



SHRI GNANAMBICA DEGREE COLLEGE (AUTONOMOUS), MADANAPALLE



EVENT REPORT

INSTITUTION DETAILS

Name of the Institution: Shri Gnanambica Degree College (A) (SGDC)

Location: Madanapalle, Annamayya District, Andhra Pradesh

Academic Year: 2026–2027

EVENT DETAILS

- **Title of the Event:** Video-Based Anti-Ragging Awareness Campaign – Production.
- **Date:** 25-08-2026
- **Venue:** Shri Gnanambica Degree College (A), Madanapalle
- **Organised by:** NEP SAARTHI Committee in association with Anti-Ragging Committee.
- **Event Coordinator:** NEP Coordinator, NEP SAARTHIs, and Anti-Ragging Committee Members
- **Number of Participants:** 17 (including students, faculty, and new admissions)
- **Mode:** Offline
- **Financial Assistance:** Nil

BRIEF DESCRIPTION OF THE ACTIVITY

The NEP SAARTHI Committee of Shri Gnanambica Degree College (A), Madanapalle, in association with the Anti-Ragging Committee, organized the activity "Video-Based Anti-Ragging Awareness Campaign – Production" to sensitize newly admitted students about the menace of ragging and its legal, psychological, and social consequences. The activity was conducted in alignment with the National Education Policy (NEP) 2020, which emphasizes the creation of a safe, inclusive, and supportive learning environment in higher education institutions.

As part of this initiative, students and faculty members collaboratively produced a comprehensive awareness video incorporating elements of a Natak and statutory guidelines. The video creatively depicted real-life scenarios demonstrating the physical, emotional, and psychological effects of ragging on new students, alongside the legal consequences under the Anti-Ragging Act and the importance of fostering healthy relationships between seniors and juniors.

The video will be formally screened for newly admitted students and their parents in the Srinivasa Seminar Hall after the admission. Following the screening, an interactive session will be conducted after admissions with NEP SAARTHIs and Anti-Ragging Committee members addressed queries and reinforced the

institution's Zero Tolerance Policy. Students will also administrate the Anti-Ragging Pledge, committing to a ragging-free campus.

The activity successfully leveraged digital media to create widespread awareness among the incoming student cohort and reinforced the institution's commitment to maintaining a ragging-free campus environment as envisioned under NEP 2020.

OBJECTIVES OF THE EVENT

- To create awareness among newly admitted students about the ill-effects and legal consequences of ragging through the powerful medium of video.
- To promote a safe, inclusive, and respectful campus environment in alignment with NEP 2020.
- To encourage student and faculty collaboration in producing educational digital content for social awareness.
- To educate students about the UGC Anti-Ragging Regulations and the institution's Zero Tolerance Policy.
- To familiarize new students with anti-ragging helpline numbers, grievance redressal mechanisms, and support systems available on campus.
- To strengthen institutional documentation and compliance with UGC anti-ragging guidelines for NEP SAARTHI, IQAC, and NAAC quality initiatives.

METHODOLOGY

- The NEP SAARTHI Committee, in collaboration with the Anti-Ragging Committee, identified the need for an anti-ragging awareness campaign targeting newly admitted students during the admission season.
- Students and faculty members collaborated to script, rehearse, and record a video that incorporated a Natak (street play) performance, awareness messages, and statutory information regarding anti-ragging regulations.
- The video was professionally edited, integrating supporting visuals, legal disclaimers, and institutional policies to create a compelling awareness film.
- A formal screening of the video will be organized in the Srinivasa Seminar Hall for newly admitted students and followed by an interactive discussion.
- NEP SAARTHIs and Anti-Ragging Committee members will conduct one-on-one interactions with new students, explaining their rights, responsibilities, and the support mechanisms available to them.
- Students will administrate the Anti-Ragging Pledge and encouraged to report any incidents of ragging through designated channels.
- The produced video was archived for future orientation sessions and institutional records.

PARTICIPATION

The programme was attended by the Principal, faculty members, NEP SAARTHIs, IQAC representatives, Anti-Ragging Committee members and senior students of Shri Gnanambica Degree College (A), Madanapalle. Participants actively appreciated the creative and impactful video presentation and expressed their commitment to upholding a ragging-free campus culture.

HIGHLIGHTS

- **Video Production by Students and Faculty:** Collaborative scripting, performance, and recording of an anti-ragging awareness video incorporating Nukkad Natak themes and legal guidelines.
- **Formal Screening:** Screening of the video in the Srinivasa Seminar Hall for new admissions and , followed by an interactive Q&A session.
- **Digital Awareness Booth:** Booth set up at the college entrance with digital screens playing the video on loop, reaching a wider audience of students and visitors.
- **Anti-Ragging Pledge:** All participating students took a solemn pledge against ragging, committing to a safe and respectful campus environment.
- **Interactive Sessions:** NEP SAARTHIs and Anti-Ragging Committee members conducted detailed discussions with new students, addressing their concerns and clarifying doubts.
- **Distribution of Informational Material:** Pamphlets detailing UGC Anti-Ragging Regulations, helpline numbers, and grievance redressal procedures were distributed to all new students.
- **Video Documentation:** The produced video serves as a permanent digital asset for future orientation programmes, online awareness campaigns, and institutional documentation.
- **Zero Tolerance Policy Reinforcement:** The campaign reinforced the institution's unwavering commitment to a ragging-free campus.

INSTITUTIONAL BEST PRACTICES SHOWCASED

Video-Based Anti-Ragging Awareness Campaign

Programme Coordinators: NEP Coordinator, NEP SAARTHIs, and Anti-Ragging Committee Members

The institution produces and screens an annual Anti-Ragging Awareness Video during the admission season to sensitize new students about the legal, psychological, and social consequences of ragging. Students and faculty members collaboratively script, perform, and produce a video that creatively combines Natak (play) elements, expert talks, and statutory guidelines. The video will be screened in the seminar hall for new students. The video depicts real-life scenarios demonstrating the physical, emotional, and psychological effects of ragging, while also providing comprehensive knowledge of UGC Anti-Ragging Regulations, helpline numbers, grievance redressal mechanisms, and the institution's Zero Tolerance Policy. Students are administered the Anti-Ragging Pledge, reinforcing their commitment to a safe and inclusive campus

environment. This digital-first initiative reflects the institution's dedication to student welfare and safety, aligning with the vision of NEP 2020, which promotes the use of technology, counselling systems, student support mechanisms, and community service awareness projects in higher education.

OUTCOME OF THE ACTIVITY

The activity successfully created widespread awareness about the ill-effects and legal consequences of ragging through the impactful medium of video. Participants gained comprehensive knowledge of UGC Anti-Ragging Regulations, helpline numbers, grievance redressal mechanisms, and the institution's Zero Tolerance Policy. The campaign fostered a sense of responsibility, empathy, and mutual respect among students, encouraging healthy peer relationships and a supportive campus culture. The produced video serves as a lasting resource for future orientation programmes, online awareness drives, and institutional documentation. The activity also strengthened institutional documentation and compliance with UGC anti-ragging guidelines for NEP SAARTHI, IQAC, and NAAC quality initiatives. The positive response from students and faculty underscored the effectiveness of creative, collaborative, and technology-driven approaches in promoting social awareness and student safety in higher education institutions.

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