



SHARDA OFFERS
**ENDLESS
POSSIBILITIES**
TO BECOME THE NEWSMAKERS
OF THE MEDIA WORLD

THE **WORLD** COMES TOGETHER
AT SHARDA



SCHOOL OF
MEDIA, FILM AND
ENTERTAINMENT

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- ShardaUniversity
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- shardauniversity

THE WORLD IS HERE. WHERE ARE YOU?



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SHARDA GROUP CAMPUSES



Established in 2009

Sharda University Greater Noida is India's truly global university which has seen students from 85+ countries experience a world-class campus life. Spread over 63 acres, Sharda University offers 216 programme/plans in a myriad of disciplines and an education experience matching with the very best. Students can pursue a semester at Sharda University Uzbekistan campus at the same fee in select programs.



Established in 2019

Sharda University Uzbekistan has been established under a special President decree in line with Sharda Group's commitment to offer global standard education to every individual. It is the first independent private university in Fergana valley that is being envisioned to become the gateway for students from Eurasia.

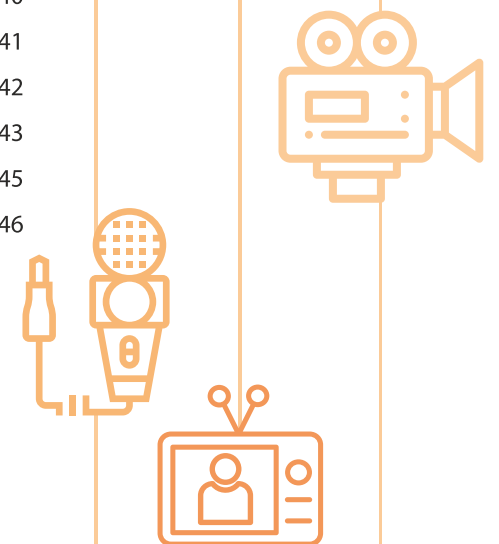


Established in 2020

Spread over 51 acres, Sharda University Aggra is located at NH-2, Keetham, Aggra, U.P. The city of Taj, Aggra will only be a 60 minutes drive from proposed international airport at Jewar and two hours from Delhi NCR. The University will carry forward Sharda's core ethos of world-class education, research and training for everyone. Students can pursue a semester at Sharda University Greater Noida at the same fee and experience India's truly global university.

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SHARDA UNIVERSITY

Experience the joy of being a part of India's truly global university

14 MULTI-DISCIPLINARY SCHOOLS

Schools of Engineering, Management, Law, Architecture, Medical, Dental, Nursing, Pharmacy, Allied Health, Basic Sciences, Agriculture, Media, Film & Entertainment, Education and Humanities & Social Sciences.

1,200+ FACULTY WITH GLOBAL EXPERIENCE

Students learn from distinguished faculty from USA, UK, Greece, Singapore, Japan, Russian Federation & India among others.

2000+ STUDENTS STUDYING WITH UPTO 100% SCHOLARSHIP

Plethora of Scholarships include Academic & Merit based, Defence, Sports, Sibling and SGI Scholarship. There's a fee waiver for economically weaker meritorious students.

MULTIPLE AVENUES FOR RESEARCH

Students do live projects in collaboration with top institutions like DRDO, MSME, DST, DBT, INSA and USAID.

OPPORTUNITY TO LAUNCH STARTUPS

100% Scholarship and Rs.10 lac seed money is offered for Student StartUps through various programmes like Next StartUp, Syncubator and Xcelerator.



Sharda University has over the years become one of the leading centres of education, research and innovation in Delhi NCR region. Established through an act of State Legislature of Uttar Pradesh (14 of 2009), Sharda University offers over 216 UGC recognised programme/plans in various disciplines. It's a part of the renowned Sharda Group with operations in areas like Education, Healthcare and IT.

Being the only global university in India that has seen students from 85+ countries experience world-class facilities, and having 250+ global academic partnerships, Sharda University offers a truly international learning environment. That's why it says, **"The World is Here, Where are You?"**



Discover why top media houses prefer to select students from SMFE which is among top 10 media schools of India*

*as per Higher Education Digest survey.

Joint certification of



Media Education At par with the very best

Established with an aim of developing top media professionals, School of Media, Film and Entertainment has evolved into one of the leading Schools in Delhi-NCR. The School is committed to providing a transformative learning experience in a collaborative and diverse environment. The School's advanced learning equipment; focus on practical experience and hi-tech studios give students a feel of immersive education.

Key Facts & Figures

- » One of the leading Schools of Film, Media & Entertainment in Delhi NCR
- » Faculty from top institutions having close linkages with leading film production houses, media houses and TV channels
- » Best student faculty ratio of 1:15
- » State-of-the-Art Studio with multi-camera setup, PCR and Chroma Studio
- » 3D Animation & Gaming Lab
- » Focus on participation in various media competitions both nationally and internationally
- » Internship opportunities during film shooting at the Sharda University campus
- » Library with over 4000 books, magazines and journals
- » Collaborations with FTII, In-Shorts, Jagran Group, and others
- » Leading National & International trainers for workshops/trainings



1 PRACTICAL Learning Opportunities	2 Committed to nurture MEDIA professionals	3 Focus on JOB-ORIENTED Training
4 GLOBAL Learning Environment	5 Maximum INDUSTRY Interaction	6 Hi-tech MASS COMM studios

Uniqueness Which Fuels Ambitions

School of Media, Film and Entertainment (SMFE) is focussed on developing students for the finest newspapers, television & radio channels, broadcast & film production companies, PR firms and advertising agencies. Over the years, Sharda University has received top accolades from prestigious publications and reputed surveys. Recently, Sharda University was conferred with the 'Internationalization of Indian Institutions' award at the ASMA Annual Convention & Awards 2019.



MESC (Media & Entertainment Skills Council) tie-up with MHRD, Govt. of India support to promote and develop skill based media courses for the industry.



World-class Multimedia Lab and MAC Lab equipped with hi-end Video editing software and professional MAC systems to develop and produce broadcast quality presentations; editing and production jobs & projects.



In-house Hindi & English publications by Mass Communication students, who develop the content, design and produce two fortnightly tabloid newspapers in Hindi and English.



Professional tie-up with Jagran Group where students get the chance and opportunity to review international movies on the Jagran platform.



Sharda TV, an online platform with exclusive content generated and managed by students.



Radio Station-Suno Sharda 90.8 FM, a community Radio Station that covers a variety of information and all social issues.



Professional tie-up with DW (Deutsche Welle is a German state-owned public International Broadcaster in Mobile Journalism training and production of news and programmes.



Live projects and internship in top media companies. Regular Industry visits to top media houses in broadcast, print, production, online etc. is organized.

Faculty That's Truly Inspiring

School of Media, Film and Entertainment faculty comprises of academicians from India's leading universities, as well as leading media professionals from the industry. The School also regularly organises guest lectures to give new insights into what's happening in the media world.



The School envisions to become a leader in nurturing brilliant and capable media & creative professionals who are knowledgeable and equipped with new-age skills to excel in the highly competitive media industry.

Prof. (Dr.) Ritu S. Sood

Dean (School of Media, Film and Entertainment)
Post Graduation in Mass Communication, Ph.D.

Prof. (Dr.) Ritu S.Sood is an award-winning media professional with over three decades of Producing and Directing TV serials, documentaries, for both National and International networks. She has won many laurels for contribution in not only film making but as an Author also. She has authored more than ten books.

Prof. Sood is an alumna of AJK Mass Communication Research Centre, Jamia Millia Islamia (1988-1990). She commenced her professional career with NHK-Radio and Television Network of Japan.

Her film 'Desh ki Shaan hai Beti' was released to the nation by the former President of India, Dr APJ Kalam. Her film on 'Durgabai Deshmukh' was released by the former Prime Minister of India, Sh. Atal Bihari Vajpayee.



Dr. Amit Chawla, Associate Professor & HoD
MA, Ph.D.

Ph.D. in Mass Communication from AJK-MCRC Jamia Millia Islamia, alumni of IIM and qualified trainer from ITC-Netherlands. Dr. Chawla has over 18 years of experience in organizations like NIFT, Amity, IP University, Canon, Doordarshan, PIB, SSC, Sahara India etc.

Dr. Mukta Martolia, Assistant Professor & Programme Coordinator-SMFE
MA, UGC-NET, Ph.D.

10+ years of experience in media and academics. Associated with many renowned media organizations and educational institutions. Presented papers in national and International conferences.

Mr. Pushker Srivastava, Adjunct Professor
B.Tech, MMC

Techno-commercial experience of 20 years in Govt. of India in Production and Project Development, topmost advertising agency Ogilvy & Mather as Sr. Manager in Marketing & creative strategies. He has an academic experience of 17 years as Visiting Faculty at IIMC, Delhi University and GGSIP University.

Dr. Aaqib Anwaar Butt, Assistant Professor
Ph.D.

Ph.D. from Centre for Culture Media and Governance Jamia Millia Islamia. Served as a Research Fellow with Department of Science and Technology (DST) Ministry, Govt. of India. He has also been a research fellow with Indian Council for Social Science research (ICSSR).

Ms. Neha Bhushan, Assistant Professor
MJMC, UGC-NET, Ph.D. (Pursuing)

She has Masters in Journalism & Mass Communication and has 4 years of teaching experience. She has presented research papers and has published chapters in Media & Communication in Sustainable Development.

Mr. Ravi Shankar Upadhyay, Assistant Professor
M.A., MJMC

More than 14 years of industry and academic experience. He has been associated with many renowned print and broadcasting organisations including Dainik Jagran and Aaj Tak.

Ms. Ritu Verma, Assistant Professor
MJMC

Over 7 years of experience in Media, Comm. Strategies/Public Relation with Development Sector, MNCs and Government organisations. She has also worked on Swachh Bharat Mission (Project of KPMG Government Advisory)

Mr. Tushar Ranjan Dash, Assistant Professor
MFA

Post Graduate in fine arts with specialisation in painting. 17 years of professional experience in animation film industry and academics.

Mr. Yogendra Kumar, Assistant Professor
B.Sc. (Hons.) Animation & Multimedia

Specialist in AR, VR and MR technology and has developed many games and applications related to that technology. He has worked for clients like GSK, Coca-Cola, Schneider Electric, Phillips, GE Bridgestone, Apollo Tyres etc.



Mr. Sanjeev Sood, Professor
FTII, WICA

Experience of over 35 years in motion picture industries of Mumbai and Delhi other than having extensive international filming experience in over 20 countries on film, tape and disk, on location and in studio for native and overseas clients in different genres as Cinematographer | Director | Producer.

Prof. (Dr.) Eqbal Ahmad, Professor
MJMC, Ph.D. (Jamia Millia Islamia)

Over 28 years of experience in print and broadcast industry and academics. He has worked in many feature films, telefilms and serials. Has been associated with CNEB & DD (Urdu) as news producer and anchor.

Dr. Arvind Kumar Pal, Assistant Professor
MA in Economics, MA in Mass Communication, Ph.D.

A seasoned media professional with experience as Web Editor with All India Radio, The Times of India Group and Indian Express. His many research Papers are published in National and International journals.

Ms. Divya Girdhar, Assistant Professor
M.Sc. UGC-NET, Ph.D. (Pursuing)

5 years of academic experience. She served as Head of Department in Heritage Institute of Management and Communication. She has worked as an Anchor in Siti Channel under Zee Network Pvt. Limited.

Ms. Sonali Srivastava, Assistant Professor, Dy. CoE
M.A.

More than 16 years of experience in industry & media academics. She has produced various Documentaries, Promotional films, Training films & Corporate Ads.

Mr. Mohammad Ashraf Ali, Assistant Professor
MA, UGC NET

11+ years of teaching experience in different colleges including AJK MCRC, Jamia Millia Islamia, Aditi Mahavidyalaya (DU), IIMM etc. Has directed a health show for ETV as well as many documentaries & short films.

Mr. Amit Singh, Assistant Professor
MFA

Post Graduate in Fine Arts with specialisation in painting and having 19 years of mixed experience of Animation film Industry and Academics. More than 15 international projects to credit during his tenure at Data Quest Entertainment, an Animation Studio based in Hyderabad.

Mr. Ankit Khaiwal, Assistant Professor
M.Sc. (Animation & Multimedia)

Post Graduate in Animation and VFX with specialisation in 3D Modelling and Texturing. 6 years of experience in production and academics. Collaborated with "Lensbazaar.com" exclusive for AR designing.

Mr. Ashish Anand, VFX Assistant Professor
Master of Art

Over 10 years of Industry & Academic experience in Visual Effects and Motion Graphics. He has created Motion Graphics and Visual effect shot for over 50 Companies at MAAC (Mumbai) and Arena (New Delhi).

SHARDA LAUNCHPAD FEDERATION.

Nurturing Entrepreneurial Spirit.



"Innovation is life. Innovation brings change. Without innovation there is stagnation."

This is the vision of Shri Narendra Modi, Hon'ble Prime Minister of India. Sharda University is proud to support Prime Minister's vision for #startupindia through Sharda Launchpad Federation. The goal is to nurture and nourish entrepreneurial spirit in the entrepreneurial ecosystem.

SLPF serves as a bridge between entrepreneurial experts and the prospective students so that they can learn from their experiences, knowledge and expertise through initiatives like short-term programmes, speaker sessions, industry interface and mentoring. SLPF is supported by committed corporate partners, the angel investors, VC Firms and mentors from across the world. Over the last few years, Founders of Yourdost.com, Neostencil, BalujaShoes, Voccaberry, Essar Oil, MentorX, Healthstart, Sam Circle, Indian Angel Network, IIT-Kanpur have mentored the young entrepreneurs of Sharda University.

3 Programmes to Dream It, Pitch It and Stand It

What's unique about SLPF is that it facilitates the entrepreneurial ideas through three different programmes:

- 1. Next Startup:** An ideation stage centre where student ideas are explored and evolved to look into efficacy of incubation;
- 2. Syncubator:** An incubator which will incubate selected projects and ideas through a formal incubation process and
- 3. Xcelerator:** An accelerator which seeks to accelerate entrepreneurial start-ups who have reached a minimum threshold level. Therefore, SLPF can assist budding start-ups at different levels of the entrepreneurial trajectory.

PRESTIGIOUS TIE-UPS



Tie-Up with SIIC, IIT-Kanpur

Through this tie-up, SLPF will share the resources with IIT Kanpur and thus the incubates will have access to all resources there besides the resources in Sharda University thus enabling them to work on their projects with world class resources.



Tie-Up as Host Institute of Ministry of MSME

Incubates will get grants of upto Rs. 15 lakhs from the Ministry of MSME on their ideas.



SHARDA SKILLS

Enhancing competencies to excel

Sharda Skills is the training and skill building department of Sharda University which is involved in imparting life skills to students and professionals both within and outside the campus. Sharda Skills has a team of Industry Proven Subject Matter Experts and Professionals such as Certified Psychologists, Psychotherapists and Masters having cumulative training and teaching experience of more than 2 decades in some of the leading corporates of the country.

Sharda Skills training programmes revolve around developing resilience, tenacity, creativity, problem solving, multitasking, crisis management, team skills, communication skills and personality development etc. These programmes have been made an integral part of credit base courses and the trainers of Sharda Skills put their heart and soul in nurturing every student and help them to become a better and confident human being.

Sharda Skills also imparts specific skill(s)/skillsets which can be pursued either as a hobby or for employment, business, and entrepreneurial reasons.

Sharda Skills also provides coaching and mentoring to students who want to prepare for various competitive exams like UPSC, CAT, GRE, GMAT, SSC, IBPS etc within the campus after University hours.



A Rs. 2 crore fund from our Xcelerator - Health StartUp
Incubates in the Health domain can get funds of upto Rs. 25 lakhs per project. Arrangements are for 8 projects.

Industry Tie-Ups

SMFE signs MoU with Media and Entertainment Skill Council, Govt of India

School of Media, Film And Entertainment, Sharda University partnered with the prestigious Media and Entertainment Skill Council, Govt of India to introduce under graduate, postgraduate and diploma courses along with various skill based programs for Film, Digital Media Entertainment Sector, driven by the industry and led by NSQF (National Skills Framework) based courses. The MoU in this regard was exchanged in December 2019 between Prof. Dr. Ritu Sood, Dean - SMFE, Sharda University and Hon'ble Sh. Ramesh Pokhriyal, Minister of Human Resource Development, Govt. of India in presence of Sh. Subhash Ghai (Chairman - MESC) and over 100 other dignitaries from Media & Education fraternity.



Sh. P K Gupta, Chancellor of Sharda University and Chairman of SGI, at the Community Radio Station-Suno Sharda 90.8 FM announcing the inauguration of Sharda University Uzbekistan Campus.



Sh. Y. K. Gupta, Pro Chancellor of Sharda University with Sh. Bhupendra Kainthola-Director of prestigious Film and Television Institute of India, Pune.



SMFE ties up with Jagran Film Festival 2019

Department of Mass Communication, SMFE tied up with Jagran Group as a partner to the tenth edition of its prestigious Jagran Film Festival 2019- World's largest travelling film festival. In For the first time in history, 40 SMFE students curated over 1000+ films for this film festival. While the film festival travelled 19+ cities over 52 days, 500 students were also given a chance to meet who's who of the media and film industry to learn during their master classes.



Sharda University signs MoU with Inshorts newsapps. Prof. Ritu Sood, Dean SMFE with CEO n Co-Founder Mr. Azhar Iqbal.

The MoU signed is for the placements and internship of SMFE students so that they are well versed with the new media technologies.



Sh. Y. K. Gupta, Pro Chancellor of Sharda University with Eminent Film maker and Chairman of MESC Sh. Subhash Ghai.



Upcoming VR Lab in SMFE

Focus on Organising Events, Seminars, Workshops & Industry Visits



1. Renowned film actor Mr. Irfan Khan
2. Renowned film director Mr. Mukesh Bhatt
3. Lead stars Karan Deol & Sahher Bamba of PaL Pal Dil Ke Pass movie visited Sharda University to promote the film.
4. Mr. Sayeed Ansari, Editor & Anchor AAJTAK
5. Famous Punjabi singer Mr. Malkit Singh

6. Renowned film actor Mr. Vivek Oberoi
7. Mr. Subhash Ghai, Chairman MESC
8. RJ Naved, Radio Mirchi 98.3 FM
9. Mr. Peter Levitan, renowned Advertising Business Development Consultant
10. Renowned Kathak dancer Ms. Shinjini Kulkarni



Focus on Organising Events, Seminars, Workshops & Industry Visits



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1. Mr. Bhuvan Lall-an Award-winning Filmmaker, International Entrepreneur & Investor
2. Mr. Azhar Iqbal, CEO and Co-founder InShorts newsapps
3. Mr. Elvis Sequera, Chief Operating Officer, HakuHodo LyncIndia
4. Ms. Archana Kapoor, founder of Radio Mewat, SMART
5. Mr. Pankaj Pachauri, Founder & Editor-in-chief GoNEWS
6. Head Trainer of Sony India - Mr. Sameer Ashraf and his team conducted a one day workshop for film

students on professional cameras and lenses.

7. Mr. S N Sinha - Former Photo Editor of Hindustan Times and President of Indian Journalists Association.
8. Iranian film Producer and Actor Behrooz Chaihel an internationally award winning film maker premiered his film 'The Truck'
9. Mr. Rahul Makin, Radio Jockey Fever 104FM
10. Ms. Esther Kar, Former Director General PIB & DAVP



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Focus on Organising Events, Seminars, Workshops & Industry Visits



1. Prof. Sanjeev Sood, noted film maker, SMFE
2. Students at International Jagran Film Festival
3. Mr. S Venkat Narayan, Noted Indian journalist and President Foreign Correspondents Club
4. SMFE signs MoU with MESC (Media & Entertainment Skill Council)
5. RJ Raunac 'BAUAA' – the famed RJ of Red FM
6. RJ Vidit, from Radio Mirchi, New Delhi

7. Mr. Rupert Avis-a music composer and a Ph.D. scholar from University of York.
8. Professor Suzanne Franks from CITY University, London"
9. RJ Sarthak, RJ at 104.8 ISHQ FM
10. Students of SMFE with NGO Goonj's founder Mr. Anshu Gupta Ramon Magsaysay Award winner (2015)



Cultural Society of Sharda University

The Cultural Society of Sharda University is formed of 9 Clubs, where each of the clubs will be operated by student coordinators and board members under the supervision of faculty coordinators. The cultural society will be governed overall by the following functionaries:

- The Dean of Students' Welfare
- The Associate Dean of Students' Welfare
- Faculty Advisors of Cultural Society

FINE ARTS CLUB

The Fine Arts Club brings out the hidden artistic talents of our students, cultural programmes are conducted during Independence, Sports and college day function. Students participate in Inter & Intra-College competitions. The purpose is to encourage students to express their thoughts and emotions through art.



MUSIC CLUB

Music Club caters to the passion of student providing quality facilities like instruments, dedicated music room and a plethora of events. It serves as a platform for musicians of all genres and skill levels to showcase their talent at various events like Sufi Night and Voice of Sharda, etc. held at Sharda University.



DRAMATICS CLUB

The Dramatics Club is for students who are interested in Performing Arts. The Club offers acting education, a creative outlet for theatrically minded students, and a variety of theatrical productions for the students to enjoy. In the past students from the Club brought accolades for the University in various events.



DANCE CLUB

The Club was established with the mission of bringing out the hidden talents of students and also provides them a stage where they can showcase their dancing talent and interest. The Club provides lot of opportunities in the form of competition and workshops for igniting the spark of interest present in the budding technocrats and honing their skills towards showcasing their talents.



LITERARY CLUB

The Club aims to foster love for language, enhance literary creativity and provide an avenue for self-expression beyond the school curriculum. It is also to develop and hone the literary skills of students and inspire them to develop a taste for literature by conducting various workshops. The Club also initiates competitions in extempore, essay writing, creative writing, poetry writing, debate, elocution, quiz and reading to enhance the speech and oratorical skills.



DIVERSITY CLUB

Sharda University has a diversified group of students from across 80+ nationalities. The Diversity Club is dedicated in raising awareness of the various cultures among all students. Throughout the year various events are organized by the students to explore different cultures like Rejoice 3D, Festivals of Light, etc.



FASHION CLUB

The Fashion Club aims to bring students together who have a passion for the fashion industry by participating in local and regional fashion events. Club members work with Fashion Merchandising students to help with events and activities on and off campus. The Club has hosted fashion shows, fashion showcases, and window dressings of local businesses.



PHOTOGRAPHY CLUB

Photography Club of Sharda provides a platform where talent meets creativity and gives rise to productivity. Students are engaged in various activities that challenge their imaginative capabilities, assist in sharpening their photographic skills, and present an opportunity for students to learn from each other.

ENVIRONMENTAL CLUB

The main purpose of the Environmental Club is to educate on sustainable practices, to implement change in the best interest of the environment, and to include all persons working to improve the future of our earth by conducting significant workshops and seminars.



World-Class Infrastructure

Sharda University campus combines modern teaching and study spaces on 63 acres of landscaped greenery. At Sharda, you will study in a clean, healthy environment that combines the benefits of an active global lifestyle with the resources of an international University. When you want to work together and make new friends you'll find yourself in a welcoming community filled with people from various countries. Our campus includes academic support, accommodation, sports, culture and entertainment-everything you need.



EAT

Discover multi-cuisine outlets on campus



LEARN

Browse through lacs of books in libraries



PLAY

Relax by playing many outdoor & indoor games



EXERCISE

Stay fit at the on-campus gymnasium



EXPERIENCE

Guest lectures, events & activities in auditoriums & seminar halls



RESEARCH

Hi-tech labs & research centres



CONNECT

Stay connected 24x7 through seamless Wi-Fi network



EXPLORE

One of north India's biggest educational hubs

*The Sharda Campus Life.
Truly Extraordinary!*



Top class learning facilities

1 PROFESSIONAL CAMERAS WITH MODERN LIGHTING EQUIPMENT



2 HIGH-END STATE-OF-THE-ART TV STUDIO (MULTICAM SETUP)



3 WELL-EQUIPPED PRODUCTION CONTROL ROOM (PCR)



4 FCP VIDEO EDITING SYSTEMS ON MAC PLATFORM



5 HIGH END AUDIO & VIDEO EQUIPMENT



6 PROFESSIONAL SONY VIDEO CAMERAS AND CANON CAMERAS



7 SONY-MAKE PROFESSIONAL AUDIO RECORDING SYSTEMS



8 MULTIMEDIA LAB EQUIPPED WITH ADOBE MASTER COLLECTION, QUARK EXPRESS PRO, 3D MAX, MAYA ETC.



9 SUNO SHARDA 90.8 FM RADIO STUDIO





Greater Noida Ka Apna Radio Station 90.8 FM



Greater Noida's only Community Radio "Suno Sharda 90.8" was launched on December 16, 2015. The station provides a platform for dialogue and discussion amongst the local community.

The programmes focus on the daily life trends and empower society by providing latest and up-to-date information. As the radio station is located inside Sharda University, students from different streams also actively participate and contribute to various programmes for an enriching experience for the community.

The content of the programmes are designed and developed by the students and community members. The station encourages students and people from the nearby community to use multiple formats to produce radio programmes for the benefit of the society, thus making it more interactive.

Signature programmes of Suno Sharda 90.8

1. Jaan Hai toh jahan hai : Health awareness programme
2. Radio OPD : Interviews with the Doctors
3. Qanooni Salaah : Programme on legal awareness
4. Ek Mulaqaat, : Programme on Inspirational stories of people who have carved a name from themselves.
5. Zindagi Ek Safar : This show focuses on life Stories, Motivational talks, City Updates & Entertainment.

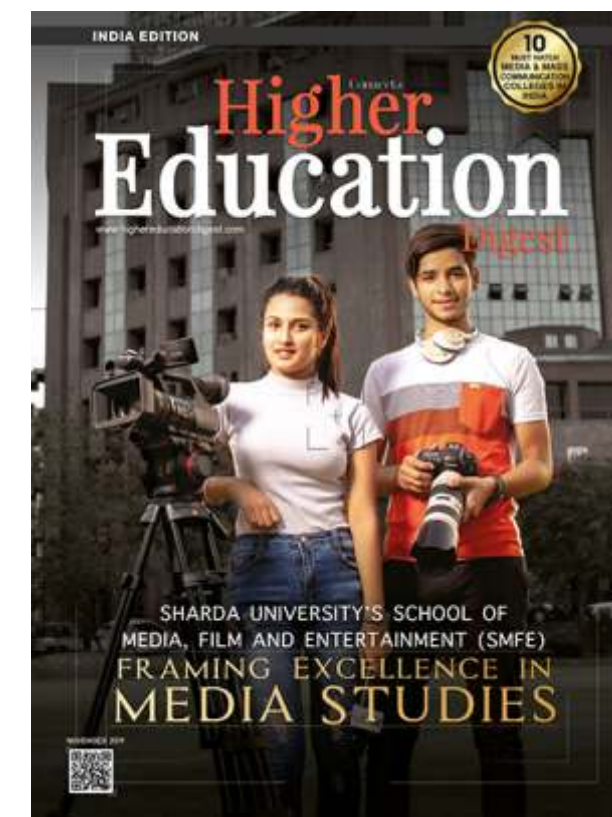
Sharda TV



School of Media, Film and Entertainment launched Sharda TV on 16th December 2019. At present Sharda TV is presented through its personal YouTube channel which would further be extended to a television channel of its own. The objectives of Sharda TV are to provide a platform for practicing the technicalities of broadcast media, get exposure of a TV studio environment and also promote activities of Sharda University. The Dean of SMFE, Dr. Ritu S. Sood stated that she wants her students to learn beyond classroom teaching and improve themselves to become independent and successful media persons in the future.



Publications



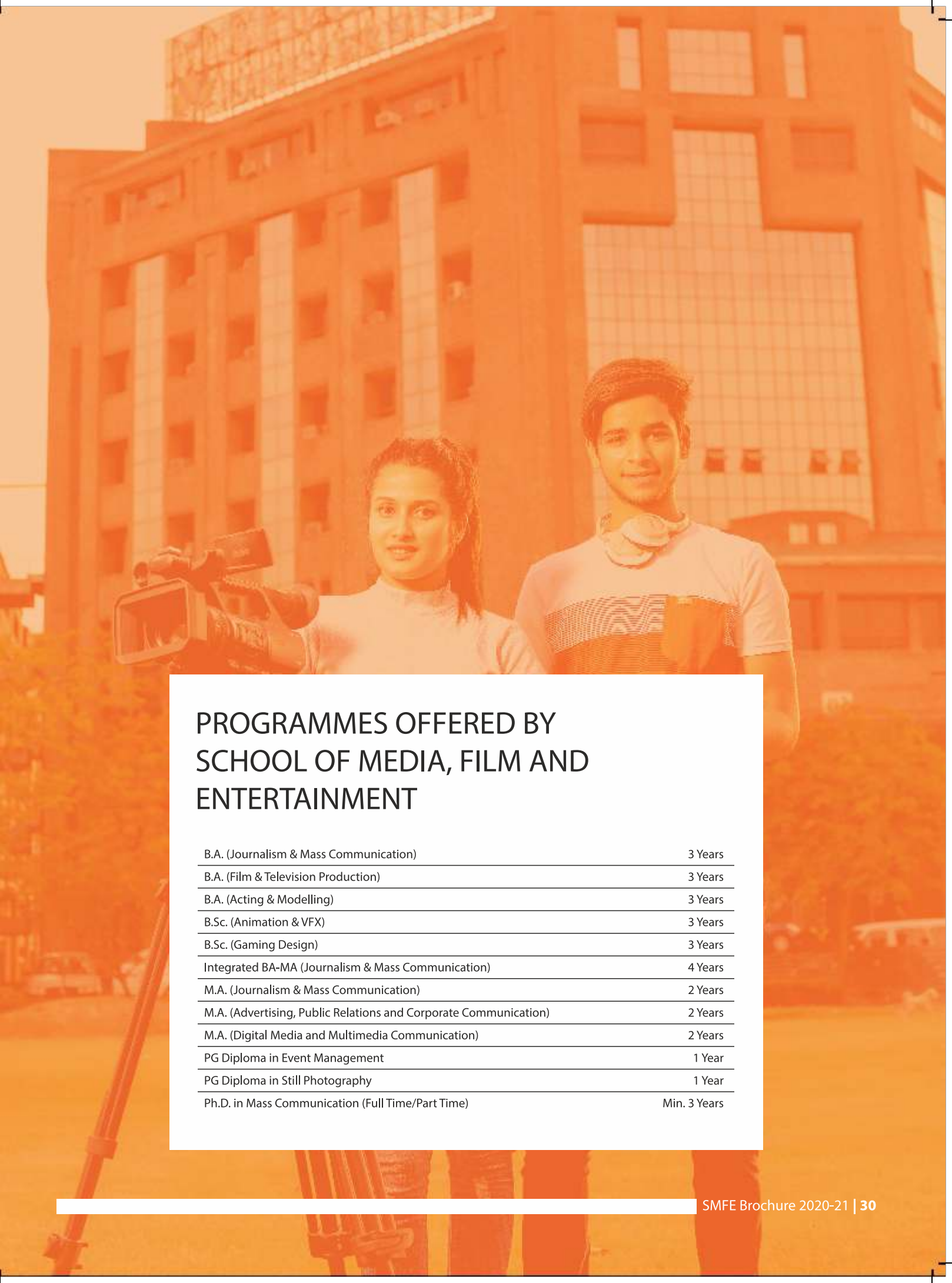
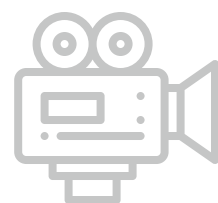


Media & Film Programmes Designed For Success

School of Media, Film and Entertainment (SMFE) programmes are designed to prepare students for all aspects of media practice. From the moment students arrive, they are considered members of the media community and are challenged to meet the expectations of all.



APPROVED BY
UNIVERSITY GRANTS COMMISSION



PROGRAMMES OFFERED BY SCHOOL OF MEDIA, FILM AND ENTERTAINMENT

B.A. (Journalism & Mass Communication)	3 Years
B.A. (Film & Television Production)	3 Years
B.A. (Acting & Modelling)	3 Years
B.Sc. (Animation & VFX)	3 Years
B.Sc. (Gaming Design)	3 Years
Integrated BA-MA (Journalism & Mass Communication)	4 Years
M.A. (Journalism & Mass Communication)	2 Years
M.A. (Advertising, Public Relations and Corporate Communication)	2 Years
M.A. (Digital Media and Multimedia Communication)	2 Years
PG Diploma in Event Management	1 Year
PG Diploma in Still Photography	1 Year
Ph.D. in Mass Communication (Full Time/Part Time)	Min. 3 Years



B.A. (Journalism and Mass Communication)



The Bachelor's Degree programme in Journalism and Mass Communication is exclusively designed to prepare students for continuously evolving media & communication industry. After successfully completing their BA-J&MC, the students will be ready to take on jobs as Radio Jockeys, Anchors, TV Broadcasters, Reporters, Copy Editors, Creative/Script Writers, Advertising Executives and PR/Corporate Communication Professionals.

ELIGIBILITY

Senior Secondary (10+2) with 50% marks & proficiency in English Communication.

DISCIPLINES

- Television Broadcasting
- Radio Broadcasting
- Print Journalism
- Photography
- Advertising & PR
- Social Sciences
- Indian Polity & Society
- Media Research
- Media Law & Ethics
- Media Planning & Management
- Language (Functional English and Hindi)

PROGRAMME OUTLINE

- The course outline is prepared to offer a perfect blend of theoretical knowledge & practical exposure to the students.
- Each semester has perfect balance of theory and practical (jury) subjects.
- Students are encouraged to prepare portfolio, short films, and research projects as their assignments.
- Classroom and outdoor exercises are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on training/experience to the students.
- Special efforts are taken to improve speech and personality development of the students.



B.A. (Film & Television Production)



The Bachelor's Degree programme in Film & Television Production aims to transform students into highly skilled workforce in the disciplines relating to Feature Films, Documentaries, Short Films, Corporate Films, Ad films, Digital Audio Visuals Productions, Television and Broadcasting industry. The programme is carefully structured to offer students a foundation for a strong career in film industry, digital as well as broadcasting industry. After successfully completing the B.A. (Film & Television Production), the student will be ready to grab opportunities as Film and Documentary producer, AD film maker, Corporate video production professional etc.

ELIGIBILITY

Senior Secondary (10+2) with 50% marks & proficiency in English Communication.

DISCIPLINES

- Video recording, production & broadcast
- Digital and convergent media
- Film direction, production and management
- Cinema Appreciation
- Audio Production & Radio Broadcast
- Anchoring & Presentation techniques
- Broadcast News – Concept and Practices
- Creative writing
- News Bulletin Management
- Entrepreneurship
- Digital AD Films and Video Production

PROGRAMME OUTLINE

- The programme allows the students to learn conceptual and practical aspects of Filmmaking, Television and Broadcast industry right from the beginning.
- The programme provides the finest blend of media research, theory and practical.
- Students are encouraged to prepare portfolios, short films, documentaries, radio programmes and research papers as their assignments.
- Classroom learning and outdoor exercise / field visits are organized to enhance their media communication skills.
- Regular industry interactions, news channel visits are planned to provide hands on experience to the students.
- Renowned national and international guest speakers are invited to offer valuable training and suggestions to the students at regular intervals to update them with the latest in the field.



B.A. (Acting & Modelling)

The Bachelor's degree programme in Acting and Modelling a first of its kind graduate programme offered under the aegis of School of Media, Film and Entertainment, Sharda University is designed to transform students into skilled actors and models. The students will learn various acting techniques, script analysis, character building, voice and movement and being at ease in front of the camera.

SMFE has already signed an MOU with Media and Entertainment Skills Council (MESC) that provides further impetus to the programme. The programme will be delivered in conjunction with major film schools and industry professionals from institutes like FTII, NSD, Satyajit Ray Film and Television Institute, AJK Mass Communication Research Centre, Jamia Milia Islamia and others.

ELIGIBILITY

Senior Secondary (10+2) with 50% marks and proficiency in English Language.

DISCIPLINES

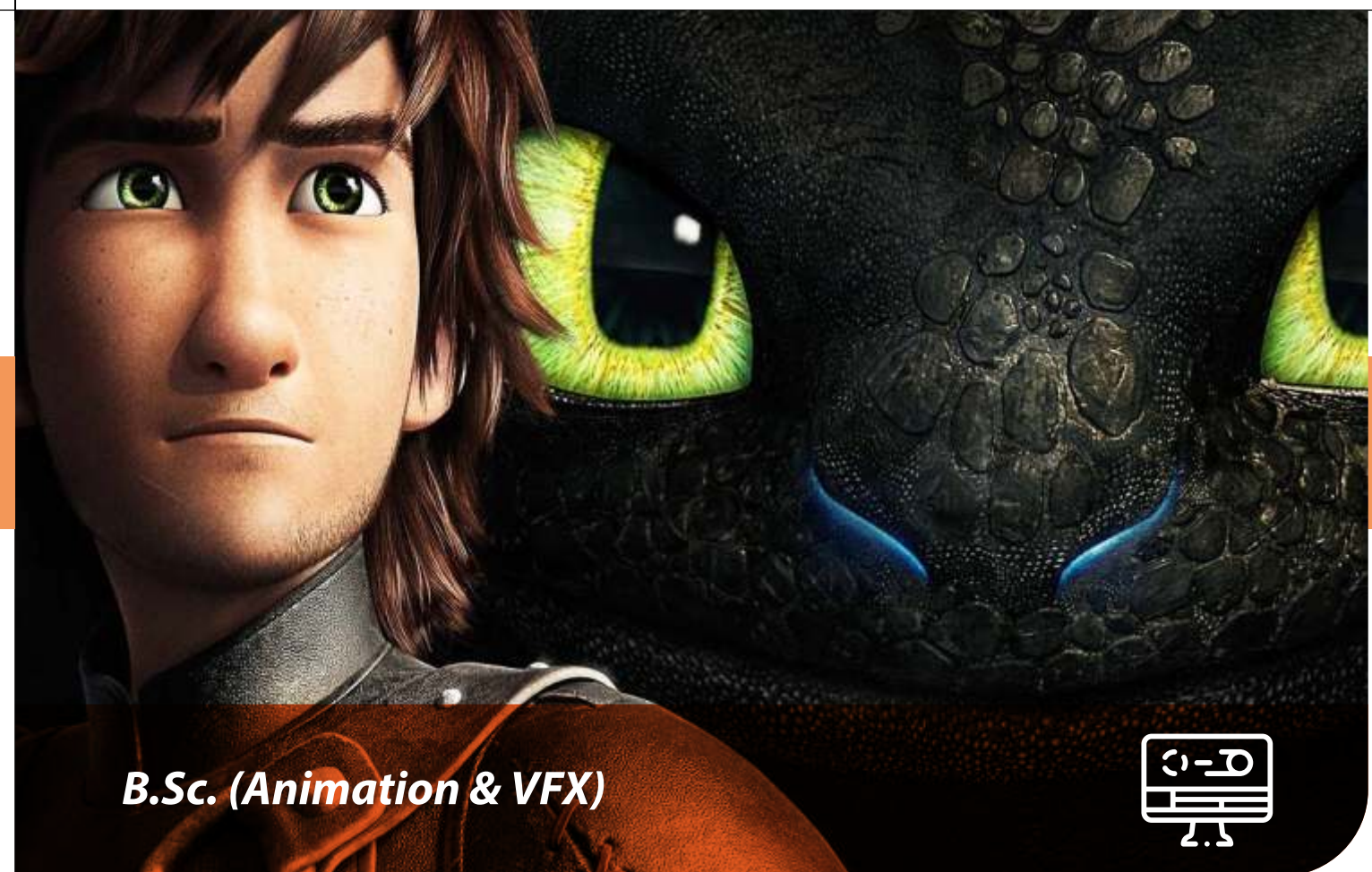
- Classical Acting Technique
- The Chekhov Acting Technique
- Method Acting Technique
- Practical Aesthetics Acting Technique
- Meissner Technique
- Practical Aesthetics
- Brechtian Method

PROGRAMME OUTLINE

- The programme allows the students to learn conceptual,

theoretical and practical aspects of Acting and Modelling.

- The major areas to be covered in Modelling would include Modeling, Basic of Modeling, Ramp & Catwalk, Portfolio Process, Green Room & Back Stage Management, Grooming & Body Language, Hair & Skin Care, Fitness & Diet, Positive Mental Attitude, Behavior & Sense Choreography, Portfolio, and Diction Exercises.
- The students will learn different aspects of acting including Body Expression, Face Expression, Eye Expression, Emotional Expression, Improvisation, Concentration, Scene Improvisation, Scene Imaginations, and Speech Variations.
- The other major focus areas are Script Reading, Camera Facing, Miming, Understanding Different Emotions, Mannerism, Script Learning Acting, Cinemascope, Character Study, Comedy Acting, Mono Acting Dialogue & Dubbing and Cut to Cut Dialogue Delivery.
- The programme is an amalgamation of outdoor and indoor teaching and learning pedagogy with in-house production facilities available where students will get an opportunity to produce in house content to improvise what they learn in acting.
- The programme will have regular industry interactions and actors from film and TV industry will be sharing their experiences with students.
- Renowned national & international experts from top media schools will be invited to provide valuable training to students at regular intervals.



B.Sc. (Animation & VFX)

India's entertainment industry is mammoth in size, with over 800 TV channels and thousands of multiplex screens, and with this there is huge demand for digital content as well. From the times when India was an outsourcing destination for animation and VFX services to the times when there is huge demand for digitally manipulated content in the country's market, we have come a long way. In the age of the internet, the trend is expected to continue and aspirants who want to nurture their creative skills and bring astonishing visuals on the screen are expected to have knowledge and training in new-age software along with strong foundational knowledge in art. B.Sc. Animation and VFX programme offered by Sharda University is specially designed to ensure that students receive the right training to be successful in their careers.

The programme aims to help the students understand the fascinating world of Animation, VFX and Motion Graphics for film, broadcast and other media pads.

ELIGIBILITY

Senior Secondary (10+2) with 55% marks and proficiency in English Language.

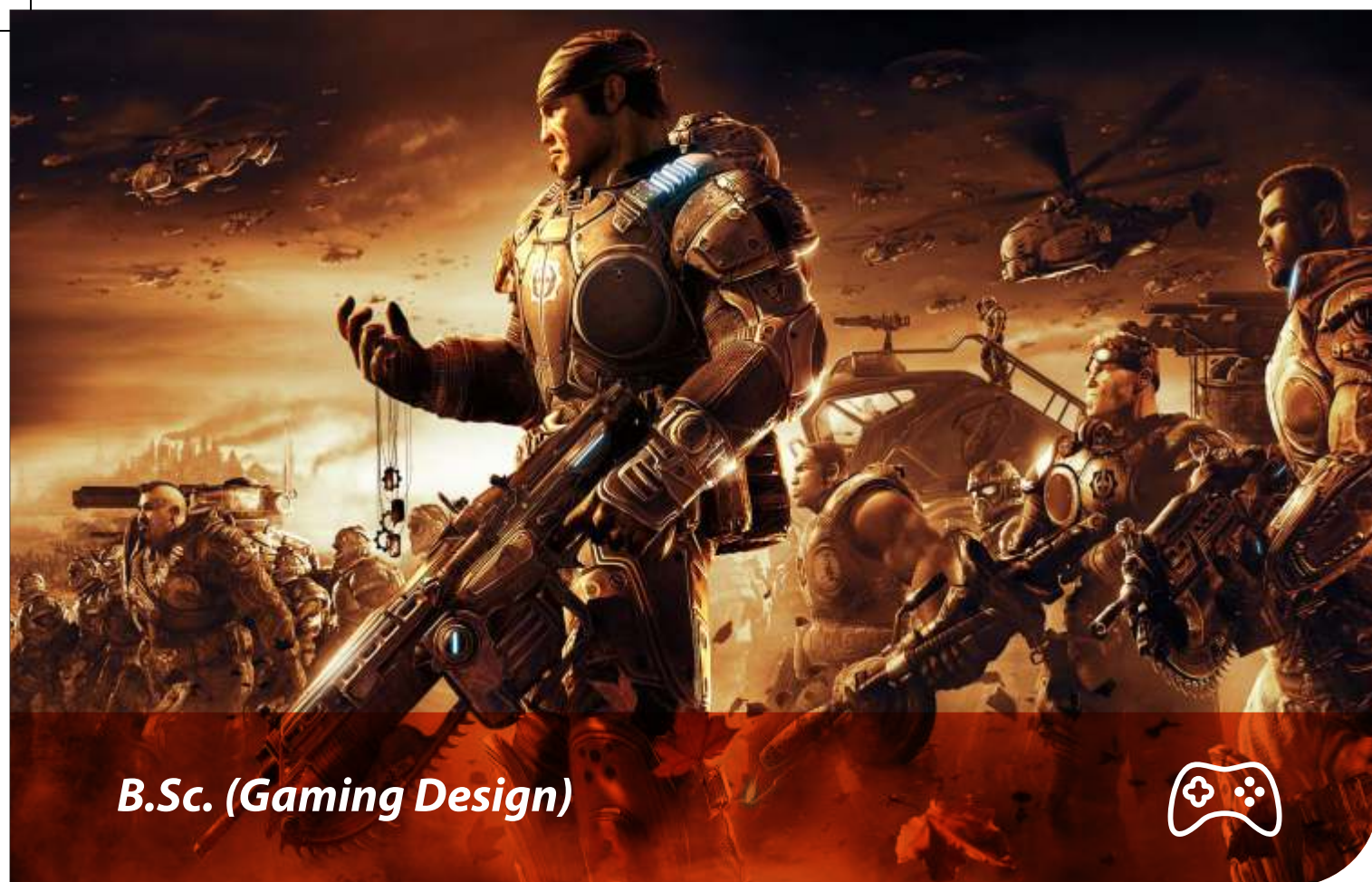
DISCIPLINES

- Design principles
- Graphic design
- 2D & 3D design
- Roto and Paint
- Stop motion animation
- Lighting and rendering

- Video editing
- Compositing
- Texture and shading
- Camera animation and tracking
- After effects
- Colour correction

PROGRAMME OUTLINE

- The programme aims to help the students understand the fascinating world of animation, VFX and motion graphics for film, broadcast and other media pads.
- In addition to introducing students to the world of 3D digital art and VFX visualization, this programme exposes students to industry-relevant software.
- On successful completion of the programme, students can continue their learning further to a professional level within Digital Art and VFX production design.
- The programme will train the students in two specific domains.
- First, they will understand basic story and design concepts related to Pre-production for Animation, VFX and Gaming.
- Secondly, they will attain the special skill sets in creation of Artwork for Production and Post-Production.



B.Sc. (Gaming Design)



The programme aims to help the students understand the about the artistic gaming and narrative principles that make interactive experiences that professional game developers use in production environment. The duration of this programme is 3 years (6 Semesters). In addition, this programme exposes students to Industry relevant software. On successful completion of the programme, students can continue their learning further to a professional level developing games, interfaces, and other interactive experiences using the latest technologies like augmented reality/virtual reality.

ELIGIBILITY

Senior secondary(10+2) with 50% marks and proficiency in English communication.

DISCIPLINES

- Visual Design
- Programming in C Pre-Production
- Programming in C Lab
- UX and UI Design
- Game Design
- Digital Art
- JavaScript
- Matte Painting
- Particles & Effects

PROGRAMME OUTLINE

- The programme will train, nurture and combine students' creative imagination with latest technologies to create games and experiences.
- The programme will focus heavily on student's communication skills, team work, critical and creative thinking and problem solving skills.
- The programme educates the students in the areas of digital media, digital arts, HCI, History and Theory of Games/Gaming, 2D and 3D graphics, simulation and modeling, user interface design, storytelling and narrative architecture, current best practices/developments in game design, on-line games, casual games, mobile games, educational games, serious and strategy games, and massively multi-player games etc.



Integrated BA-MA (Journalism & Mass Communication)



The School of Media, Film and Entertainment through its integrated BA(JMC) and MA(JMC) programme nurtures aspiring journalists and media professionals and enables them to become a driving force for a quality driven public sphere and information economy. The programme has been specifically designed keeping in mind the growing challenges of media and communication studies with the emergence of new media technologies. The programme will allow students to learn all aspects of media and communication be it Print, Radio, Television, Advertising and PR and New Media. The integrated programme will allow students to focus on one year specialization on the subject of their own interest which was not possible in normal course of studies.

ELIGIBILITY

Senior secondary(10+2) with 50% marks and proficiency in English communication.

DISCIPLINES

- Print Media
- Electronic Media
- Film production
- Photography
- New Media
- Convergent Media
- Advertising, PR and Corporate Communication
- Media and Communication Research
- Digital Media

PROGRAMME OUTLINE

- The programme will focus on creating a mechanism of training that imparts theoretical perspectives, technical skills and professional ethics of service.
- The programme will provide students ample time to work on specialization areas like Production, Photography, Digital Media, print, Electronic, Research and other areas of specialization.
- The programme will allow students to learn new ways of pedagogies in ever changing media landscapes by nurturing a pool of minds that could gather and transmit information without adulteration, to strengthen the democratic processes and the governance systems.
- The programme will inculcate among students the growing challenges of professionalism required in media and communication field by instilling a sense of responsibility into the personal and professional conduct of the students so as to make students ready for industry.
- The programme will help students in developing and enriching the discipline of Journalism and media studies through inter-disciplinary modules, innovative pedagogical techniques and integration of critical insights into the teaching, learning and professional schemes.



M.A. (Journalism and Mass Communication)



The Masters Degree programme in Journalism and Mass Communication aims to transform students into highly skilled media & communication professionals. The programme is carefully structured to offer the students a foundation for a strong career in media industry as well as media research. After successfully completing their MA-J&MC, the students will be ready to grab job opportunities as Radio Jockeys, Anchors, TV Broadcasters, Reporters, Copy Editors, Creative/Script Writers, Advertising Executives and PR/Corporate Communication Professionals.

ELIGIBILITY

Bachelors Degree in any discipline with 50% marks, with creative instincts & proficiency in English Communication.

DISCIPLINES

- Advanced Television Journalism, Production & Broadcasting
- Advanced Radio Broadcasting
- Print Journalism
- Digital Media
- Data Journalism
- Photography
- Media Research
- Media Laws & Ethics
- Media Planning & Management
- Advertising, PR & Corporate Comm.
- Development Communication
- Contemporary & International Affairs

PROGRAMME OUTLINE

- The programme allows the students to choose from specializations in the third semester.
- The programme provides specialization in three broad areas such as, Broadcast Media, Print & Online Media and Advertising & PR.
- The programme outline is prepared to offer a perfect blend of theoretical knowledge & practical exposure to the students.
- Each Semester has perfect balance of theory and practical subjects.
- Students are encouraged to prepare portfolio, short films, documentaries, radio programmes and research projects as their assignments.
- Classroom learning and outdoor exercises/Field visits are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on experience to the students.
- Personality Development Assistant is added advantage of this programme.



M.A. (Advertising, Public Relations & Corporate Communication)



M.A. in Advertising & Public Relations is a specialized Master's degree programme which is designed to equip students with specialized skills to be Effective Communicators, Advertisers, PR professionals and Qualified Media Professionals. The programme is specifically designed to cater the requirements of rapidly changing advertising and PR industry.

ELIGIBILITY

Bachelor's Degree in any discipline with 50% marks, with creative personality & proficiency in English Communication.

DISCIPLINES

- Mass Communication
- Applied Advertising
- Media Productions
- Media Ownership
- Marketing Research
- Marketing Management
- Media Planning & Management
- Consumer Behavior
- Service & Retail Marketing
- Corporate Social Responsibilities
- Digital Marketing
- Campaign Management
- Integrated Marketing Communication
- Advertising, PR & Corporate Communications- Theories & Concepts
- Applied Public Relations & Corporate Communications

PROGRAMME OUTLINE

- The programme has been designed by top academicians and renowned Ad & PR professionals to ensure up-to-date coursework for the students.
- The specialized programme ensures broader career opportunities for the students in the relevant field.
- Students are encouraged to prepare advertising & PR Portfolio, Ad Films, Corporate Films and market research projects as their assignments.
- The programme outline is specifically planned to offer integrated marketing communication exposure to the students.
- Classroom and outdoor exercises are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on experience to the students.
- After successfully completing the degree, students will be able to take on challenges of Advertising, PR and Corporate Communication Sector.



M.A.(Digital Media & Multimedia Communication)



Digital Media is creating immense level of job opportunities and this requires highly skilled and well-trained professionals. SMFE with its dedicated masters degree programme in Digital Media & Multimedia Communication aims to create highly talented professionals. The programme is dedicated to prepare students for the futuristic industry of Digital Media Communication.

ELIGIBILITY

Bachelors Degree in any discipline with 50% marks, with creative instincts & proficiency in English Communication.

DISCIPLINES

- Mass Communication
- Study of Internet
- Cyber Journalism
- Digital Marketing-Strategies
- Search Engine Optimization
- Content Management System
- Blogging & Vlogging
- Website Design & Development
- Web Analytics
- Digital Media Productions
- Content Marketing
- Smartphone Ecosystem & Mobile Marketing
- Study of Digital Media-Facebook, Twitter, Instagram, LinkedIn

PROGRAMME OUTLINE

- M.A. Digital Media & Multimedia Communication offers perfect blend of classroom learning, highly equipped multimedia labs and industrial exposure.
- The programme is structured to provide hands-on industrial training experience to the students about the functioning of social media (Facebook, twitter, Instagram), SEO, Google Analytics & all the other aspects of Digital Media & Multimedia Communication.
- The programme aims to equip students with advanced digital media skills, technical abilities to excel as top Digital Media Professionals
- The programme is carefully designed to inspire the students to take on advanced research projects in the field of Internet.
- The degree programme is dedicated to prepare students for the futuristic industry of Digital Media Communication.



PG Diploma in Event Management



The Post Graduate Diploma in Event Management (PGDEM) is designed to suit the needs of students who have already completed their Graduation. The programme follows a precise methodology which includes Basic Event Management Training, Event Practical & Workshops, Live Projects, Industry Facilitated Guest Lectures, Communication, Grooming Sessions and Placements. Rigorous training will help students to turn into highly proficient industry-ready personnel. Whether the student's area of choice is PR, Wedding Planning, Corporate Events and Planning, Concert Management, Sports Management or Exhibition Management, our programme will develop the precise professional attributes required in an event manager to excel in the modern business environment

ELIGIBILITY

Graduate (Any Stream)

DISCIPLINES

- Communication, PR & Presentation Skills for Events
- Event Planning, Sponsorship & Budgeting
- Event Marketing & Branding
- Event Hospitality
- Event Production & Logistics
- Advance Aspects of Event Management
- Legal Aspects of Event Management

PROGRAM OUTLINE

- Along with implementing skills and techniques pertaining to Media, Marketing and Events, the programme will also focus on enhancing the personal aptitude of students.
- Our incredible team of faculty identifies the strengths to enhance and weaknesses to be diminished at the individual level.
- Inculcating corporate readiness and providing a training which is in line with the latest technology, licensing laws, regulations and marketing, advertising and promotional tools of the industry.
- The programme is spread over 2 semesters (i.e. approximately 9 months of term time and 3-month industry exposure) organized by the university where students will acquire Industrial expertise.
- Students are imparted, on an advanced level, event-related learning such as workflow management, venue selection and negotiation room layouts, seating plans, design and décor, budgeting, transportation, logistics, entertainment, food and technology, resource-management, branding, set design and marketing - all of which play an important role in organizing successful events.



PG Diploma in Still Photography



Post Graduate Diploma in Still Photography is a programme designed for students who aspire to become specialized professional photographers. Offered under the aegis of School of Media, Film and Entertainment-Sharda University, this programme is delivered by industry practitioners and qualified professionals from some of the top schools of the country like FTII-Pune & A.J.K-Mass Communication Research Centre-Jamia Millia Islamia. The training pedagogy includes a variety of specialized sessions in interdisciplinary fields of photography with step-by-step grooming and hands-on training.

ELIGIBILITY

Graduation in any discipline.

EQUIPMENT NEEDED

DSLR Camera with lens, Tripod, External Flash, Laptop

DISCIPLINES-

- Photo Journalism
- Event & Wedding Photography
- Studio Lighting for Portraits
- Fine Art & Conceptual Photography
- Still Life, Product & Food Photography
- Fashion, Lifestyle and Advertising photography
- Street & Documentary photography
- Nature, Landscape & Wildlife Photography
- Mobile Photography & Videography
- Digital Darkroom, Image Editing & Post-production
- Portfolio Development, Self-Branding and Entrepreneurship

PROGRAMME OUTLINE

- This programme is designed in a way that students learn applied skills in photography, with a 30:70 ratio of Conceptual vs Practical inputs.
- First semester is designed for building a sound foundation for Aesthetics and Technical Aspects of Photography.
- Photo Reviews, Industry Visits and Guest Lectures are an integral part of this programme.
- Second Semester is more specialized with inputs given to each student to be a successful photo-preneur as we call it.
- Each student is required to do at least one major project portfolio during the final semester and is also encouraged to take projects during the course of work.

Internship & Placement



Department of Mass Communication maintains healthy and cordial relationships with a large numbers of media organisations, academics institutions & other industry professionals. As per our modern practical-centric curriculum, it allows our graduates to get a flavour of the real working atmosphere of media industry. Faculty members themselves are involved in the placement process. Balaji Films, CNN-IBN7, News 18, NDTV, Rediff fusion, India TV, Rajshri Production, Mudra group, Percept, PTC, India News, Big Synergy etc. are some of the companies who have provided on-job training & placements to our students. Department of Mass Communication has witnessed more than 90% placement after BA-J&MC & MA-J&MC.

OUR RECRUITERS

Views that speak Excellence



Mr. Shamim Zakaria, Correspondent, Global News Channel, China

The delicate years of my school life dashed off learning thoughts like 'an aimless person is like a rudderless boat tossing in an ocean.' Alas! it was not until I joined Sharda University, I realised it is only a rudderless boat that has the liberty to float resolutely at will. Only a rudderless boat can dance to the blithe breeze, play with the maddening waves - all thanks to this glorious institution called Sharda University - it's value based education, practical oriented curriculum, most engaging classroom modules, faculty of astounding wisdom and the university's erudite ambience that never ceases to enchant. Graduating with a bachelors degree in journalism and mass communication and thereafter a brief stint in news reporting, I eventually went on to complete my post gradation in International Journalism from University of Sussex, United Kingdom on a scholarship. Currently, I am working for the international desk of a global news channel in China. Sharda University helped me gain enough of every gratifying experience to keep me smiling for another thousand lifetimes.



Ms. Priyamvada Budhalakoti, Gold Medalist (BA-J&MC), Producer & Writer, Salmon & Co.

Since March 2017, I have been associated with Salmon & Co, a digital agency as a Producer and Writer. Here, I am a part of the creative process right from ideating, pitching to the clients, handling the process of production, pre-production to post production, including finalizing the budgets.

Earlier I was working with Big Synergy Media Ltd. as an Assistant Director with the fiction team. I was associated here in the creative process of conceptualizing web series and TV Shows for various channels like SONY, Star, Zee, and digital platforms like

Balaji's ALT. Sharda University has been an important part of my growth. Mass Communication Department and its faculty members have been my constant support and strength in helping me realize my potential and dreams. The three years I spent here has given me strength and wisdom to go out and face the world with the values taught.



Mr. Bangwe Naviley Chisenga, BA-J&MC, First Secretary, Press & Tourism, High Commission of Zambia in India

Sharda University in Greater Noida is a life transforming higher learning institution ready to prepare students for challenges and opportunities of the 21st century. My experience as a Journalism and Mass Communication student is such that everyday has been an opportunity to learn an actual practical skill. The lecturers are down to earth and can be accessed anytime to help you succeed. The notes are readily available through LMS which helps you to study anywhere any time. Try Sharda today.



Ms. Insha Khurshid, BA-J&MC

Pursuing Mass Communication from Sharda University was a dream come true. The learning I acquired at Sharda helped me to find internship at the Ministry of information and Broadcasting. Getting training here has raised my confidence level.



Ms. Nasrin Akter (Zerin)

"Angrezi mein kehte hain" was my first Bollywood movie as an Assistant Director. This project was initiated during my final year of graduation in Sharda and I was involved with pre production and post production. I am fortunate enough to start my career in India from NDTV channel and then with this concept based movie with a lot of learning from experienced personalities. Sharda is a key which helped me a lot to go beyond boundaries in excelling my skill set.



Ms. Deepika Sharma, Account Executive, Maverick Innovations

I enjoyed each and every moment spent in Sharda University. I had spent three long years in that University, where I learnt how to grow and grow. I did my Bachelors of Journalism and Mass Communication from Sharda University. Whenever I look behind, I cherish each moment which I had lived there. A girl who has just passed her 12th standard does not know what is good for her career, but here in Sharda University I always got motivated from my teachers. They always supported me in my projects. They were always standing behind me in my toughest phase of life where I didn't know what to do in my career. Professors always treated us like their own family.



**Mr. Lubega Louis Augustine, B.Sc. Animation & VFX (2016-2019)
Placed In:- Self Employed**

What I am today, all the due credit goes to my Faculties & Mentors. They are the guiding forces who encouraged me to be an Independent Film Maker when I was confused between a Job or to be a Film Maker. Today I have been creating animated short series on YouTube and getting overwhelming response in my country.



**Mr. Siddharth Mathur, B.Sc. Animation & VFX (2016-2019)
Placed In:- FourTimeNine Multimedia Productions Pvt Ltd, New Delhi**

My four years at Sharda University have been excellent and a memory to cherish for a lifetime. I am thankful to all of my Faculty members who have encouraged me to take the appropriate path to build a career which I have dreamt of.



Ms. Mansi Seth, Content Writer & Social Media Manager, Aquarius Media

Choosing Journalism and Mass Communication course at Sharda University is the best choice I have made till date. The course structure and learning pattern teaches us a lot. The faculty of the department gave us both theoretical and practical knowledge of the media field. The support and encouragement helped me to cross all the obstacles. With their support, efforts and teaching knowledge, I got the opportunity to work with the best media houses like Hindustan Times and Hindu newspaper which gave a kick start to my career as a journalist and writer. And, now I am working as an Associate Editor with a web health portal 'Mynahcare.com'. I always embrace my whole journey with the university and faculty. I will definitely recommend everyone to be a part of this.



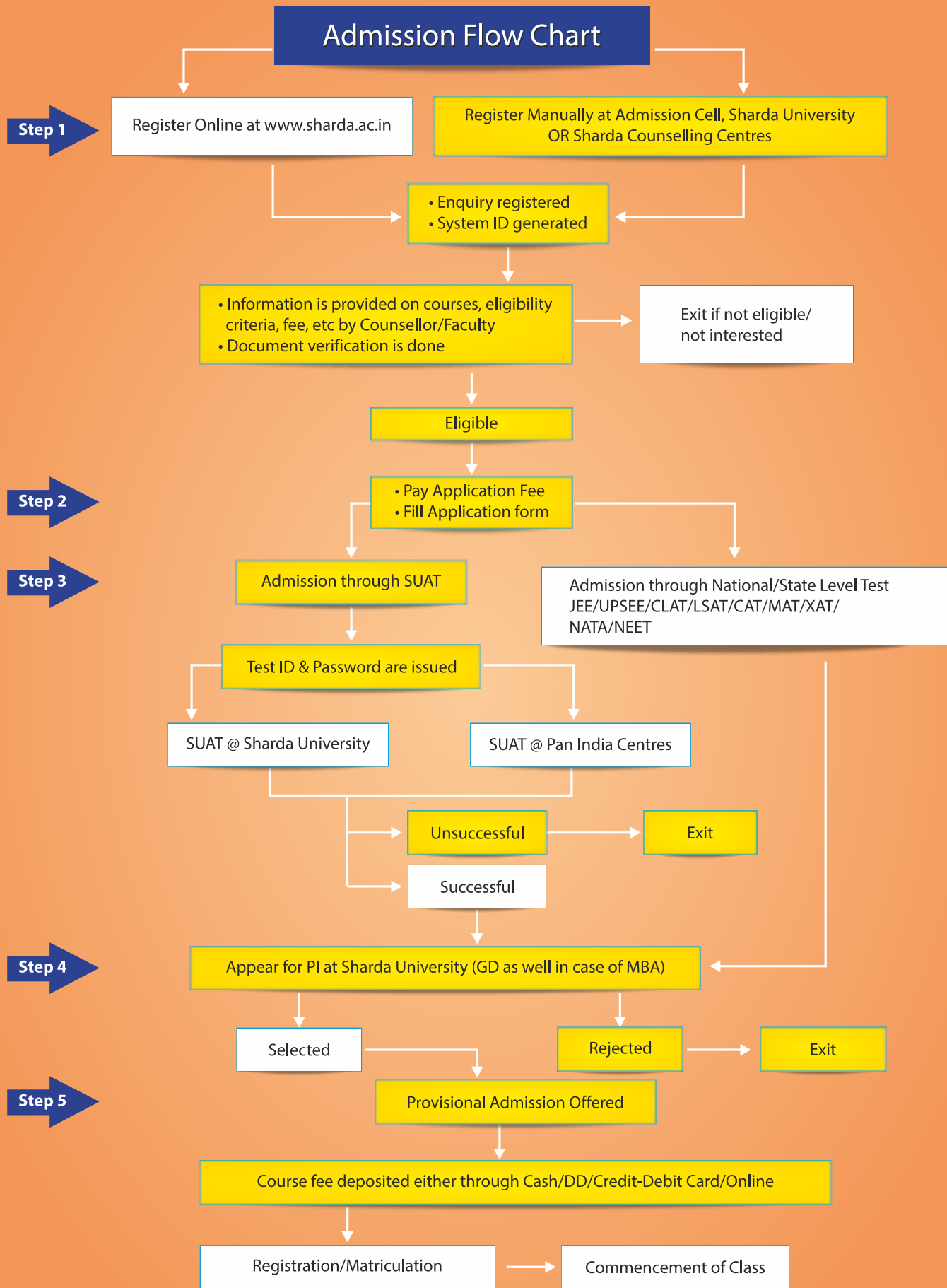
**Mr. Bharat Rai, B.Sc. Animation & VFX (2016-2019)
Placed In:- Samporn Career Solution Pvt. Ltd. Noida**

The years spent at Sharda have been full of learning opportunities. At the time of Admission, the only thing convinced me was Industry Driven Curricula & Mentors from Industry. The Regular Workshops & Seminars held at our college to help us with our aptitude and technical skills were of great help.



**Mr. Vivek Kumar, B.Sc. Animation & VFX (2016-2019)
Placed In:- Basix Education Pvt. Ltd., Delhi**

I really admire the approach of placement drive which actually get started from 2nd last semester of the course. Every now and then we get guidance from Academic & Placement Cell to anchor our path for a better career.



Greater Noida. Hub of Education in Delhi-NCR.

Situated adjacent to New Delhi, Greater Noida is one of the fastest developing educational hubs. Home to some of the leading universities in India, Greater Noida sees lots of international students pursuing their career dreams.

India's first ISO 9000-2000 certified city, Greater Noida is amongst the cleanest, greenest and most well planned cities of India. Greater Noida is amongst the selected cities of the world, chosen for F1 Grand Prix Race.

Sharda University campus at Knowledge Park III is the largest in Greater Noida & the entire NCR.



“Greater Noida integrated township is shaping up as India's smartest city, the National Capital Region's most modern urban development centre and its fastest-developing centre of attraction. It has emerged as a modern model of far-sighted town planning.”

