

TIMES CITY

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At Besu, we have tried to tackle ragging innovatively and formed interactive clubs involving senior and junior boys so that their energy is

expended creatively
AK Ray | VC, BESU

Ragging is present in its worst forms in almost every campus. We are trying our best to organize campaigns on various campuses. However, on most campuses, ragging is on with the sanction of the administration

Kushal Banerjee | ACTIVIST



We are aiming at making JU ragging-free. Apart from notices, we are taking recourse to innovative ideas that will appeal to students and

make them ponder over ill-effects of ragging
Rajat Ray | FOUNDER OF STUDENTS' UNION

Till date, no conviction has happened because the witnesses ultimately turn hostile and the prosecution loses interest. Mutual understandings are reached in no time

Utra Bose | LAWYER



Ragging is a reality in Bengal because no punishment is ever meted out to the offenders. In most cases, the offenders have political connections and arm-

twist the victims
Anil Mukhopadhyay | EDUCATIONAL OFFICER

JU to launch teaser campaign to end 'rivalry'

Rhimli Mukherjee Pandey | TNN

Kolkata: Jadavpur University is not willing to take chances with ragging. As the new engineering students walked into campus on Monday, the university laid out grandiose plans to start a teaser campaign from Tuesday to influence senior students, "intelligently".

Stern notices decrying ragging have already been out up across the campus. These highlight the names and phone numbers of faculty members of the anti-ragging cell. Penal actions for ragging have also been mentioned in these notices. The teaser campaign is different from this and the university has planned to put it up in a staggered manner to excite the students' minds so that they keep looking out for the next teaser to come. The final teaser is scheduled to come after a week when the build up is complete and will disclose the real objective.

The teaser campaign has been designed keeping the football game in mind. Thus, the first teaser hoarding will show older and younger boys wearing rival jerseys showing physical affection and bonhomie. In this "Him and Him" hoarding, you see older and younger boys wearing the Argentina and Brazil jerseys, but instead of displaying animosity, they are seen having fun. The next teaser will be called



One of the anti-ragging advertisements designed by Jadavpur University

East and West and will have older and younger boys wearing the East Bengal and Mohun Bagan jerseys, again displaying a friendly body language. "The legendary rivalry is no where to be seen and you see the boys sharing a great relationship. The older boys are especially tolerant and even indulgent towards the younger ones. We have not mentioned the two

clubs but have been suggestive," Parag Sarkar, the creative director of the teaser campaign.

The idea behind using football as the base of the teaser campaign is to harp on the fact that in a football field, the older players are always receptive to younger ones and take them under their wings. Likewise, senior boys of the engineering streams

should inculcate this sportsman spirit and welcome freshers into the campus and help them find their bearings. The number 10 jerseys of Pele (Brazil) and Maradona (Argentina) will be prominently seen in the teaser campaign.

The other three teasers will show Germany and Spain in a campaign called, Red and Green, Portugal and India in a campaign called, You and Me and finally the last hoarding will see all the "rivals" coming together to "Light the Spirit" of kindness and say "no" to ragging. Till the final hoarding is put up, students will not know what the previous hoardings, all to come up back to back, are all about.

"This time we wanted to add a fun element to our anti-ragging campaign. The stern notices are there all over the campus and through these, students are getting the message already. However, this new teaser campaign will draw the attention of everyone and will make them think deeply about why ragging is a necessary evil," said Rajat Ray, JU's dean of students.

The large hoardings, measuring 10 feet by 20 feet will first come up near the canteen behind Aurobindo Bhavan, which is the favourite haunt of students. Thereafter, these will spring up as morning surprises in vantage spots of the campus, till the final hoarding comes up on August 14.