

HUM JIYENGE

A SEVEN BOATS INITIATIVE

#HumJiyenge



AMAL

SUICIDE PREVENTION AWARENESS CAMPAIGN

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Publication

September 10, 2022

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Creative

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SANGYA BRAND SOLUTIONS

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AMAL

SUICIDE PREVENTION AWARENESS COMPENDIUM

HUM JIYENGE

A SEVEN BOATS INITIATIVE

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Published By
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SOCIAL MEDIA CAMPAIGN

#HumJiyenge

India contributes almost **40%** of the Global Suicide Deaths

& 1 in every 10000 people in India commits suicide.

SEPTEMBER 10, 2022
PRESS CLUB, KOLKATA

*OFFICIAL DATA BY SVRY OF BANGALORE, THE LANCET & WHO

#HumJiyenge

EACH LIFE MATTERS. NO MORE SUICIDES.

SEPTEMBER 10, 2022
PRESS CLUB, KOLKATA

#HumJiyenge

NEVER SAY 'NO', NEVER SAY 'I CANNOT', FOR YOU ARE INFINITE. ALL THE POWER IS WITHIN YOU. YOU CAN DO ANYTHING.

- SWAMI VIVEKANANDA

SEPTEMBER 10, 2022
PRESS CLUB, KOLKATA

#HumJiyenge

Kailash, in an interview with Hindustan Times from 2017, had revealed how he would not have made sense of and for that reason. The artist had revealed that he had "lost a lot of money" and the financial issues had sent him into depression. The singer said he battled the issues for a year, and finally decided to end his life after feeling he had no solution for it.

The Padma Shri winner said he had jumped into the river with an attempt to commit suicide. However, his friend saved him in the nick of time, he revealed.

Source: peopleworld.com

KAILASH KHER
A SUICIDE SURVIVOR

SEPTEMBER 10, 2022
PRESS CLUB, KOLKATA, 2.30P.M.

#HumJiyenge

MYTH ONLY CERTAIN TYPES OF PEOPLE BECOME SUICIDAL.

FACT EVERYONE HAS THE POTENTIAL FOR SUICIDE.

SEPTEMBER 10, 2022
PRESS CLUB, KOLKATA

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TAG @7BOATS FACEBOOK PAGE

AND 5 OF YOUR FRIENDS

SEPTEMBER 10, 2022
PRESS CLUB, KOLKATA

#HumJiyenge

DON'T ARGUE WITH THE SUICIDAL PERSON.

SEPTEMBER 10, 2022
PRESS CLUB, KOLKATA



The International Association for Suicide Prevention (IASP), the international body leading the initiative of suicide prevention, alongside the World Health Organisation (WHO) observes September 10 as World Suicide Prevention Day (WSPD) since 2003. “Creating Hope Through Action” is the triennial theme for WSPD from 2021 through 2023. This theme was adopted by the bodies as a reminder of the belief that there is an alternative to suicide and aims to inspire hope and positivity in people.

This year, in the light of the WSPD initiative, Seven Boats has adopted the theme of “Hum Jiyenge” for their Suicide Prevention Awareness Campaign primarily in Kolkata and its neighbouring areas. “Hum Jiyenge” which translates to “We will Live” is a reflection of the positive spirit that “Creating Hope Through Action” caters to. It aims to inspire a feeling of hope in the ones for whom life has become a source of pain and hopelessness. People suffering from depression and experiencing suicidal thoughts slowly lose out on the “will” to live. The words “Hum Jiyenge” aims to bolster and strengthen the weakened spirit and also inspire a want for life in the ones willing to give up on it.

THEME

With #HumJiyenge, Seven Boats has taken a step towards spreading true awareness about this extremely misunderstood and stigmatized social issue and creating a safe place for people suffering to voice their anguish and find solace and support.

WORLD SUICIDE PREVENTION DAY AT PRESS CLUB, KOLKATA

SEPTEMBER 10, 2022



SUDIPTA CHAKRABORTY
NATIONAL AWARD WINNING
ACTRESS AND SOCIAL ACTIVIST



DR. TIRTHANKAR DASGUPTA
EMINENT PSYCHIATRIST



MADHABILATA AMRITA MITRA
AWARD WINNING
MOTIVATIONAL LEADER
& TREK LEADER



JIMMY TANGREE
HEAD - 91.9 FRIENDS FM



CHAITI GHOSAL
ACTOR



MOHAN BOSE
EMINENT GRAPHOLOGIST



DEBAJYOTI BANERJEE Moderator
DIGITAL MARKETER
& FOUNDER OF SEVEN BOATS

IN THE GRACIOUS PRESENCE OF:



SUMIT ROY
CALYPSO KING



INDRAJYOTI SENGUPTA
MOTIVATIONAL SPEAKER
& LEADERSHIP TRAINER

HUM JIYENGE

A SEVEN BOATS INITIATIVE

#HumJiyenge

PREFACE

Suicide is a substantial public health issue with potential long-term repercussions on young people, families, peers, communities and the world as a whole. Suicide, and suicide committed by young people primarily, is a complicated and concerning issue and has a wide range of causes. It has become crucial to provide protective and resilient support to the ones suffering to decrease the risk of losing valuable lives. Knowing the warning signs has thus become critical.

Seven Boats' Suicide Prevention Awareness Campaign is a proactive effort to raise awareness regarding suicidal thoughts and behaviours. It aims to lessen social stigma and ambiguities surrounding this social issue by raising awareness through statistical and sociological research and promoting constructive discourse and interaction as a strategy for preventing suicide.

In a country where the action of attempting to commit suicide is still seen in the light of a punishable crime, it is indeed extremely necessary for the people to become aware of and grow empathetic toward this public health issue if we hope to prevent it.

Debajyoti Banerjee

Founder & Director

Seven Boats Info-System Private Limited.



Dr. Tirthankar Dasgupta
MBBS, DPM (Psychiatry)
Renowned Psychiatrist of Kolkata
Director, Moner Alo Mental Healthcare



Let's provide a clear,
collective voice for suicide
prevention awareness, so
that together we can
save lives.

Suicide is not a remedy.
This world is more beautiful
with you in it. There is always
hope in even the darkest
of days. Life is precious
and you must show
God that you are
thankful to
be alive.



Mukesh Kumar Thakur
Managing Director
COCAODO
An FSSAI certified brand of
GET BES CARE (P) Ltd.



CASE STUDY

SUICIDE PREVENTION

This paper reports the findings of an exploratory case study relating to suicide prevention services, examining how the problems of depression, sadness and suicidal tendencies are prevalent in a local community. Suicide is an important issue in the Indian context. More than one lakh (one hundred thousand) lives are lost every year to suicide in our country. In the last two decades, the suicide rate has increased from 7.9 to 10.3 per 100,000. There is a wide variation in suicide rates within the country. Although suicide is a deeply personal and individual act, suicidal behaviour is determined by a number of individual and social factors.

We have done a survey with a Google form and this report is made according to the survey form responses we have received on our questionnaires to understand the demography of people and the core areas where we will have to focus more on to build awareness and extend support to prevent suicidal behaviour.

Survey objective – The objective is to collect data for analysing the current mental state of people like stress, anxiety, depression, sadness or suicidal tendency in the age group of 18-35 years; and to identify the common pattern for drawing inferences to suggest actions.

Survey date: 7th July to 6th August, 2022

Demographics: Gender - All, Age group - 16-50

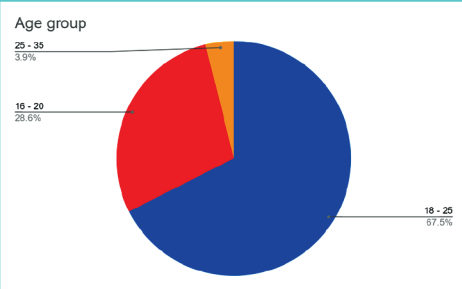
Location: Kolkata + 48 KM Radius, West Bengal

Sample collected: 100+ (41.6 % Male, 58.4% Female)

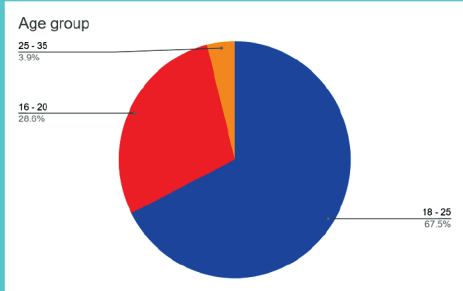
Findings:

There are a total of 12 questionnaires in the survey form which are set in a pattern to understand the state of mind of people, if they are going through any suicide attempt phase or not, if they need support and awareness or not. There are also questions which helped us to understand the state of mind of the respondent's nearby friends or family members. We have, from the survey, found some alarming insights about suicidal behaviour from our localized survey in 48+ KM radius of Kolkata. Here are the findings from our survey questions and stats.

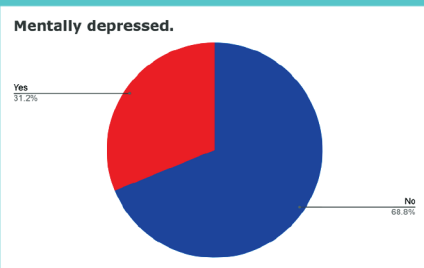
What is your Gender?



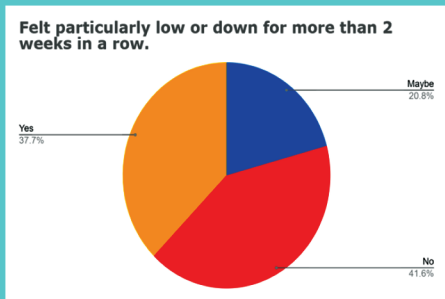
What is your Age?



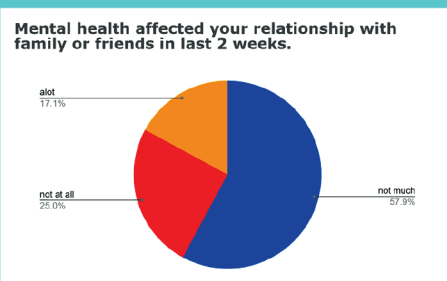
Are you mentally depressed?



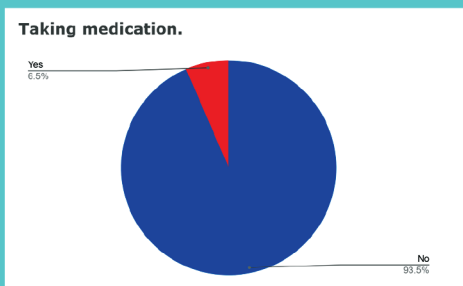
Have you felt particularly low or down for more than 2 weeks in a row?



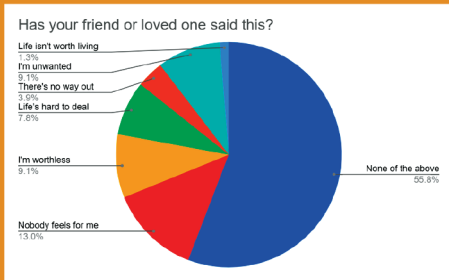
During the past 2 weeks, how often has your mental health affected your relationship with family or friends



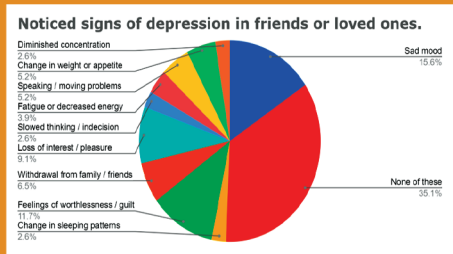
Are you currently taking any medication?



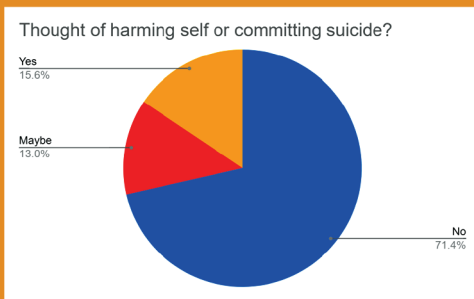
Has your friend or loved one said:



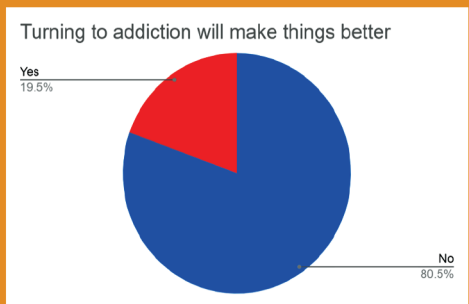
Have you noticed the following signs of depression in your friend or loved one?



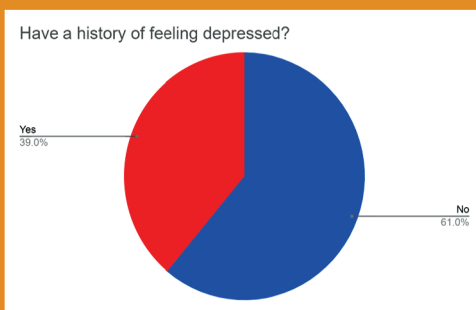
Have you ever thought of harming yourself or trying to take your own life?



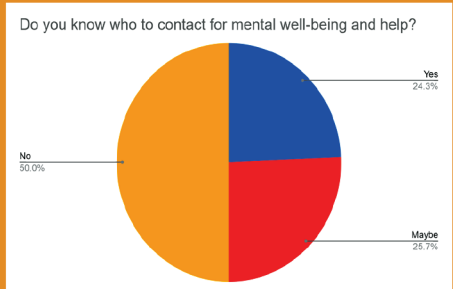
Have you found yourself turning to alcohol or other addictive behaviors to make yourself feel better?



Do you have a history of feeling depressed?



If you answered yes to any question above, do you know who to contact?



Interpretation from the report:

Though our report is based on a localized survey, covering Kolkata and its suburbs, this report indicates that there are some grey areas where we must focus on for curtailing suicide rates. We assume, in other places also like Mumbai, Delhi, Chennai and Bangalore, which are known for high suicide cases, this kind of similarity in mental state/ psychology among people might exist to cause suicidal deaths.

The report shows -

Age group **18-25 years is the most vulnerable.**

Notably, a good 31.2% have reported **mental depression.**

A bout of **feeling low or depressed for more than 2 weeks** is common in 37.7%

17.1% have said mental health is **affecting their family relationships.**

There's indication of depressed people around in the society which can be seen from, 13% of the respondents' family / friends saying **"no one feels for them"**; 9.1% have connections saying **"they're worthless"** and a similar % saying **"they're unwanted"**

More strikingly, 15.6% have noticed sadness in behaviour of family / friends, 11.7% noticed **sense of guilt** and 6.5% have seen their connections **withdrawing from family / friends.**

15.6% of the respondents themselves **havethought of committing suicide** or causing self-harm.

39% of the respondents have said they **have history of depression.**

50% of them have said they **did not know whom to contact for help / support** for mental depression, sadness or for the mental well-being to avoid suicidal thoughts.

6.5% are **already taking medications** but there's no clarity of what medication.

19.5% have thought **turning to addiction** like alcohol, drugs, smoking will make things better for them.

Inferences:

All we can infer from the stats that, Depression, Pessimism, Family issues, Loneliness, Sense of worthlessness, Falling to addictions are the major issues in youth for suicidal tendencies. The data shows us a clear direction what's happening in the society and we come to know that people may do better with our support. If we understand the major concern areas, highlighted in our report with Pie charts and take actions from these insights in a DeltaX way by extending our support and spreading the awareness with more tenderness, compassion, patience and time, we can surely save many lives. Even an initiation of support with right counselling, reaching out to professionals or friends or even online "Ask for help" will make our effort of this survey worth it.

A large teal speech bubble graphic with a circular top and a pointed tail at the bottom. The text is centered within the circular part of the bubble.

**INSPIRATIONAL
QUOTES
ON LIFE**



INSPIRATIONAL
QUOTES
ON LIFE

“Just as the night deepens and the day unfolds, so as the bad times deepen, something very good is waiting for you deep inside. Just believe in yourself and your work.”

“If your heart continues to beat, God has not finished with you.”

“If you ever think about quitting, remember why you held on for so long.”

“You make the world a more beautiful place. Even though choosing to live is never simple, it is worthwhile.”

“The sun will rise and even the longest night will come to an end. To fight another day, ask for assistance.”

“Tomorrow's epic story cannot be written if it ends today.”

“Don't forget who you are and where you came from. Don't get too emotional over little things. Don't Quit, until you win the grand prize.”

“Sailors often face a storm in the sea, but he never gives up. Life is like the sea, and there will be many storms and obstacles. We will overcome everything like a skilled sailor, but never give up.”

“

"Our lives are a gift of the Supreme and our survival through the turmoils and upheavals would serve as the source of light for others in showing the path during the time of darkness"

”

"A positive mind will give you a positive life. Do think positive and keep up with your best"

"Just like a kite is pulled to take it upwards, similarly, life pulls you backwards before a great launch"

"The Bravest thing I ever did was continuing my life when I wanted to die."

"You are the leader in your own life. And no one can ever play your part."

"The epic story of tomorrow can't be written if it ends today."

"Think Positive, stay positive, God gives you positive energy"

"The sun will dispel even the thickest fog. Be brave and wait for the sun."

"Close your eyes when the storm rages around you and think back to happier times since the storm won't sustain forever. The sun manages to shine yet again."

"It's crucial to keep in mind that individuals who care about you, value your life. Every journey begins with the first forward movement."

”

DECODING SUICIDE AND SUICIDE PREVENTION

EXPERT SPEAKS



Dr. Tirthankar Dasgupta

*MBBS, DPM (Psychiatry), Consultant Psychiatrist,
Director of MonerAlo Mental Healthcare, Kolkata*

Suicide is now a global public health problem. A total of **1,53,052 suicides were reported in India in 2020** showing an increase of 10.0% in comparison to 2019 That means **society by and large has to be involved in suicide prevention awareness.**

MEDICAL MODEL

Suicide is not always related to stress and stressors. Impulsivity i.e., engaging in behaviours without weighing the consequences or pros and cons of the outcomes can lead to suicidal behaviour even without the existence of any stressors.

Based on brain-based understanding, one of the causes of suicide is overwhelming stress.

Whenever our brain is not able to handle stressors (factors responsible for stress) for a sustained period it perceives the causative stressors as a "threat". It is unable to find alternative thoughts or actions to come out of the misery and then it considers extreme flight response (running away) as a defence (recall - fight or flight response is the usual defence mechanism of any biological system including humans whenever it is exposed to real or perceived threat).

Suicide is an extreme flight response i.e., running away permanently from life by killing himself which humans (even other intelligent animals too commit e.g., dolphins) consider as a defence, which is an error in the brain decision-making process.

CAN SUICIDE BE PREVENTED?

Yes. Following are some ways it can be prevented.

Regarding prevention we need to focus on robust diagnosis and treatment of suicidal behaviours or underlying psychiatric disorders and maladaptive personality traits if any.

We need to encourage the sufferer to talk more and more about any suicidal thoughts and we need to hear them out patiently and in a non judgmental way.

Sufferers need to share their emotions and mental pains, but often find them isolated. Pent-up emotions can lead to errors in judgments which might lead to suicidal behaviour. Our empathetic listening could save a life.

Sufferers, as well as caregivers, need to come out of the denial mode and should seek the help of a psychiatrist/ mental health professional at the earliest.

Treatment of underlying psychiatric disorders adequately

Importance has to be given **to the early diagnosis of mental health problems, and signs of stress. Vulnerabilities, for example:**

Lack of pleasure

Motivation

Fatigue

Poor socialization

Excessive and frequent temper tantrums

Oddities of behaviours

Excessive consumption of addictive substances engaging in risky behaviours etc. and

Immediately refer them to mental health professionals

Treatment of suicide behaviours can be achieved by robust usage of approved anti-suicidal agents for example:

Medicines like Lithium, clozapine, Ketamine

Interventions like Electroconvulsive therapy (ECT), reversible transcranial magnetic stimulation (rTMS) under the supervision of a Psychiatrist

Myths and misconceptions about suicide

People who want to die will always find their way.

One, who already once tried to commit suicide, is out of risk now.

People who talk about their suicidal ideations are seeking attention.

Talking about suicidal thoughts releases the vulnerability to commit suicide.

Whether psychiatric medicines help in reducing suicidal thoughts (side effect phobia).

Future directions

Suicide is truly an enigma. Despite all these interventions sometimes we fail to prevent suicide.

Though there are certain nonspecific blood chemicals or brain fluid (cerebrospinal fluid) levels have shown to be somewhat correlated with suicidal behaviour but unless we discover robust.

Biomarkers like blood tests, brain scans etc., future identification of potential suicidal behaviours will be like finding a needle in a haystack.

Research is also undergoing based on big data analytics like text mining of all social media conversations, which could alert early identification of potential suicidal cases.

Despite all these measures key to suicide prevention lies in awareness about suicidal behaviours and early identification and treatment. Don't ignore the death wish and suicidal thoughts of a person.

It is often estimated that about 10–15% of people who attempt suicide eventually die by suicide. The mortality risk is highest during the first months and years after the attempt: almost 1% of individuals who attempt suicide will die by suicide if the attempt is repeated within one year.

SEVEN BOATS TEAM



Soumyajit Mahapatra
Advisor



Debajyoti Banerjee
Founder & Director



Madhusmita Banerjee
Joint CEO



Biplab Das
Joint CEO



Vijay Kumar Mishra
Chief Marketing Officer



Dip Maitra
Senior Manager



Shiksha Nandi
Senior Manager



Tanmoy Banik
Accounts Executive



Sujay Kumar Lodh
Assistant Manager



Subhadeep Chakraborty
Digital Marketing Trainer



Manish Shaw
Graphic Design Executive



Sabyasachi Dutta
Graphic Design Executive



Sristy Shaw
Social Media Executive



Deepan Paul
Intern



About Seven Boats -

Seven Boats Info-System Pvt. Ltd. is a premier digital marketing agency training institute in India and is one of the most trusted companies for quality service offerings training since 2011. Apart from providing digital marketing consultation for brand building and lead generation, the company provides hands-on online, classroom training, live webinars, tools, workshops, live projects, internships strategic consulting to boost career or business. Seven Boats is ranked among the Top 50 Digital Marketing Training providers in India by Silicon India Digital Monster Magazine. Among Top 3 Digital Marketing Institutes agencies in Kolkata.

Seven Boats Info-System Pvt. Ltd. Has served 500+ clients globally in 50+ industry verticals.



Seven Boats Academy is an integral unit (Training wing) of Seven Boats Info-System Pvt. Ltd.

56,000+ Students trained since 2011.

50+ Recruitment Partners

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165+ Countries Served

Debajyoti Banerjee is the founder and CEO of Seven Boats - a premier digital marketing agency academy since 2011. A Google LinkedIn Certified Digital Marketer, B. Tech in computer engineering post graduate in Marketing, Debajyoti has 17 years of experience in various companies such as MapsofIndia, Nuberg Engineering Ltd. Alstom, Tisco, 123Greetings, Fusion Charts. He has worked as visiting faculty at Calcutta University, Jaypee Institute of Information Technology, London Business School, AICTE ATAL FDP, UGC-HRDC, Calcutta Business School, NSHM, Globsyn, United World School of Business, Sarala Birla University and felicitated by 25+ B schools including IIM Shillong, IIT KGP, IEST Shibpur, BITS Pilani, St. Xavier's, BPPIMT, Bhavan's, GMIT, BIBS, Sangam University, ITS Ghaziabad, UCE many more. He has trained 54k+ students globally through online, classrooms workshops. He has more than a dozen accreditation and awards along with media coverage to his name, which highlights his ingenuity.

Awards:

PRCI Chanakya Award received in Bangalore university

All India Achievers Foundation Indian Leadership Award received in Delhi

CMO Asia

Other than these we received 25+ awards including from ABP news & BCC&I. Received invites & felicitations from Top B Schools such as IIM, IIT, St Xavier's, IIST Shibpur, AICTE-ATAL FDP Program by Gayatri College for degree & PG Courses Vizag and many more.

KNOW US

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- NEN
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- কর্মসামান
- KNN
- YOUR STORY

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- IIM SHREELONG
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- Learning for Life
- globsyn finishing school
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- WHERE ASPIRATION MEETS OPPORTUNITY
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- DIGITAL UNLOCKED
- facebook blueprint
- HubSpot
- Hootsuite™

USE GRAPHOLOGY FOR SUICIDE PREVENTION

EXPERT SPEAKS



Mr. Mohan Bose
Director
Kolkata Institute of Graphology

We come to know about an act of “suicide” when the crime is already been committed and we feel sad about the incident and expect such a thing not to happen again; this expectation leads us to the real essence of ‘prevention’ – i.e. to identify one who is suicide prone and restore him from his deep wound of hopelessness about life. Is it possible? Yes! Exactly here graphology can be of immense help.

Graphology or the science can be excellently restored. Using the same method only during two years of Covid period I had saved 46 lives of such suicide-prone persons and hundreds of similar cases during my 32 years of journey as a graphologist.

Committing suicide, although appears as a sudden reaction but the process to reach that stage precedes a long preparatory stage – when he subconsciously gathers a series of frustration from life’s different events and also become aware of ‘How’ to quit from life (whether to consume substance or to use a cord or to jump into a pond or railway track). His handwriting starts revealing distinctly about the said “state of mind” to a graphologist and all the required measures can immediately be taken to save his life.

The latest report of “National Crime Records Bureau” showed that between 2014 and 2020, some 9,58,275 Indians committed suicide. It means on an average 1, 59,712 per year! A frightening figure (remember this data is only from recorded cases); among other statistical evidences, the said data showed a 55% rise in suicide among students and 58% among jobless youths. I have also been experiencing it in my periphery of work in similar cases every week.

Prevention of suicide is a continuous process. The biggest challenge is to understand who is suicide-prone around us and passing through the preparatory stages. To meet this challenge certain clinical symptoms that one experiences beyond 2-3 weeks in himself or his near and dear ones may take a graphologist's help for proper identification. Those symptoms are:- feeling hopeless/sad, lack of joy in normal activities, easily crying, sleeping difficulties, constant worrying, feeling anxious, trouble focusing attitude, and not taking care of self.

Another important factor which I have experienced is that 90% of suicidal cases have either Vitamin D3 and/or B12 deficiency. We must preach to everyone that happiness, sadness, crying, disgust, irritability, surprise etc. all are natural emotions which are bound to trigger in everyone. Don't suppress. Accept that it may happen, deal with it and allow the life to flow - then only life is beautiful.

TEAM FOR A MISSION

Six young students and a working professional have joined
#humjiyenge campaign in the
last three weeks to spread awareness in the society



Abhishek Mukherjee

Adrita Roy

Raksha Choraria

Shelly Maloo

Shreya Mondal

Suparna Mondol

Urmi Saha

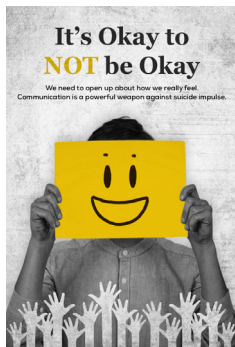
NGO FELICITATION

For Awareness Building &
Prevention of Suicide



DIGITAL POSTER MAKING COMPETITION

Winner



Devasmitha Dhar

1st Runner Up



Icon Roy

2nd Runner Up



Abhijeet Chatterjee



MonerAlo Mental Healthcare is devoted to providing quality and comprehensive psychiatric services and delivering excellent high-quality mental health care. The team, which includes a famous psychiatrist in Kolkata - Dr Tirthankar Dasgupta, prides itself in their expertise with both the diagnosis and treatment of the occurrence of mental illness and believes that the relationship between a healthcare provider and patient is of the utmost importance. MonerAlo takes a balanced approach to go beyond symptom relief and help the patients find ways to revitalize their lives to thrive in all of their endeavours

In the words of the owner, "One evening, I was talking to my wife that I don't like these chocolates, these could have tasted much better, then she said, "why don't you make your own chocolate then? that's how the whole idea came up."

We believe that life can be better if we take the opportunities that the world gives us. The simple things bring most of the joy in our everyday life. That thing can be as simple as a bar of chocolate. As the days pass by, we discover the meaning of happiness is different for everyone. What stays the same is chocolate means happiness. That's how we came up with the slogan of Cocaodo - The real taste of happiness. Today, we're happy to share that Cocaodo chocolate is a part of thousands of stories



JivanSambridhi is one of the most experienced Ayurvedic companies in the Indian natural products sector. Their mission is to give clients not just the greatest quality Ayurvedic products, but also the skills they need to set attainable, long-term health objectives.

NEXGEN Formulations is a growing pharmaceutical organization which provides general formulations, ophthalmic brands, and critical care injectable antibiotics at an affordable cost. Their well-qualified staff and workforce are motivated to reach higher goals for their individual development and the betterment of the company.



HUM JIYENGE

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ACKNOWLEDGEMENT

AMAL could not have been published the way it's been done without the participation and the support of many whose direct and indirect contributions are sincerely acknowledged and greatly appreciated. Firstly, our sincere thanks goes to the entire team of Sangya, the creative agency led by Sudip Bhar for giving the shape to our thoughts in preparing this unique publication.

As you are aware by now **AMAL** is a humble effort by Seven Boats Info-Systems Private Limited to build awareness & prevent suicides. We are extremely thankful to all our sponsors & partners without whose support, our ideas would have remained ideas only. We would not do justice, if we do not mention the contribution of Abhishek Mukherjee, Shreya Mondal and Urmi Saha who meticulously planned and curated the content. Name of the book "Amal" which signifies "Hope for Life" has been jointly coined by Raksha Choraria and Shelly Maloo. The #HumJiyenge campaign name which has positively impacted the social media has been coined by Suparna Mondol. Other members of icommunications team tried their best to compile information.

We are also indebted to Chittaranjan Chowdhury (Director), CDC Printers Pvt Ltd for printing the **AMAL**, right on time and cooperating with us in every possible way.

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