

Virohan and Lenskart join hands to build next generation of optometrists

15 May 2025 | News

Offering two distinct pathways for aspiring eye care professionals



Virohan, a leading institution in healthcare and allied education, has partnered with Lenskart, India's premier eyewear brand, to launch an exclusive program, SureStart, designed to align education with evolving industry demands and standards.

This programme equips students with both theoretical knowledge and practical skills essential for the ophthalmic field, preparing them to confidently step into job-ready roles at Lenskart.

The SureStart Programme, launched by Virohan, offers students a strong foundation for their careers by bridging the education-to-employment gap. This initiative aims to educate the next generation of optometrists through a blend of classroom learning, hands-on training, and paid internships at over 2,000 Lenskart stores across India. SureStart combines academic curriculum with real-world experience to help students build stable, rewarding careers, making it a strong example of job-focused education.

The programme offers two distinct pathways for aspiring eye care professionals, a 3-year B.Sc. in Ophthalmic Techniques and a 4-year Bachelor of Optometry. The curriculum covers critical areas such as ocular pathology, contact lenses, binocular vision, and optometric procedures, ensuring students are well-equipped for success in the field.

Virohan students across India will gain real-world exposure through Lenskart store visits, guest lectures by industry professionals, and exclusive learning modules tailored to the fast-growing eye care sector. Upon successful completion,

students will also receive an Award of Excellence, further strengthening their credentials.

The SureStart Programme is being rolled out across Virohan campuses in key cities, offering students a comprehensive blend of classroom learning and practical, on-the-ground experience. With paid internships at Lenskart stores, the programme addresses the urgent need for skilled professionals in both healthcare and retail—while creating a direct, stable path to employment. Initially launching in select cities, the programme is set to expand nationwide in the coming months.