

## States

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### **Anti Ragging advertisement campaign in JU from today**

Kolkata, Sep 06 (UNI) City's premier institute Jadavpur University is installing an anti-ragging theme based advertisement today.

'The campaign showcases small plants which is in its nursery or growing stage where it is captioned "NURTURE LIFE...SAY NO TO RAGGING",' Mr Parag Sarkar, an alumnus of the university's Mass Communication department and force behind the campaign, told UNI.

'The plants are coloured red as it depicts the colour of life and strength, it is placed in conical flask,' Sarkar, who is JU's Creative Director and Photographer of the campaign, said. He added that the campaign has been done since 2007.

The campaign tries to foster a fellow feeling and the theme is titled "go green" and appeals to the silent spell in the souls of humans and "tying the knot of protection" between humans.

The compositions will be displayed in 12/19 inch posters and 6/10 feet hoardings installed in different parts of the University and all departments, including the second campus at Salt Lake. Sarkar urged former students of the university to visit the website for taking its essence from different parts of the planet at <http://122.15.82.32/antiraggingtheme/>.

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