront of the technological revolution of the eye care industry in Sri Lanka, and has introduced various new technologies over the years. We have an expanding network of branches across Sri Lanka that helps us take our eye care services to a large segment of the population."

Over the years, Vision Care has demonstrated its commitment to giving back to society by uplifting local communities, helping those affected by natural and man-made disasters, and contributing toward sustainable development. One of their most noteworthy projects was "Nethralokana Sathkara", which distributed free pairs of spectacles among deserving Sri Lankans in all parts of the country.

Vision Care is making plans to expand its branch network to selected cities across the island while continuing to set the benchmark for eye care in Sri Lanka by bringing down the best eye and hearing care technologies. The company intends to create greater awareness among the general public about the advantages of proper eye care by utilizing all available resources, including the Mobile Units. To celebrate the 30th Anniversary, Vision Care had arranged several activations in several locations islandwide with societal and environmental wellbeing in focus.