



VISHNU<sup>TM</sup>  
DANTA  
CARE

# 2024-25 ANNUAL REPORT

MAKING AFFORDABLE QUALITY  
DENTAL CARE ACCESSIBLE TO  
RURAL AREAS





VISHNU<sup>TM</sup>  
DANTA  
CARE



**Sri K.V. Vishnu Raju**

Chairman  
Sri Vishnu Educational Society

*"Being a dental college, we started Rural Satellite Clinics with an intent to provide high quality dental care at a very low-cost to the people in rural and tribal areas. Over time, we also associated with institutions like Aravind Eye Care to improve our efficiency. About 80% of our dental students are women. Many of them stay home after graduation to prepare for post graduate exams or to get married. Due to this gap period, they lose their hand skills. Also, about 30% women dentists quit working after marriage especially when the spouse isn't a doctor as they generally don't have competence to set up and run a private practice. Rural clinics provide unique opportunity to women dentists to not only stay in clinical practice but also to gain good expertise on how to manage a private practice"*

## LEADERSHIP



**Sri Ravichandran Rajagopal**

Vice chairman  
Sri Vishnu Educational Society

Ravichandran Rajagopal, Vice Chairman of Sri Vishnu Educational Society, is a graduate in Mechanical Engineering from National Institute of Technology, Tiruchirapalli, and a postgraduate in Management from Indian Institute of Management, Calcutta. Ravichandran started his professional career with the Swiss multinational company Novartis, India where he served in various capacities including Business Development, New Product and Application development, and Vendor Development.



**Dr Vinay Chandrappa**

CEO  
Vishnu Danta Care

Dr. Vinay Chandrappa brings over 25 years of clinical experience. Previously, he served as the Associate Dean of Hospital Administration and Community Services at Vishnu Dental College. He was one of the key pioneers in turning the vision of Rural Dental Clinics into reality. Dr. Vinay now contributes his strong expertise in operations management to help scale and strengthen the mission of Vishnu Danta Care.



**Dr. M. A. K. V. Raju**

Director  
Vishnu Danta Care

Dr. M.A.K.V.Raju completed his graduation and post-graduation from Manipal Academy of Higher Education, Manipal. He currently serves as the Director of Vishnu Dental College and is a Fellow of the American Academy of Implant Dentistry. With extensive experience in a wide range of surgical procedures, he also plays a key role in clinical skill development programs. Dr. Raju is a highly skilled clinician with deep knowledge across all areas of dentistry. He stays up to date with the latest advancements in dental equipment and clinical techniques. His broad expertise helps Vishnu Danta Care explore new opportunities and innovations in the dental field.



**Sri K. Aditya Vissam**

Secretary  
Sri Vishnu Educational Society

Shri Aditya Vissam is the Secretary of the Sri Vishnu Educational Society, and is the youngest member of the management team. He graduated as an Industrial Engineer from the Penn State University, USA and did his Management studies, an MBA from Imperial College, London. Aditya comes with rich experience in companies both in US and UK. He worked in Office Depot, Minneapolis and post his MBA he did a stint as Operations Manager at Amazon, London.

## The Problem ?

Rural population is deprived of dental care due to poor accessibility of dental care services, expensive treatments, lack of awareness and prevalence of quackery. More than 30,000 dentists pass out of from Dental Colleges in India. More than 90% graduates depend on private sector for employment and more than 30% graduates

## The Solution

Provision of urban equivalent dental care facilities that provide both preventive and specialist care to the rural areas. Provide a wider platform for dentist employment opportunities for dentists.

*"Innovation in healthcare is not about technology alone- its about making excellence available to all, regardless of wealth or status"*

- Dr. Venkatappa Govindaswamy



### Our Vision

Oral Health Care for All



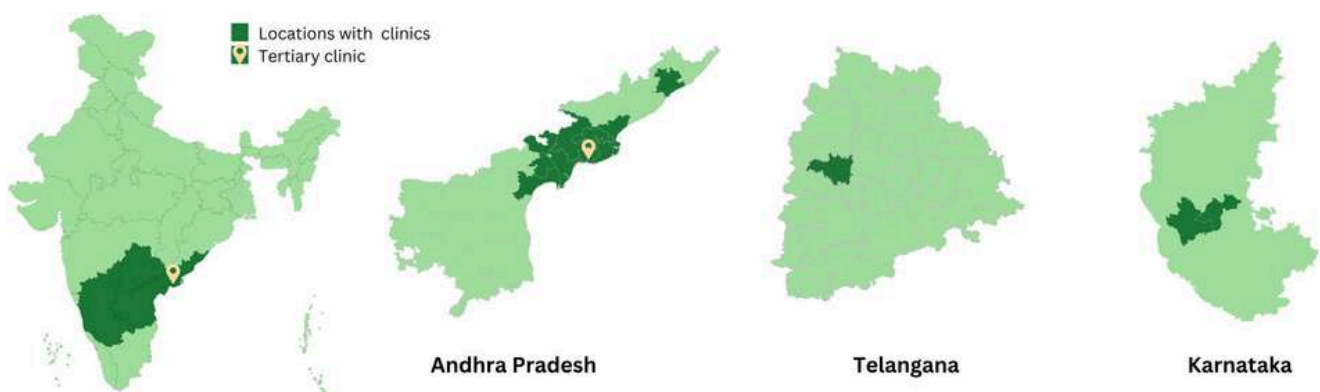
### Our Mission

Making affordable quality dental care accessible to rural population through a self sustainable network of rural dental clinics.



We are excited to announce that Vishnu Danta Care has recently registered as an official entity in August 2024, marking a significant commitment in our mission to revolutionize dental care in rural India.

## Service Area

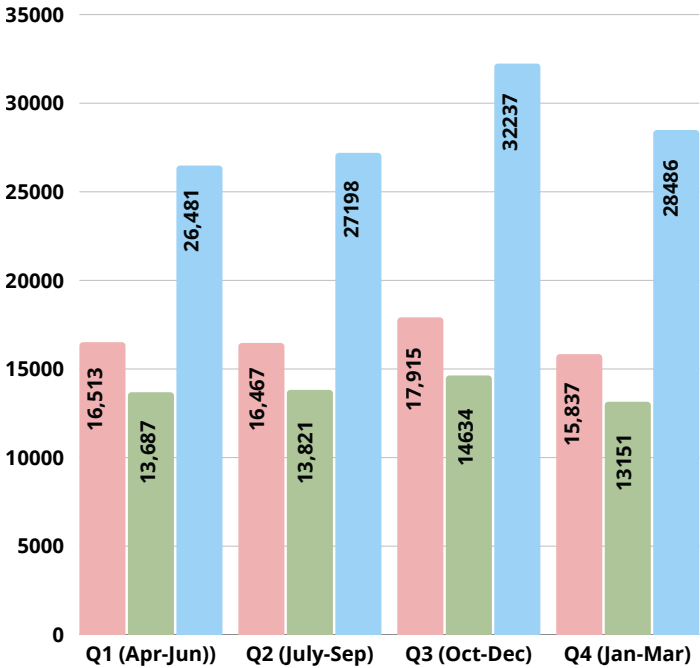
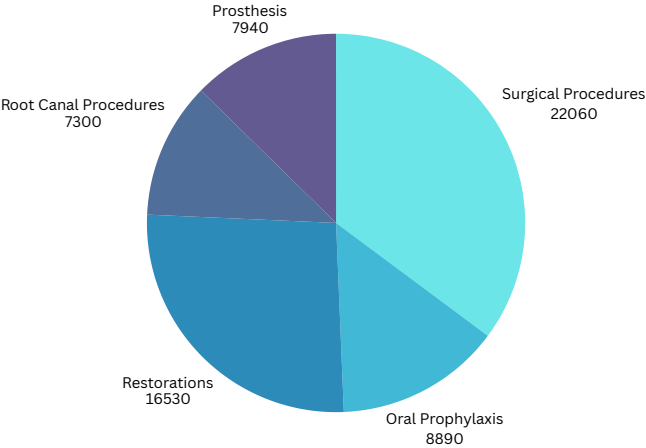


Patients Served **67,010**

Treatments Done **1,17,366**

In the financial year 2024–25 (April to February), our clinics recorded significant growth in patient engagement and procedural efficiency compared to the previous year. Patient visits increased by 13% from 59,508 to 67,010, while the number of new patient walk-ins rose by 15% to 34,189. Notably, the number of procedures performed grew by 22%, totaling 1,17,366 this year. This consistent upward trend reflects our expanding reach and improved operational capacity in rural areas.

BY PROCEDURES



TELE-DENTISTRY: EXPERT CARE TO THE DOORSTEPS OF RURAL CLINICS

Tele-Dentistry unit has full time Oral Medicine and Radiology (OMR) expert monitoring the quality of patient care in Rural Clinics. The expert tracks the diagnosis on our e-PRMS platform Vaidhyo to ensure accurate diagnosis, documentation, quality of treatments provided through pre & post OP images. The OMR specialists keep in regular touch with all the rural dentists to facilitate specialist opinions and clear any doubts on complex cases during diagnosis.

**1000+**  
Calls from Rural Clinics for Specialist Opinions

**1000+**  
Video consultations from Rural Clinics for Specialist treatments

**34,189**  
Approximate number of new patients visiting Satellite Clinics - monitored for accuracy in initial examination

"When a patient from our remote clinic presented with a persistent ulcer on the right side of the tongue, present for over a month and several smaller ulcers on the left, I immediately turned to our tele-dentistry setup. Using high-resolution images and a real-time video consultation, I connected with a specialist who, upon reviewing the visuals, expressed concern that the lesion appeared suspicious. Acting on this expert input, I promptly referred the patient for a biopsy. Thanks to the capabilities of tele-dentistry, we were able to expedite the diagnostic process something that would have been challenging in our remote setting. This tele-dentistry can bridge gaps in access to specialized care, ensuring timely interventions for patients in underserved areas"

- Dr. Devika, kotanandhuru



"Using teledentistry in my clinical practice has been a valuable experience, especially in managing complex oral conditions in rural settings. It played a key role in guiding me through the surgical excision of a pyogenic granuloma, where remote expert consultation helped confirm the diagnosis and refine the surgical approach. Additionally, teledentistry proved crucial in the identification and management of premalignant conditions, allowing me to collaborate with specialists for accurate diagnosis and to develop effective treatment plans. This technology has greatly enhanced my confidence and decision-making in delivering timely and appropriate care to patients in underserved areas."

-Dr Chaitanya, Undrajavaram



"Teledentistry assisted in diagnosing bony spicules that were causing persistent pain for the patient; through remote guidance, I was able to perform alveoplasty effectively. These cases show how teledentistry enables timely specialist input, enhances clinical decision-making, and improves patient care, especially in remote areas."

-Dr. Devika ,Bheemanapalli

We define Social Impact as the amount our services saved under dentalcare costs they would have otherwise incurred if visited private clinics in nearest towns.

**SOCIAL IMPACT**  
April 2024 - March 2025  
**Rs 3.06 crore**  
**(~USD 358,750)**



2023

34 Clinics

2022

34 Clinics

2021

30 Clinics

2020

25 Clinics

2019

23 Clinics

2018

18 Clinics

2017

18 Clinics

2024-2025

4 New Clinics

New Establishments



Reached..

a milestone of

44

RURAL CLINICS

## Cumulative Impact

3,80,000 + 6,20,000 +

Patients served

Treatments Performed

## Our Reach

44

Rural Clinics

2.7

Million  
got access to dental care

3

States

14

Districts

# STORIES OF EXCELLENCE



There are few rural clinics that has shown exceptional levels of services due to the outstanding contributions of our beloved rural dentists and supporting staff. While we celebrate the passionate services of our clinic team, Consultants, and community partners, here are a few stories to share...



- Dr. Sneha BDS  
Vishnu Dental College  
Clinic In-charge,  
Rural Clinic, Gollavanitippa  
Jan' 2025 - Till Date

Dr Sneha served her rural posting (as a House Surgeon) in Rural Dental Clinic, Gollavanitippa. She joined the same clinic as Clini In-charge. People from surrounding villages always preferred to get chief complaints like extractions treated at the rural clinic and preferred travelling to Bhimavaram for further or advanced treatments. Dr. Sneha keenly focused on winning the trust of community one patient at a time. This together with her exceptional patient care management skills, Gollavanitippa today attracts an average of more than 200 patients every month. When asked what motivates her to travel all the way to a village while there are many private clinics who would happily absorb her, she says, "Here we need to stay on toes all the time. Patients keep flowing, technical issues arise, consumables shall be planned in advance, need to manage specialist needs promptly all happening in parallel. Leading a rural clinic has been helping me grow efficient, alert and resourceful. Now, I am sure I can run my own practice in future effortlessly"

Dr. Ruth Diamond joined the Antarvedipalem clinic in July 2024, bringing with her a quiet determination and a deep sense of purpose. A BDS graduate with prior private practice experience, Dr. Ruth had taken a break from dentistry to embrace motherhood and support her in-laws' charitable educational initiatives in a nearby village.

Eager to return to clinical practice without compromising her family commitments, she saw Vishnu Danta Care as the right path to continue her journey in dentistry with meaning. Since joining, she has been serving over 250 patients a month and also mentoring a house surgeon, all while carrying a gracious smile and steady resolve.

Reflecting on her journey, she shares: "Along with high exposure to diverse clinical scenarios and balancing my personal life, I feel very happy that I am making a social impact in underserved communities using my skills." Her patients often return with family members from even farther villages—testament to the trust she has been building. Dr. Ruth's story is a powerful example of what happens when compassion meets ambition and how skilled, committed professionals can transform rural healthcare, one smile at a time.



- Dr. Ruth Diamond BDS  
(GITAM Dental' 2015)  
Clinic In-charge,  
Rural Clinic, Antharvedipalem  
Aug'2024 - Till Date



- Dr. Meghana, BDS  
(Lenora Dental College' 2022)  
Clinic In-charge,  
Rural Clinic, Dwaraka Tirumala  
Sept'2022 - Till Date

Dr. Meghana, a BDS graduate from Lenora Dental College, began her career at our rural clinic in Velpuru and later transferred to Dwaraka Tirumala, closer to her hometown. Known for her self-discipline and eagerness to grow, she made the most of every opportunity—attending evening and holiday clinics to refine her skills during pre-posting orientation.

Reflecting on her experience, she shares that most of the patients she sees are underprivileged and illiterate. "Simple explanation about their diagnosis is not enough because they carry a mental baggage.." she says. "I gained exposure on how to handle their fears and myths too. At times, when we take specialist opinions to ensure the best treatment, patients also go skeptic about my ability. I learned that handling such moments requires tactful communication—something I only picked up while treating hundreds of patients in the rural setup."

Having served more than 2000+ patients, Dr. Meghana has grown into a confident clinician, now capable of diagnosing complex cases with support from our in-person and virtual specialist network.



DEEPENING COMMUNITY AWARENESS  
THROUGH PRIMARY CARE PROGRAMS



To foster a deeper understanding of diverse healthcare needs in rural areas, to enhance their clinical skills and cultivate a sense of social responsibility, encouraging future doctors to contribute meaningfully to healthcare equity in under-served areas

“During the camps, we’ve had the chance to meet a wide range of people, each with their own mindsets and emotional stories. It is a real eye-opener for us. We’ve learned so much about how to communicate effectively and manage our emotions, which will be incredibly helpful when we eventually move into private practice. It’s these kinds of experiences that really prepares us for the real world of dentistry.”



Door to door dental screening and awareness program to educate rural households on Oralhealth. Students inform people about nearest low cost dental care services.



The program conducts free Dental screening and treatment services with mobilization support from community partners. Treatments are performed in a Mobile Dental Unit (a bus equipped with 2 Dental Chairs).







26  
Camps

5389

Children benefited

VOC  
Suraksha

Inspired by Auroville Dental Clinic, Pondicherry, the program takes preventive dental care treatments to children right to the doorsteps of their schools.



"We deliver preventive care i.e., **oral prophylaxis, sealant application and atraumatic restorations (ART)**, to children in rural areas. For more invasive treatments we refer them to college or near by rural dental clinics. Pedodontists also travel on weekly basis to rural clinics to provide all treatments"

Dr. B. Bhavana  
MDS, Pedodontist



"The biggest disease today is not leprosy or tuberculosis, but, the inability to access affordable healthcare"

- Dr. Devi Shetty



The program intends to provide **complete dentures** to poor support-less senior citizens at **complete free of cost**, because **they deserve heart-full smiles**







The program aims to educate and empower **frontline healthcare workers** and **local influencers** in the rural areas like teachers, general physicians, NGOs etc., on oral healthcare.



## Upcoming Rural Practitioners under transformational exposure through Primary Care programs: House Surgeons @Vishnu Dental College

"During a camp in Dindi, I met a man with tobacco stains on his teeth. He promised to quit smoking if I could completely clean his teeth. I cleaned them thoroughly, though I'm unsure if he followed through on his promise, but I did my best to spark the motivation for him to quit.. this experience is very valuable once I get to my rural posting.." -Dr. Surya Prakash, House Surgeon



When few community members appreciate our efforts whole-heartedly and acknowledge our efforts to educate them during door-to-door campaigns, they stand out to be our fondest memories. Those moments also make us feel proud of our profession and the value it consists in this society. As a doctor, I look forward to serving them more" - Dr. R. Akshitha, House Surgeon

Once I got an opportunity to treat an elderly woman, who later insisted on being treated only by me. It was deeply fulfilling to earn her trust. This also made me feel very confident and well-prepared for my rural posting for more challenges and private practice in future. I also feel I am way ahead - Dr. Vamsi Kumar , House Surgeon

"Hearing to the pain stories of patients, their beliefs, perceptions and concerns has taught me not only how to provide medical care but also how to communicate effectively with patients. I gained clinical knowledge and developed my personality hand in hand." - Dr. Durga Prasad, House Surgeon

**"Outreach is not about going out to give...  
it's about going out to listen, learn, and build together..."**

**Inspired by Public Health Leaders**

*"With the help of Vishnu dental college, I have been organising dental camps for about 13 years in more than 18 villages in peravali, undrajavaram, penugonda and nidavolu regions. Vishnu dental college has gained goodwill with their exceptional services during camps. And by setting up satellite clinics in nearby villages, they have helped our community people gain access to dental treatments in rural areas itself. this initiative has help the people reduce hassle of travelling to bhimavaram for treatments."*



- Udaya Bhaskar Rao (Ex-president,  
Lions club, Peravali)



*"For the past three years, Manavatha Trust, in partnership with Vishnu Dental College, has been organising free dental camps. Treatments worth Rs. 300- Rs.600 were done for free of cost. Together, We've made a meaningful difference in the lives of those struggling with dental issues but unable to afford. Not just medial care but the patients were offered relief, and a reason to smile again."*

- B. Srinivas Rao,  
Member of Manavatha Trust



### Few House-Surgeons who demonstrated exceptional services during the rural clinics..



Dr. Satwik, House Surgeon,  
Rural Clinic, Muramulla  
BR Ambedkar Konaseema District

*"Basically, I am very interested in Oral and Maxillofacial Surgery (OMFS). When I was in college, I used to use every opportunity to shadow Oral Surgery faculty experts like Dr. Shivaji, Dr Divya, Dr Anil and Dr Sravani; that helped me gain lot of insights. I also used to ask doubts to Surgery PG students which further helped me gain lot of practical insights. This whole effort helped me after joining Rural Clinics. Once a patient showed up with severe swelling. I diagnosed the problem could be Pterygomandibular space infection. My treatment plan was to do incision and drainage followed by extraction of causative tooth. But, patient was unable to open her mouth because of swelling. Therefore, my treatment plan was to put the patient on medication and jaw opening exercises. After 5 days, I reviewed and found she is potentially ready for the needful. Then, I performed the procedure. I felt very glad that I could use the skills gained from college for handling this kind of complicated cases, that too by myself"*



Dr. Sahiti, House Surgeon,  
Rural Clinic, Allavaram,  
BR Ambedkar Konaseema District

*"Once, a patient visited with a severe pain in his right upper back tooth region. After a radiographic examination, I diagnosed the problem as a Chronic Irreversible Pulpitis. This problem is pertaining to a previously RCT treated tooth and CIP indicates that the patient was severing infection in that root region. My treatment plan was to extract the tooth. But such RCT treated tooth will be brittle and tend to break during extraction. I had to precisely separate the roots and extract them individually using root elevator instrument. This potentially reduces the risk of damage to surrounding teeth and tissue. I could perform the procedure smoothly and confidently. I felt extremely happy for being able to do these cases as we don't get an opportunity to handle such case when I join in any private clinic as a fresher. However, I gained this skill by shadowing experts in the college and also with the encouragement of my consultant during Rural Posting. That was the first time I performed this treatment without supervision, and I feel very confident now"*



## Growing Markets & Targeting unmet needs

**50** Rural Clinics **BY**  
**2025-26**

The growth of the dental care market in India is largely driven by increased awareness among people about dental aids and treatments that enhance personal health and hygiene. India boasts 1,80,000 registered dental graduates, with 80,000 actively practicing dentists. Despite this, 99% of the dental market is private, and over 90% of dentists are concentrated in major cities.

Oral health is crucial as it affects basic human functions such as eating, drinking, swallowing, maintaining nutrition, smiling, and communicating. Poor oral health and untreated diseases can severely impact these functions. The increasing knowledge about dental care and personalized oral care options is significantly contributing to the market's growth.

Government data indicates that more than 90% of adults in India suffer from periodontal disease. India, being one of the largest consumers of tobacco, faces a high incidence of oral cancer, with 75,000 to 80,000 new cases reported annually. Chewing tobacco, commonly sold in small pouches, poses a serious health risk, especially to youth and children. Dental caries is the most prevalent chronic disease among children, affecting over 80% of those under 15 and causing malocclusion in 40%. Economically disadvantaged children are disproportionately affected, experiencing higher rates of dental caries and untreated conditions compared to their affluent peers, and this disparity persists into adolescence. This emphasizes on need for dental care services' penetration to last mile and access to dental care services and dental care products, at an affordable cost.

The rising awareness of oral healthcare in rural areas is expected to boost the demand for oral hygiene products. Valued at \$653 million in 2022, India's dental care market is projected to grow at a compound annual growth rate (CAGR) of 9.40%, reaching \$1,339 million by 2030. The four key objectives of Government i.e., provision of preventive dental healthcare in rural areas, job creation, skill generation (Skill India) and enterprise management (Start-up India) are considered fueling factors for the market growth.

Vishnu Danta Care (VDC) is actively engaged in providing dental healthcare facilities and creating job opportunities. With 40 rural clinics and 5,800 patients visiting every month, 50% of whom are first-time visitors being educated on oral hygiene, VDC is rapidly growing as a rural dental care chain.

The mission began as a humble effort to bridge the rural-urban divide in access to quality dental care. Recognizing the immense need and huge market potential, we believe we can and must do more! The model is time tested for financial sustainability, thus giving us a great advantage in scaling up. We are poised to play a larger role in addressing these disparities and are prepared to take on this challenge.

**We set our sights on reaching our milestone to establish 50 Rural Clinics by March 2025, and focus on enhancing our community outreach programs to educate rural population on oral healthcare thus, to improve the (oral) health-seeking behavior of various target groups**



*“The future of healthcare is not about hospitals: it is about bringing healthcare to where people are”*

*- Ramanan Lakshminarayan*




Scan the code for Rural Dental Clinics  
locations & contact details


### **FOR MORE INFORMATION**





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#### **FOR MORE INFORMATION**

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