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## **RURAL CHINA: TRANSFORMING LIVES THROUGH BETTER VISION**

Since 2015 Essilor's Vision Ambassador program has created 2,000 new primary vision care providers to bring affordable eye care across Asia, Africa and Latin America.

We share the experiences of Vision Ambassadors in Anhui Province, Eastern China, to show how they are improving lives in their local communities through better vision. 340 million Chinese people have uncorrected vision and the country suffers from a critical shortage of eye care professionals and services. The Vision Ambassador program creates access to vision correction and protection by training people from rural areas to carry out basic vision screenings and sell glasses to local villagers.



The vision ambassador program is one of the flagship initiatives of Essilor's 2.5 New Vision Generation (2.5 NVG) inclusive business arm that focuses on customers at the base of the pyramid. Essilor aims to expand its network of Vision Ambassadors across China, India, Brazil and several South-East Asian and African countries to 15,000 by 2020, in order to reach the 2.5 billion people globally who don't have access to the eye care they need.

[To read more about the Vision Ambassador program](#)

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2017.05.18

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A thousand faces of vision care: Essilor's annual Eye Mitra convention celebrates the program developing skills, creating jobs and uplifting lives by tackling poor vision in India.

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