

Rakhi pledge in fight against ragging

Jhimli.Mukherjeepandey@timesgroup.com

Kolkata: In a unique initiative, Jadavpur University will celebrate 'Raksha Bandhan' on Monday to spread anti-ragging awareness on both of its campuses.

Though a "ragging-free" campus officially, complaints and allegations of ragging do pour in almost every year. Keeping an eye on the recent incidents on the campus, the JU administration under the leadership of the new vice chancellor, Suranjan Das, is extra-cautious this time.

A teaser campaign will start on both the JU campuses at Jadavpur and Salt Lake with themes highlighting different virtues of mankind. Hoardings focusing on themes like life, earth, peace,



Hoardings with 13 different themes will be put up on JU campuses

soul etc through floral tributes are being put up. There are 13 different themes that culminate into the concept 'bandhan' (bonding). Documentary and ad filmmaker Parag Sarkar, a former student of JU's mass communications department, has designed and

photographed the teaser campaign. "I just wanted to incite some curiosity among students who can't miss the huge hoardings that will be put up on the campuses. The final hoarding with the theme 'bandhan' will be larger than the rest of the hoardings and will be put up just outside the administrative building of the university," Sarkar said. Every union in the university will be given specially-designed rakhis so that the seniors can tie those on the hands of juniors. "We are trying our best to check ragging on the campus. Most of the seniors have already realized that ragging is a social evil," said dean of students Rajat Roy.

Raj Kachroo, head of UGC's anti-ragging cell, said: "I am happy that JU is taking up such an initiative."