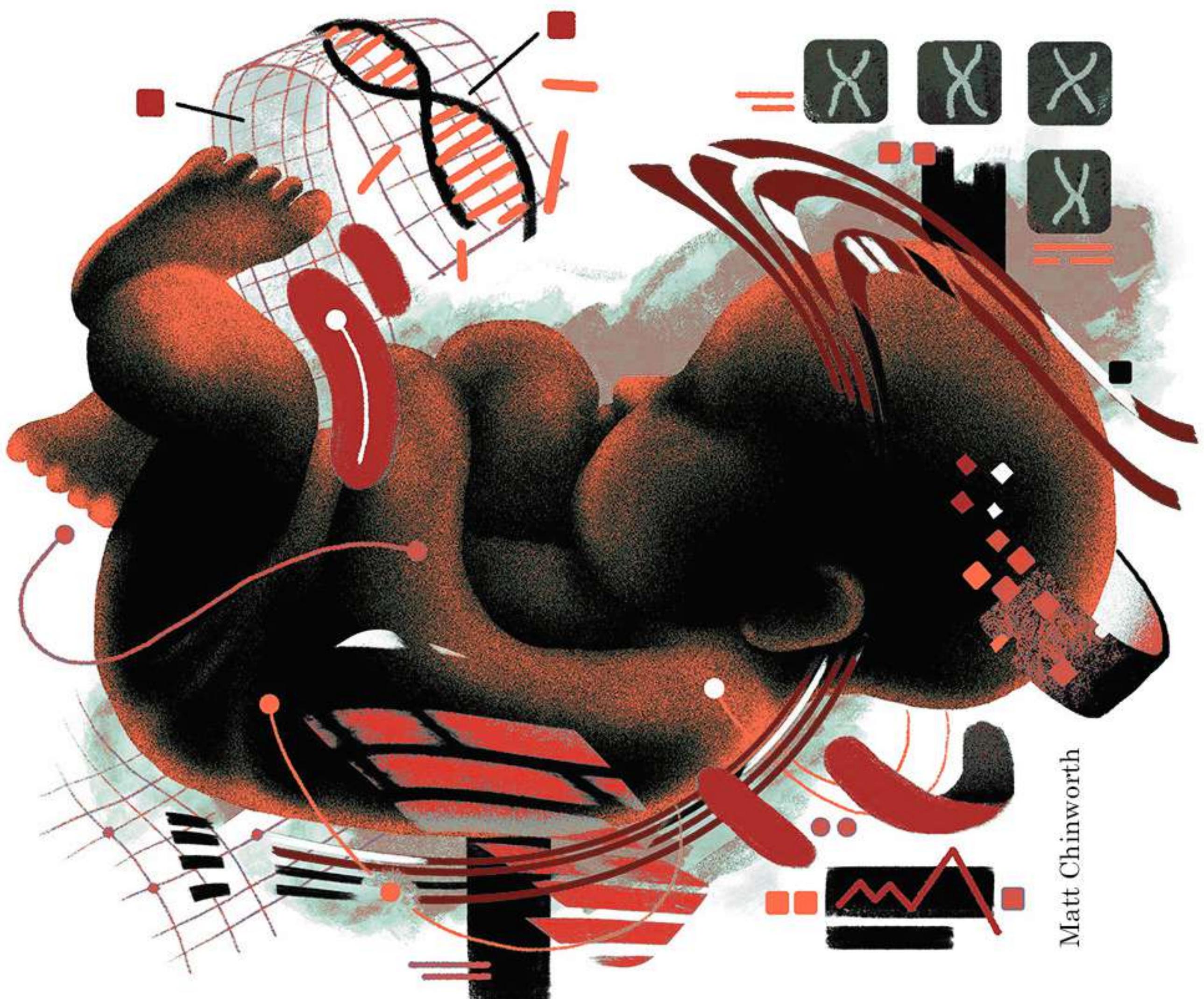


TEDx

Jadavpur University

x = independently organized TED event



Matt Chinworth

REIMAGINING THE FUTURE

GANDHI BHAVAN | JADAVPUR UNIVERSITY

SPONSORSHIP INFORMATION

Jadavpur University whose history lies in the freedom movement was established to impart education under national control and achieve self reliance. After the Independence the Government of West Bengal, with the concurrence of the Govt. of India, enacted the necessary legislation to establish Jadavpur University on the 24th of December 1955.

Now Jadavpur University has successfully established itself as a foremost Indian University with a vast repertoire of courses offered, an enviable list of faculty members and has come to be known for its commitment towards advanced study and research.

Jadavpur University is at present an internationally recognised premier university of the country. It is an urban university with a global perspective and is dedicated to creating leaders who will build a more humane and just world. The University not only engages itself in teaching and research of international quality, but also provides societal services for the benefit of rural and urban populations. The programmes are directed towards achieving excellence in education and extending the benefits of improved technology to society as a whole.

The University's core values include a commitment to providing the highest standards of excellence in teaching, research, creative expression and service to the community along with promoting advanced learning as a humanising social practice rather than as a competitive exercise. The university regards the production and dissemination of knowledge as inseparable goals.



The university continues as it always will intellectual and institutional freedom along with strongly abiding by principles that do not discriminate on the basis of religion, race, caste, gender and economic status.

REIMAGINING THE FUTURE

.....

TED which started in 1984 is a global community focused on change driven by the power of ideas. It started as a conference bringing together people from three different fields- Technology, Entertainment and Design. Its scope has broadened since then and has included any and every strand of thought that strives to make a difference. It is now available in more than 100 languages online and offline.

Today, many of the world's leading thinkers and visionaries share their ideas at TED or on TED.com.

.....



REIMAGINING THE FUTURE

To keep up the practice of sharing great ideas, TED created a programme called **TEDx**. TEDx events are open sourced and community driven events that strive to be inspirational, provoke thought and be visionary. TEDx brings the spirit of TED's mission of ideas worth spreading to local communities around the globe. TEDx events are organized by curious individuals seeking to discover ideas and spark conversations in their own community. Our event is called **TEDx Jadavpur University**, where x =independently organised TED event.

REIMAGINING THE FUTURE

TEDx JADAVPUR UNIVERSITY

Jadavpur University has been organising TEDx since 2017 with the first TEDx theme as “Spectrum” celebrating diversity and bringing together speakers from diverse backgrounds. This March it will be their third TEDx event. Organisers are students of Jadavpur University interested in spreading ideas worth knowing.



The chosen theme this 2019 is “**Reimagining the Future**”. We are at an intriguing point in history where situations and circumstances need to evolve to the changing times. TEDxJadavpurUniversity would like to create a space for a point of dialogue to arise between future leaders and visionaries and the present game changers who will lead them to view and build the future in an inclusive, sustainable and innovative way.

We think it is quite important to understand each other and allow others to voice their perspectives and in doing so create something long term and inclusive.

Everyone will have a different perspective when imagining the future. TEDxJadavpurUniversity brings together voices and observations from a diverse background and various fields in an effort of reimagining the future.

Last year at TEDxJadavpurUniversity we had brilliant and inspiring speakers talking about breaking the barriers in our own minds and in society. And it is now time to take last year's experiences and create something holistic and inclusive out of it all.

The future promises to challenge and break our belief systems. Join us on Last week of March at Jadavpur University to be part of something enriching.



REIMAGINING THE LAST YEAR'S DESCRIPTION

Thanks to everyone, TEDxJadavpurUniversity in 2018 was a great success with the theme as “Breaking Barriers”. Everyone has some insecurities or limitations which stops them from realising their potential. All they need is a small step in the right direction which can help them overcome the obstacles on their path. The speakers at TEDxJadavpurUniversity hoped to encourage and provide fresh ideas to inspire and motivate the audience, celebrating the freedom of expression and showcase what it takes to break barriers.

There were nine amazing speakers involved last year-

- **Chandril Bhattacharya**, a satirical newspaper columnist known for his absurdist and humorous puns and lyricist of Bengali rock band Chandrabindoo.
- **Joy Bhattacharjya**, an influential figure in the sports industry in the country. He was the Project Director FIFA U-17 World Cup 2017 and is the Team Director of Kolkata Knight Riders.
- Professor **Joyashree Roy** of Jadavpur University, who was also a member of the Nobel Peace Prize winning committee in 2007.
- **Kieran Drake**, Member and Minister Counsellor of the British High Commission.
- **Leena Kejriwal**, the founder of the MISSING Campaign which fights against human trafficking using public art installations in their activism.
- **Parambrata Chattopadhyay**, a renowned Bengali and Hindi cinema actor and Director
- **Satyajit Chakroborty**, a Video game Developer, Designer and Researcher.
- **Sauvik Banerjee**, the Chief Technological Officer, TATACLIQ and Vice President, Digital Initiatives- Tata Industries

● **Usha Uthup**,
Eminent Indian,
Jazz and Playback
singer

Videos and pictures
from the event are
available on our
Facebook page.



1000+ Attendees | 600+ Watchers of Live Stream |
Facebook Reach 28,000+ | 10 Speakers | 08 Partners
| 20,000 Views of TEDx JadavpurUniversity Videos

Topics included:

ENTREPRENEURSHIP | HEALTH | YOUNG PEOPLE | EDUCATION
DESIGN | HUMAN TRAFFICKING | ASTROPHYSICS | DEMOCRACY |
MENTAL HEALTH | TECHNOLOGY | FUTURE OF WORK

WHY GET INVOLVED

REIMAGINING THE FUTURE

TEDxJadavpurUniversity creates a platform and for showcasing great ideas and visions that can lead to a positive impact and holistic development. TEDxJadavpurUniversity creates this space which has not been created in the city upto now.

As a partner of TEDxJadavpurUniversity you will be placing your team and your organisation in a strong alliance with progressive and purpose driven visionaries and thinkers in the city, whereby opening opportunities for further collaboration and development. You will be a major part of bringing together a diverse and interested audience help generate experiences that will change the way the view the world and the future.

TEDxJadavpurUniversity is a non-profit, volunteer run, community based event and the scale and success of the event is only possible through the dedication of the volunteers and the generous support of our sponsors and partners.

All of the previous TEDxJadavpur University events have sold out and we are expecting a full house at Jadavpur University this year with quite a lot more catching up on our online website. This is a great opportunity to engage in a

CAMPUS

TEDX REACHED JADAVPUR UNIVERSITY & THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

Nine speakers, Nine sessions, 100 students. And a packed auditorium. TEDxJadavpur University, partnered by t2, had the audience enthralled with words of wisdom, wit and music — all on the theme of Breaking Barriers. Singer Usha Uthup brought the house down with a session that turned into a mini concert, with her rendition of Adele's *Skyfall*. Rukeya from *Adil Hai Mushkil*, Darling from *Khooon Maaf* and the evergreen *Kohintu*. Actor Parambrata Chattopadhyay, alumnus of Jadavpur University, was cheered for his unconventional life choices.

OUR TAKEAWAYS

Usha Uthup, singer

- I think I have broken out about every barrier there is without meaning to break it, because not a single barrier did I consider a barrier.
- who could imagine a girl in a sari, going into a night club and singing? I did, because I didn't believe that if you wear a sari, you cannot sing English songs. I was a bar singer, and I am proud to have been one. People still think it's not so good to sing in a night club, but I learnt so much from the experience, from co-ordinating with a band to communicating with the audience.
- Audience is god for me. I never copied anyone just wanted to touch your heart.
- I didn't get a chance to do playback singing in films, because I was considered too anglicised. There was also a preconceived idea that only girls with a high-pitched voice could sing in the movies.
- My songs are classic now, but in those days, nobody thought so. You have to give it time. You have to make time your friend and stop fighting it.
- People told me being a woman is my biggest barrier.
- I attended a convent school and grew up in a Hindu household with Muslim neighbours. I do not believe that religion is a barrier.
- I turned all my limitations into my strengths. Barriers exist only in your mind. Believe in

Parambrata Chattopadhyay, actor

- Today, the world is a funny place, bordering on being unfriendly at times, full of cynics, bigots and people who run high on hate... you need to be aware of this current reality. Only then can you think of the way forward.
- I align myself with the way most people think here, at Jadavpur University. People should argue, discuss and debate openly, something that is increasingly becoming a rarity in the present world.
- I started acting when I was 18, when I had no clue what to do. I actually wanted to be a filmmaker, but my entry into this industry was as an actor.
- My father passed away fairly young, and the family needed money so I kept working and became a

Bengali television star. But it soon started vexing me, because television in India at that point of time — the mid-2000s — was entering that opulent, yet mindless, zone in which it is now.

- At the height of my career, I applied for a scholarship for a one-and-a-half year master's degree in the UK, leaving everyone — peers, girlfriend — here. Barring my mom, everyone thought I was at a point of no return. I needed to breathe, be a little more confident and complete, to see a little more of the world. That's why I left, and I guess that can be termed as breaking a barrier. That sabbatical was life-changing. All my big films — *Kahani*, *22 Chrey Sakhin*, *Hemlock Society* — happened after I returned.
- It's been seven years since my return from England and I've been balancing acting, making films and now producing.
- The film industries in our country, especially the regional ones, tend to be a little insulated. This industry tries to label you. I have been labelled as an *intellectual*!
- The steps I've taken in my life so far — multitasking, relationships, standpoints on political matters, choosing roles such as the closet transgender in *Samanta* or reinterpreting Fehla and making an attempt to place him in today's world — have all contributed towards this label.
- People say, "Why does he need to do so many things? Why can't he concentrate on one?" but I feel if I can do all of it with a certain amount of quality, *apni amritayi kasthyay*?
- It's the craving to be something more, something else that I strive for. I love exploring the matrix that connects the hearts, the minds, the society, the people, and that is what we call art.

OTHER SPEAKERS

Jayashree Roy, professor of economics at Jadavpur University

Satyajit Chakraborty, video game developer, designer and researcher

Sauvik Banerjee, vice-president, Tata Industries — Digital Initiatives

Joy Bhattacharyya, project director of the FIFA U-17 World Cup 2017

Leena Rejival, founder, MISSING campaign

Kieran Dagle, minister counsellor of the British High Commission

Text Rushan Mukherjee

Partners get meaningful involvement in the event, from the opportunity to network to publicity online and on the main day of the event. It's a great chance to introduce a dynamic audience to your work, your team and your ethos. We would definitely want to know what you want to achieve and build that together.

REIMAGINING THE SPONSOR INFORMATION FUTURE

TEDx Jadavpur University is a not-for-profit event that is only possible with the help of partners that are committed to the power of ideas worth spreading. We are reaching out to a selected group of organisations to contribute in the form of purchased sponsorship or in-kind donations. This is an opportunity for you to support a community initiative and align your organisation to an internationally recognised brand with a worldwide following. Sponsor benefits can be customised upon request. It is up to each organiser, along with the representative of each company, to determine the terms of any given partnership, within the TEDx sponsorship rules.

Sponsorship Levels

Platinum ₹ 50,000 | **Gold** ₹ 35,000 | **Silver** ₹ 15,000 |

Friend ₹3,500 - ₹ 5,000

as either financial contributions or in-kind donations.

In-Kind Sponsorship

To help us make our event a success, you can choose to make your sponsorship an equivalent level of 'in-kind' donations of products and services, including:

- **Food partner**
- **Printing partner**
- **Promotional partner (Radio, T.V, Outdoor Media, Newspaper)**
- **Gift Partner**
- **Logistics Partner**
- **Travel Partner**
- **Hotel Partner**

SPONSOR INFORMATION

REIMAGINING
THE
FUTURE

TEDx Jadavpur University Sponsors receive

- Free passes to the main TEDx Jadavpur University event.
- A prominent feature on the day* and write up in the TEDx Jadavpur University programme given to all delegates and accessible online.
- Can contribute selected branded items to the delegate goodie bag.
- Your logo and details on the TEDx Jadavpur University social handles with a hyperlink to your own site.
- Exhibition space at the event venue.

Sponsorship Benefits

Becoming a TEDx partner means you share in our vision of spreading ideas that are intended to change the world for the better. You'll be joining our global community of thought leaders while benefiting from an individually-tailored TEDx partnership.

Deliverables	P	G	S	F
Premium logo placements (throughout Jadavpur University Campus)				
Platinum 'thank you' on stage	✓			
Logos on the Official T-shirt of TEDx Jadavpur University	✓			
Opportunity to interact with TEDxJadavpurUniversity speakers	✓	✓		
Mention in media release	✓	✓		
Database of Students	✓	✓		
Provision to organise a promotional Seminar or Workshop	✓	✓		
Message in the conference program	100 words	50 words	Company's name	Company's name
Complimentary VIP tickets	10	5	3	2

SPONSOR INFORMATION

REIMAGINING THE
FUTURE

Distribution of promotional material	✓	✓	✓	✓
Logo displayed on screens during breaks	✓	✓	✓	✓
Logo in the conference program	✓	✓	✓	✓
Logo on 'Thank you' slide	✓	✓	✓	✓
Logo on Social Media profiles	✓	✓	✓	✓

*All deliverables are open to further negotiations and could be customized according to the sponsors need.

Other Sponsorship Opportunities

In addition to the main sponsor packages we have a whole range aways for organisations and institutions to sponsor and support bringing TEDx Jadavpur University to life this year. We're also very happy to consider somemore bespoke opportunities should the below not suit your budget/needs/interest!

Sponsorship Benefits

Becoming a TEDx partner means you share in our vision of spreading ideas that are intended to change the world for the better. You'll be joining our global community of thought leaders while benefiting from an individually-tailored TEDx partnership.

Fill the Goodie Bags: Every guest, speaker and performer will receive a goodie bag on the day – why not share your information and products directly with the good people of Jadavpur through contributing to the goodie bag?

Any other things: There are lots of bits and bobs that need doing and supporting on the day so please do get in touch and we can sort something more be spoke/budget friendly out!

All sponsors will be represented on the website. programme and during the day's coverage, so there will be lots of opportunities for all levels to participate and promote your involvement!

CONTACT US

REIMAGINING

THE

FUTURE

For more information, please contact:

Sehrish Hazarika

Head, TedX JadavpurUniversity

Phone no.: +91 99034 22641

Abhishek Gupta

Sponsorship Head, TedX JadavpurUniversity

Phone no.: +91 98045 99379

 /TedX JadavpurUniversity