



The fourth pillar of the Indian democracy holds a powerful influence on the brains of individuals, particularly those processing self-destruction.

The recent rise in incidents has brought a bleeding edge to sensitising the press while reporting suicides. It is speculated

that certain kinds of reporting can trigger feelings in others inducing ideas onto someone in a bitter state of mind. Moreover the factors such as de-criminalization of Suicide and social media platforms like Twitter, Instagram, WhatsApp etc. which are doing countless miracles in the modern society are feared to backfire! Copycat suicides are a real phenomenon and we have seen so in the recent news. Therefore it is the duty of media to be careful while reporting on suicide.

The Mental Health Care Act, 2017 restricts the release of information about a person's mental illness without his consent. The WHO has also issued guidelines on reporting about suicide. In reference of multiple texts, the Press Council of India formulated their own guidelines on 13.09.2019. These Guidelines urge the Media to Not Sensationalise headlines or normalise stories of suicides in reports, which makes it seem like suicide is a solution to any problem. It discourages explicit reporting on the methods used for suicide, details of the site/location or Usage of photographs, video footage, or social media links.

The suicide prevention strategies prescribe that, the media should educate the public about suicide, word headlines carefully, exercise caution in reporting celebrity suicides, provide information about where to seek help and must weigh on accounts of individuals who have improved with treatment and recovered from clinical depression or suicidal tendencies, rather than sensationalizing the deaths and grieving families.

However, the Stories involving suicides of farmers or caste oppressed cannot be buried in the insides, atleast in the Indian context. The purpose of highlighting such suicide is to reveal insight into the bigger social situation driving such individuals into ending their life. It is a need of the hour to discuss and debate; but constructively approaching to remedy the situation.

Suicide is NOT inevitable! Let's help to heal.

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