1. What is Dr. V's "vision" for Aravind?

Quality eye care at reasonable cost.

1. How do they make it work? What are drivers of this operation's success?

highly efficient production-line approach.

1. How does Marketing play a role in that vision? Is this really a Marketing case study?

Market Research. Raising awareness of a solution. Providing consolation to prospective clients. Marketing it as free of charge/ humanitarian.