

SCB organizes 'Vision Run'

Posted on

Standard Chartered Bank (SCB) has launched the community project – 'Seeing is Believing' – a project committed to curing blindness. Thus far the group has been able to restore the sight of 68,000 people. The global project is done in partnership with Sight Savers International and Vision 2000.

"Standard Chartered has committed itself to helping people from going blind and restoring the sight of one million people in three years. This is an ambitious project, based purely on human need, human courage and the generosity of those who can see and enjoy our beautiful world;" said Vishnu Mohan, CEO, SCB Sri Lanka.

SCB in Sri Lanka has taken the cause forward by organizing 'Vision Run; a campaign to display solidarity to the cause of restoring eyesight. To support the bank with this humane cause, people are invited to purchase a pack of two green and blue wristbands, which carry the project name 'Seeing is Believing'.

All funds raised through this effort will go into performing cataract operations, training doctors and for post-operational care, explained Sabry Ghouse, Head of Consumer Banking, SCB Sri Lanka. The majority of these operations will be done in remote villages where cataract formation is prevalent and medical assistance is urgently needed. The wristbands can be obtained by calling the bank's call center and redeeming them against bonus points, or by debiting one's current or savings accounts, or by charging it on one's credit card, or by purchasing them directly at branches. Culmination of this project is the 'Vision Run – a marathon that will take place this year to further support the cause.