

Press Release

Distribution Report

Kolkata Book Fair Marks Senior Citizen's
Day with PRSI, Kolkata Chapter and Jagriti
Dham Senior Living

Total Publishers **212** Potential Reach **61,34,14,505**

08 Feb, 2025

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Content



Kolkata Book Fair Marks Senior Citizen's Day with PRSI, Kolkata Chapter and Jagriti Dham Senior Living

Public Relations Society of India (PRSI), Kolkata Chapter, in association with Jagriti Dham, Luxury Senior Living observed Senior Citizen's Day in the 48th International Kolkata Book Fair on 4th February 2025. Held at the SBI Auditorium, Kolkata Book Fair Ground, the event highlighted crucial topics such as social impact, healthcare, and education for the elderly, making it a significant occasion for community engagement.

The event's centerpiece was an engaging panel discussion, moderated by Soumyajit Mahapatra, Chairman, PRSI, Kolkata Chapter, the discussion brought together experts from diverse fields who shared their insights on improving the quality of life for senior citizens. The conversation revolved around themes of community engagement, healthcare innovations, and creating a sustainable and inclusive ecosystem for the elderly.

Among the esteemed speakers was Alokanda Roy, renowned dancer and social reformer, who spoke passionately about the transformative impact of art and dance therapy on the mental and emotional well-being of senior citizens. Dr. Dhires Kumar Chowdhury, Managing Director of Banchbo Healing Touch Foundation, shed light on the significance of holistic healthcare for seniors, addressing their physical and emotional needs. Rajendra Khandelwal, Managing Director of Dhanwantary Medicare & Research Centre, shared insights on how healthcare technology can ensure accessibility and affordability for the elderly. Sharmila Majumder, Territory Head (West Bengal, North East, and Andaman) of HelpAge India, stressed the importance of combating social isolation through meaningful community engagement. Sugandha Ramkumar, Principal of ICanFlyy International School, highlighted the need for lifelong learning and skill development programs to keep seniors active and socially included.



The session provided actionable takeaways on how community engagement and innovative solutions can uplift the lives of senior citizens, fostering intergenerational bonding and mutual understanding. Adding a creative dimension to the event, the launch of the book “The Adventures of Appa” was a special highlight. Co-authored by Radhika Singh and Sujatha Murthy and published by Bose Creative Publishers, the book takes readers on a magical journey of adventure, friendship, and life lessons. Its universal appeal struck a chord with the audience, celebrating the timeless connection between generations through storytelling.

During the book launch, Radhika Singh, co-author and Global Lead for Workforce Planning at the British Council, expressed her joy in creating the story, stating, “We wanted to create a story that inspires both young and old, showcasing the beauty of intergenerational relationships.”

Aninda Das, Vice President of Marketing at Infinity Group, remarked, “Infrastructure plays a pivotal role in fostering healthy aging. By creating thoughtful, senior-friendly environments, we ensure dignity, care, and a better quality of life for the elderly.”

Soumyajit Mahapatra, Chairman of PRSI Kolkata Chapter, emphasised the broader significance of the initiative, saying, “This initiative is a step towards reshaping perceptions about senior living. It’s about celebrating their wisdom and ensuring a fulfilling life for our elders. Senior Citizen’s Day at the Kolkata Book Fair is not just about honouring their contributions but also about creating an ecosystem that promotes their well-being and dignity.”

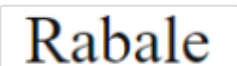
Jagriti Dham, luxury old age home in Kolkata is the key partner in the event, highlighting its mission of redefining senior living through its luxury senior citizen homes. The initiative focuses on creating vibrant, supportive communities for the elderly, bringing comfort, security, and joy to their lives through a holistic approach.

The 48th Kolkata Book Fair, renowned for its cultural vibrancy, provided the perfect platform for such a meaningful event. The celebration of Senior Citizen’s Day at the fair reinforced the importance of addressing societal challenges through actionable solutions. By shedding light on the unique needs and contributions of senior citizens, the event set a benchmark for inclusivity and social responsibility.

The collaboration between PRSI, Jagriti Dham, and other stakeholders demonstrated the power of partnerships in driving positive change for senior citizens. The event paved the way for

future initiatives aimed at empowering and celebrating the elderly.

PR Links

#	Logo	Media	Potential Audience	Action
1		Google	36,95,00,000	View Release
2		Yahoo	23,98,00,000	View Release
3.		The Hindustan Express	1,41,205	View Release
4.		123 men Life	1,05,200	View Release
5.		Daily gossip online	90,856	View Release
6.		News Eagle India	68,979	View Release
7.		Rabale	68,005	View Release
8.		India Times News	67,267	View Release
9.		Punjab News Update	67,010	View Release
10.		India state News	66,397	View Release
11.		Indian Press Wire	65,857	View Release
12.		Manipur News World	65,144	View Release
13.		Indian Pulse Media	64,857	View Release
14.		News Wave India	64,567	View Release
15.		India Story Line	63,381	View Release
16.		Latest News Karnataka	63,139	View Release
17.		Nagaland News 24x7	62,487	View Release

18.		News Pulse India	61,775	View Release
19.		Mizoram News Buzz	61,307	View Release
20.		Mizoram News Voice	60,823	View Release
21.		Bihar News Watch	60,600	View Release
22.		Rajasthan News Time	58,830	View Release
23.		Rajsthan Headlines	58,301	View Release
24.		Indian press Connect	58,268	View Release
25.		Indian News Views	58,195	View Release
26.		Odisha News Voice	57,854	View Release
27.		Indian Press Coverage	57,511	View Release
28.		Latest News Himachal	56,011	View Release
29.		Jharkhand News Hub	55,956	View Release
30.		Telangana News Spot	54,841	View Release
31.		Tamil Nadun News Update	54,751	View Release
32.		Sikkim News Update	54,058	View Release
33.		Maharastra Portal	53,082	View Release
34.		Punjab News Network	52,589	View Release
35.		Jammu and Kashmir News Report	51,604	View Release
36.		Meghalaya News	51,411	View Release

Daily

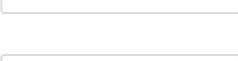
37.		Jharkhand India News Agency	50,262	View Release
38.		Karnataka News Network	50,236	View Release
39.		Nagaland News Watch	50,137	View Release
40.		Odisha News Hour	48,976	View Release
41.		Kerala News Journal	47,642	View Release
42.		Karnataka News Room	47,516	View Release
43.		Sandwich	47,439	View Release
44.		Mizoram News Pulse	45,309	View Release
45.		Maharashtra NewsFlash	44,768	View Release
46.		Madhya Pradesh News Tribune	44,331	View Release
47.		New India 24x7	43,298	View Release
48.		India Press Buzz	14,050	View Release
49.		India press Coverage	10,960	View Release
50.		India Bulletin Live	10,895	View Release
51.		India Today Daily	10,861	View Release
52.		India Buzz News	10,838	View Release
53.		Times Of India Daily	10,818	View Release
54.		The India Watch	10,784	View Release

55.		The News India Now	10,781	View Release
56.		India Times Online	10,733	View Release
57.		News India Live	10,705	View Release
58.		India Wire Channel	10,680	View Release
59.		Himachal Pradesh News Flash	10,663	View Release
60.		India Today Newsflash	10,662	View Release
61.		India Brief Update	10,642	View Release
62.		India Global Live	10,595	View Release
63.		India In For Media	10,589	View Release
64.		News Indian Link	10,585	View Release
65.		Buzz Center	10,565	View Release
66.		Indian Daily Press	10,560	View Release
67.		News India Network	10,535	View Release
68.		India Today Times	10,490	View Release
69.		India Watch Live	10,387	View Release
70.		Indian Focus News	10,348	View Release
71.		India In Former	10,314	View Release
72.		Daily Indiane	10,300	View Release
73.		The India Talks	10,281	View Release

74.		India 24x7 News	10,279	View Release
75.		India News Connect	10,268	View Release
76.		The Daily Discover	10,266	View Release
77.		India Post Daily	10,258	View Release
78.		Haryana News Time	10,249	View Release
79.		India Live New Update	10,218	View Release
80.		India Vibes Media	10,125	View Release
81.		India News Wire	10,077	View Release
82.		Indian Headline News	10,014	View Release
83.		India Buzz Feednews	10,012	View Release
84.		District Daily News	9,970	View Release
85.		Indian Headline Buzz	9,890	View Release
86.		The Indian Post	9,856	View Release
87.		Himachal News Report	9,834	View Release
88.		State Newz	9,745	View Release
89.		India Latest Newsfeed	9,726	View Release
90.		Delhi News Daily	9,670	View Release
91.		Daily India Updates	9,657	View Release
92.		Indian News Channel	9,633	View Release

93.		India Buzz Channel	9,633	View Release
94.		News Indian Bulletin	9,604	View Release
95.		News Indian Update	9,594	View Release
96.		India Breakingnews Line	9,528	View Release
97.		Buzzing info	9,510	View Release
98.		Media Minds	9,500	View Release
99.		India News Junction	9,475	View Release
100.		Finance Goa Head	9,454	View Release
101.		News India Connect	9,356	View Release
102.		India latest News Update	9,328	View Release
103.		India Viral Newsnow	9,320	View Release
104.		India Mirror News	9,260	View Release
105.		Hoist	9,251	View Release
106.		Indian Express Newsfeed	9,251	View Release
107.		India News Portal	9,200	View Release
108.		Patrolling Wire News	9,170	View Release
109.		The India Brief	9,163	View Release
110.		India Globe Today	9,158	View Release
111.		India Live News Today	9,050	View Release

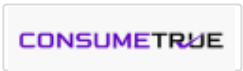
112.		India Briefings	9,026	View Release
113.		Goa New Time	9,016	View Release
114.		India Pulse Update	9,003	View Release
115.		News India Web	9,000	View Release
116.		News Wires	8,999	View Release
117.		Indian Express Update	8,978	View Release
118.		Standard News Wire	8,953	View Release
119.		My News Today	8,951	View Release
120.		Gossip Today	8,921	View Release
121.		Indian News Daily Update	8,877	View Release
122.		News India Times	8,842	View Release
123.		India Buzz Times	8,823	View Release
124.		India News Nation	8,819	View Release
125.		India Wire News	8,723	View Release
126.		News India Talks	8,719	View Release
127.		Indian Express Daily	8,709	View Release
128.		Goa News Online	8,705	View Release
129.		Indian Express News	8,678	View Release
130.		India Breaking Buzz	8,632	View Release

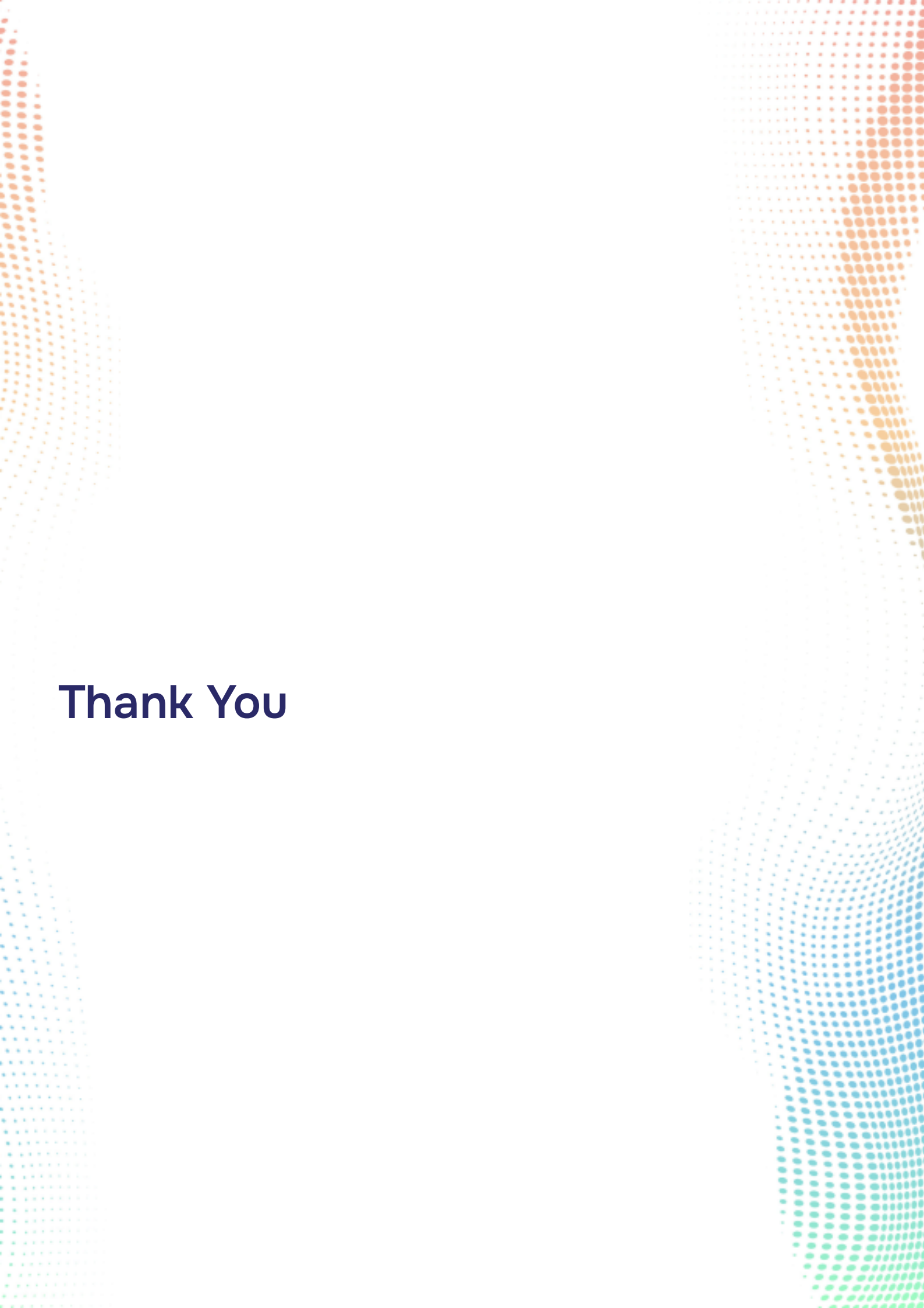
131.		Chhattisgarh NewsLine	8,599	View Release
132.		News Today99	8,590	View Release
133.		Tech Times News	8,560	View Release
134.		India Bulletin News	8,552	View Release
135.		India Today Live Update	8,549	View Release
136.		India Flash Bulletin	8,544	View Release
137.		News Indian Line	8,532	View Release
138.		Indian News Beat	8,527	View Release
139.		News India Point	8,499	View Release
140.		India Today Updates	8,483	View Release
141.		The Indian Post Online	8,456	View Release
142.		India Press Dispatch	8,447	View Release
143.		India Flash News	8,377	View Release
144.		India Today Headline	8,359	View Release
145.		News Indian Pulse	8,351	View Release
146.		Top Icsarena	8,345	View Release
147.		India Global News	8,332	View Release
148.		News India Connectivity	8,294	View Release
149.		The India Times Online	8,292	View Release

150.		India Flashnewsfeed	8,266	View Release
151.		India Watch Daily	8,249	View Release
152.		India News Break	8,240	View Release
153.		Village Voice News	8,223	View Release
154.		India Live News	8,194	View Release
155.		daily Street Journal	8,188	View Release
156.		Gujarat Watch	8,187	View Release
157.		India Tribune Times	8,186	View Release
158.		Daily News India Online	8,161	View Release
159.		India Wire Media	8,150	View Release
160.		India Current Update	8,130	View Release
161.		India Press Journal	8,096	View Release
162.		Indian News Update	8,095	View Release
163.		News India Headline	8,088	View Release
164.		India Live Newsfeed	8,068	View Release
165.		India Latest News	8,057	View Release
166.		India Reporter Live	8,052	View Release
167.		Haryana News Line	8,043	View Release
168.		India World News	8,000	View Release

169.		Indsider India Times	8,000	View Release
170.		Report Today	8,000	View Release
171.		Report India	7,880	View Release
172.		The Report World	7,659	View Release
173.		Nagpur Project News	7,590	View Release
174.		The Quick Update	7,560	View Release
175.		Weekly News Report	7,554	View Release
176.		Business Line Print	7,500	View Release
177.		Traveller News India	7,500	View Release
178.		Now Report	7,000	View Release
179.		Quick News Now	7,000	View Release
180.		Latest News Today	6,980	View Release
181.		India Globalnews	6,890	View Release
182.		Chronicle Today News	6,870	View Release
183.		News India	6,800	View Release
184.		Report World	6,751	View Release
185.		India Forbes News	6,570	View Release
186.		Brief Buzz	6,548	View Release
187.		The Report Net	6,500	View Release

188.		News Today Pro	6,500	View Release
189.		Report News	6,500	View Release
190.		Andhra Newsd Digest	6,451	View Release
191.		Indian World News	6,000	View Release
192.		The News Net	5,990	View Release
193.		The Daily Glimpse	5,900	View Release
194.		Rapid Report	5,890	View Release
195.		Story India	5,752	View Release
196.		Reach News	5,743	View Release
197.		Newz Today 24	5,648	View Release
198.		Scroll India News	5,550	View Release
199.		Standard Today News	5,267	View Release
200.		Insightful News	5,050	View Release
201.		Express Times News	5,000	View Release
202.		State News Today	4,950	View Release
203.		Tripura News Point	4,845	View Release
204.		Tri media	4,651	View Release
205.		India Career Week	4,578	View Release
206.		Post Times News	4,560	View Release

207.		Trend tellers	4,523	View Release
208.		News Economic India	4,500	View Release
209.		Tripura News Central	4,151	View Release
210.		ConsumeTrue	2,749	View Release
211.		Common topics	2,500	View Release
212.		Uttarakhand News Wire	1,165	View Release



Thank You