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Press Release Distribution Report

Distribution Report

KOLKATA BOOK FAIR MARKS SENIOR CITIZEN'S DAY WITH PRSI, KOLKATA CHAPTER AND JAGRITI DHAM SENIOR LIVING

Date Submitted: 08 February 2025

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Recorded Full Page Placements *

81.25 M

Potential Audience Reach

* This is a partial list of online pickups that we are able to track. There are other websites that have picked up the release that we may not have tracked.

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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 ICanFly 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.


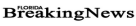








The collaboration between PRSI, Jagriti Dham, and other stakeholders demonstrated the power of partnerships in driving positive change for senior citizens. The event paved the way for future initiatives aimed at empowering and celebrating the elderly.




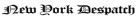






Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Uni India	News Portal	Information	IN	202891 visit/month	View Release
	Ahmedabad Mirror (PR)	News Portal	Information	IN,US	484400 visit/month	View Release
	The Print	News Portal	Information	IN	1624470 visit/month	View Release
	The Tribune	News Portal	Information	IN	1209180 visit/month	View Release
	Latestly	News Portal	Information	IN	1705740 visit/month	View Release
	UP 18 News	News Portal	Information	IN	104760 visit/month	View Release
	Google News	News Aggregator	Information	FRA,GER,I N,JA,US	54780000 visit/month	View Release
	Jio News	News Aggregator	Information	IN	726082 visit/month	View Release
	Daily Hunt	News Aggregator	Information	IN,UAE,US	18801250 visit/month	View Release
	Web India 123	News Portal	Information	IN	798560 visit/month	View Release











Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Daily Prabhat	News Portal	Information	IN	2500 visit/month	View Release
	News9 Network	News Portal	Information	IN,US	4000 visit/month	View Release
	KBK Times	News Portal	Information	IN,UK,US	2000 visit/month	View Release
	South India News	News Portal	Business	IN,US	4080 visit/month	View Release
	Indian News Network	News Portal	Business	IN	34440 visit/month	View Release
	Haryana Today	News Portal	Business	IN,US	5970 visit/month	View Release
	Madhya Pradesh Chronicle	News Portal	Business	IN,US	5250 visit/month	View Release
	Maharashtra Samachar	News Portal	Business	IN,US	11340 visit/month	View Release
	Kashmir Breaking News	News Portal	Business	IN,US	4230 visit/month	View Release
	Indian Economic Observer	News Portal	Business	IN,US	35250 visit/month	View Release











Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Telangana Journal	News Portal	Business	IN,US	2000 visit/month	View Release
	Gujarat Varta	News Portal	Business	IN,US	4140 visit/month	View Release
	Andhra Pradesh Mirror	News Portal	Business	IN,US	18000 visit/month	View Release
	West Bengal Khabar	News Portal	Information	IN,US	3270 visit/month	View Release
	Delhi Live News	News Portal	Business	IN,US	16350 visit/month	View Release
	Vanakkam Tamil Nadu	News Portal	Business	IN,US	3120 visit/month	View Release
	Gjuarat Samachar	News Portal	Business	IN,US	17130 visit/month	View Release
	Karnataka Live	News Portal	Information	IN,US	2790 visit/month	View Release
	Rajasthan Ki Khabar	News Portal	Business	IN,US	23460 visit/month	View Release
	Up Today	News Portal	Information	IN,US	21870 visit/month	View Release











Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Himachal Patrika	News Portal	Information	IN,US	2000 visit/month	View Release
	Chhattisgarh Today	News Portal	Business	IN,US	2760 visit/month	View Release
	Punjab Live	News Portal	Information	IN	4470 visit/month	View Release
	Kashmir News Line	News Portal	Business	IN,US	12030 visit/month	View Release
	Bihar 24x7	News Portal	Information	IN,US	5250 visit/month	View Release
	North East Times	News Portal	Information	IN,US	2730 visit/month	View Release
	Bihar Times	News Portal	Business	IN	29460 visit/month	View Release
	Odisha Post	News Portal	Information	IN,US	28530 visit/month	View Release
	Sri Lanka Island News	News Portal	Information	IN,US	2000 visit/month	View Release
	British columbia times	News Portal	Business	IN	35400 visit/month	View Release











Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	US World Today	News Portal	Business	IN,US	8790 visit/month	View Release
	Florida Breaking News	News Portal	Information	IN,US	13740 visit/month	View Release
	Richmond Evening News	News Portal	Information	IN	4170 visit/month	View Release
	Mountain View Sentinel	News Portal	Business	IN	2070 visit/month	View Release
	Toronto Sun Times	News Portal	Information	IN	14400 visit/month	View Release
	France Network Times	News Portal	Information	IN,US	3990 visit/month	View Release
	England News Portal	News Portal	Information	IN,US	37380 visit/month	View Release
	Federal Despatch	News Portal	Information	IN,US	11970 visit/month	View Release
	Birmingham All News Network	News Portal	Business	IN	12210 visit/month	View Release
	Miami News Herald	News Portal	Information	IN,US	4650 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	White House News Time	News Portal	Information	IN,US	11250 visit/month	View Release
	Dubai City Reporter	News Portal	Business	IN	3690 visit/month	View Release
	Washington DC Despatch	News Portal	Business	IN,US	4350 visit/month	View Release
	New York Despatch	News Portal	Information	IN,US	14280 visit/month	View Release
	Buffalo Despatch	News Portal	Information	IN,US	10800 visit/month	View Release
	East Coast American News	News Portal	Information	IN,US	4470 visit/month	View Release
	European Sun Times	News Portal	Business	IN	14400 visit/month	View Release
	Maldives Star Plus	News Portal	Business	IN,US	5700 visit/month	View Release
	Capitol Hill Reporter	News Portal	Business	IN,US	28680 visit/month	View Release
	East Asia All News Portal	News Portal	Information	IN,US	4650 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	London Channel News	News Portal	Business	IN,US	6270 visit/month	View Release
	British News Network	News Portal	Information	IN,US	5610 visit/month	View Release
	World News Network	News Portal	Information	IN,US	17400 visit/month	View Release
	Prevalent India	News Portal	Business	IN	6090 visit/month	View Release
	Indian Weekend	News Portal	Information	IN	2000 visit/month	View Release
	lucknowdigital	News Portal	Business	IN	5880 visit/month	View Release
	up-patrika	News Portal	Information	IN	6720 visit/month	View Release
	North West News Times	News Portal	Business	IN	6720 visit/month	View Release
	Evening Post	News Portal	Business	IN	4770 visit/month	View Release
	udaipurdispatch	News Portal	Information	IN	5730 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	News Wire Delhi	News Portal	Business	IN,US	2000 visit/month	View Release
	jodhpurreporter	News Portal	Information	IN	7050 visit/month	View Release
	Nashik 24	News Portal	Information	IN,US	7050 visit/month	View Release
	BizzSight	News Portal	Information	IN,US	6150 visit/month	View Release
	National Insight	News Portal	Information	IN,US	7050 visit/month	View Release
	Pink City Now	News Portal	Information	IN,US	6900 visit/month	View Release
	Deccan Express	News Portal	Business	IN,US	7710 visit/month	View Release
	Marudhar Chronicle	News Portal	Business	IN,US	7050 visit/month	View Release
	Khabare Rajasthan	News Portal	Information	IN,US	7800 visit/month	View Release
	Prakhar Jagaran	News Portal	Information	IN,US	8040 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	Satta Express	News Portal	Business	IN,US	7050 visit/month	View Release
	Business Point	News Portal	Information	IN	5000 visit/month	View Release
	Nagpur News Today	News Portal	Business	IN,US	5580 visit/month	View Release
	Delhi News Watch	News Portal	Business	IN,US	5760 visit/month	View Release
	Indore Pioneer	News Portal	Information	IN,US	4860 visit/month	View Release
	Gwalior Buzz	News Portal	Information	IN	2000 visit/month	View Release
	News Track Bhopal	News Portal	Information	IN,US	4650 visit/month	View Release
	Shekhawati Samachar	News Portal	Business	IN,US	5580 visit/month	View Release
	Ncr-Chronicle	News Portal	Business	IN,US	7530 visit/month	View Release
	Rising Entrepreneurs	News Portal	Information	IN,US	5730 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	newsdaddy	News Portal	Information	IN	4770 visit/month	View Release
	Mint-Money	News Portal	Information	IN,US	7470 visit/month	View Release
	Rajasthan Express	News Portal	Information	IN,US	5730 visit/month	View Release
	The Capital News	News Portal	Business	IN,US	5610 visit/month	View Release
	The Deccan Messenger	News Portal	Information	IN,US	4770 visit/month	View Release
	The Indian Influencer	News Portal	Business	IN,US	4740 visit/month	View Release
	The Daily Metro	News Portal	Information	IN,US	6720 visit/month	View Release
	Central Herald	News Portal	Business	IN,US	8550 visit/month	View Release
	Live Mumbai	News Portal	Business	IN,US	5730 visit/month	View Release
	Republic-India	News Portal	Information	IN	2000 visit/month	View Release

Logo	Media	Type	Industry	Top 3 Visiting Countries	Potential Audience	Action
	India Headline	News Portal	Business	IN,US	2000 visit/month	View Release
	Company Voice	News Portal	Business	IN	5000 visit/month	View Release
	Business Voice Now	News Portal	Business	IN	2000 visit/month	View Release
	BNI India	News Portal	Information	IN,US	2000 visit/month	View Release