SHARDA UNIVERSITY
Beyond Boundaries

SHARDA UNIVERSITY CAMPUS
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SHARDA UNIVERSITY
UZBEKISTAN

SHARDA UNIVERSITY UZBEKISTAN
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#SoWhereAreYou?

SHARDA GROUP

SGI | SHARDA HOSPITAL SCHOOL OF MEDICAL SCIENCES & RESEARCH | SHARDA TECH | SHARDA LAUNCHPAD | MAXWELL BIOTECH | RSPL

ShardaUniversity | sharda_uni | sharda_university | sharda-university | shardauniversity

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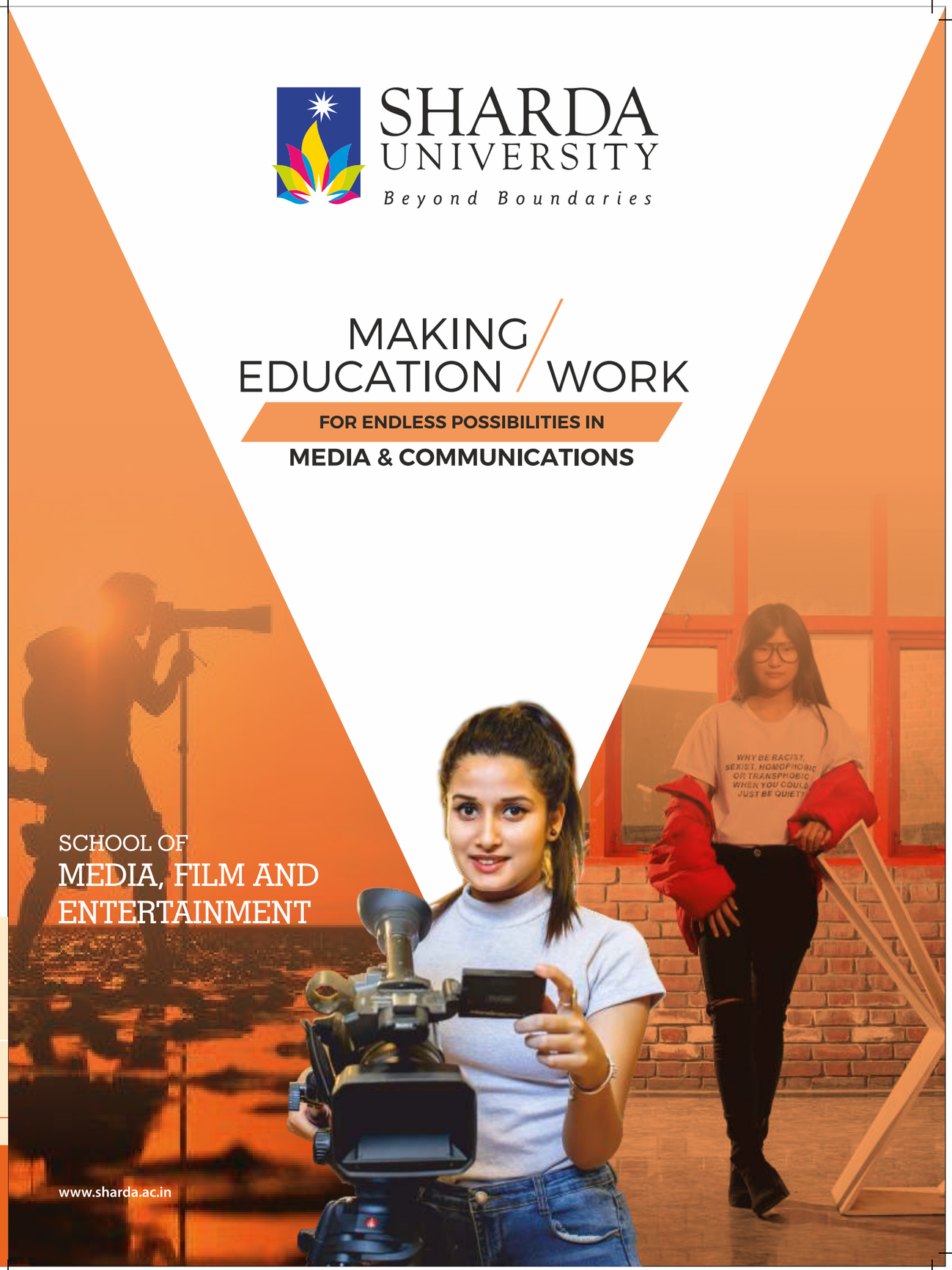
SHARDA UNIVERSITY
Beyond Boundaries

MAKING EDUCATION WORK

FOR ENDLESS POSSIBILITIES IN

MEDIA & COMMUNICATIONS



SCHOOL OF
MEDIA, FILM AND ENTERTAINMENT

www.sharda.ac.in

SHARDA GROUP CAMPUSES

Established in 2009

SHARDA UNIVERSITY
Beyond Boundaries

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.

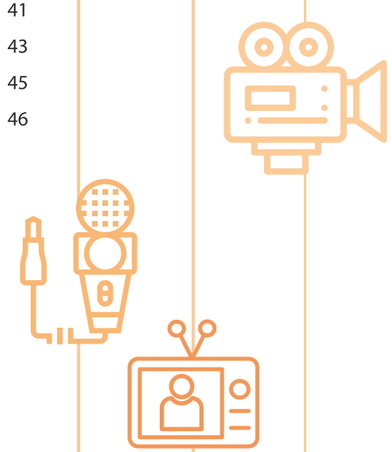
Established in 2019

SHARDA UNIVERSITY
UZBEKISTAN

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.

On The Docket

Sharda University	01
Media education	04
Uniqueness	05
About Faculty	07
Sharda Launchpad Federation	09
Sharda Skills	10
Sharda University Media Personalities visitors	11
Stars in Sharda	12
Webinars	13
Industry Tie-ups	15
Focus	17
Cultural Society	23
World-class Infrastructure	25
Sharda Campus Life	27
Top class learning facilities	29
Radio Station 90.8 FM 27	31
Sharda TV	32
Publications	32
Programmes Details	33
B.A. (Journalism & Mass Communication)	35
B.A. (Film & Television Production)	36
B.Sc. (Animation & VFX)	37
B.Sc. (Gaming)	38
M.A. (Journalism & Mass Communication)	39
M.A. (Advertising, Public Relations and Corporate Communication)	40
Internship & Placement	41
Views	43
Admission Flow Chart	45
Life at NCR	46
Notes	
Regional Reach-Sharda Counselling Centre	



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.

1000+ FACULTY WITH GLOBAL EXPERIENCE
Students learn from distinguished faculty from USA, UK, Greece, Singapore, Ireland, Germany, Italy, China, Finland & India among others.

UPTO 100% SCHOLARSHIP. 2549 STUDENTS STUDYING WITH SCHOLARSHIP AND FREESHIP WORTH RS.19.27 CRORE
Scholarships include Academic, SGI, Defence, Sibling, Art & Culture, Sports & Innovation Scholarship

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.

LEADING THE WAY IN EMPOWERING WOMEN THROUGH EDUCATION
Delhi-NCRs only University with 44% female students

Rated by

Accredited by

National Assessment and Accreditation Council

Awarded

SHARDA UNIVERSITY
QS I-GAUGE 2020

Rated by

Awarded

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?"**

AMONG
TOP 10 PVT. UNIVERSITIES IN NORTH INDIA
(BAND A+ BAND B) for achievements in innovation
As per ARIIA rankings 2020 by the Govt. of India

SHARDA IS
RANKED 5TH IN INDIA
in the number of patents granted
As per India Today issue dated 10th August, 2020

*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.

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

Joint certification of

MEDIA & ENTERTAINMENT SKILLS COUNCIL

MHRD GOVERNMENT OF INDIA

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/ training

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. Sood is an alumna of AJK Mass Communication Research Centre, Jamia Millia Islamia. She commenced her professional career as Senior Correspondent with NHK-Radio and Television Network of Japan. She has worked and filmed at the grass root level in the several states of India with national NGOs and international organisations committed to the eradication of Child Servitude and Gender Insensitivity with special attention to the protection of children and marginalised segments of the society.

She researched the efficacy and efficiency of the human rights campaign of Nobel Laureate Kailash Satyarthi's 'Global March against Child Labour' through the continents of Asia, America, Africa and Europe. The march eventually culminated at the ILO headquarters in Geneva.

Her film 'Desh ki Shaan hai Beti' was released to the nation by then President of India, Dr. APJ Abdul Kalam. Her film on the noted freedom fighter and social worker "Durgābāi Deshmukh", was released to the nation by then Prime Minister of India Sh.Atal Bihari Vajpayee.

Prof.Sood has also produced and directed 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. In the process of discharging professional commitments, she has travelled to different parts of the world, such as USA, Europe, South East Asia among others...

Mr. Sanjeev Sood, Professor
PG in Cinema (Spl. Cinematography) FTII, Pune. WICA
Over 35 years in motion picture industries of Mumbai, Delhi, and international filming experience in over 20 countries on location and in-studios in different genres for native and overseas clients as Cinematographer | Director | Producer. Published many research papers and 2 books.

Dr. Amit Chawla, Associate Professor
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)
MAMC, UGC-NET, Ph.D in Mass Communication
With around 12 years of teaching and industry experience, Dr. Mukta has received 'The Best Media Educator of the Year' Award from MFI in 2021. She has been associated with many renowned national, international organizations and academic institutions.

Dr. Arvind Kumar Pal, Assistant Professor, Dy. COE
MA (Economics), MA (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.

Dr. Divya Girdhar, Assistant Professor
M.Sc. UGC-NET, Ph.D.
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. Neha Bhushan, Assistant Professor
MJMC, UCG-NET, Ph.D. (Pursuing)
Over 7 years of experience in research and academics. Ms. Bhushan has a specialisation in Development Communication. She has presented research papers in national and international conferences, also has many chapters in a book and research publications in various national and international journals.

Ms. Sonali Srivastava, Assistant Professor, Station Manager-Suno Sharda 90.8 FM (Community Radio)
MMC, Ph.D. (Pursuing)
Media professional turned academician Ms. Sonali Srivastava has a vast experience of 19 years. She has been associated with various reputed academic institution and also produced films for Rashtrapati Bhawan, Delhi Metro, Ministry of Agriculture etc.

Mr. Mohammad Ashraf Ali, Assistant Professor
MA, UGC NET
11+ years of teaching experience in different colleges including AJK MCRC, Jamia Milia Islamia, Aditi Mahavidyalaya (DU), IIMM etc. Has directed a health show for ETV as well as many documentaries & short films.

Mr. Praveen Jain, Assistant Professor
MA History, PG Diploma in Cinema (Editing) from Film and Television institution of India, Pune
9 years of experience in Media and Academics Associated with renowned State and National Film Institute as an Lecturer SIFT(Rohtak) and Assistant Professor (FTII,Pune).

Dr. Juhi Pathak, Assistant Professor
MA, UGC-NET& JRF, Ph.D.
Over 8 years of experience in research and academics. Dr. Pathak has a specialisation in print, media research and ethics. She has authored two books, apart from many research papers on areas of Advertising, North-east, Films, Human Rights Issues and media laws.

Ms. Kiran Panchal, Assistant Professor, Programming Head, Suno Sharda 90.8 FM
MAMC, M.Phil, Ph.D. (Pursuing)
With around 10 years of teaching and industry experience, Ms. Panchal has worked with many Community Radio Stations as Programming Head along with All India Radio as Radio Presenter and Drama Artist.

Mr. Bhabya Chandra Khati, Assistant Professor
M.A. in Mass Communication, UGC-NET
UGC NET qualified as well as awarded with National Fellowship for Scheduled Caste. Bhabya Chandra Khati has an experience of 2 years in the field of Public Relations where he worked with Perfect Relations Pvt. Ltd. and handled client such as Relations India an automobile industry.

Mr. Amit Singh, Assistant Professor
MFA
Post Graduate in Fine Arts with specialisation in painting and having 20 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. Samanway Biswas, Assistant Professor
B.Sc, PG Diploma in Web Design, Multimedia and Print Media
He is having around of 25 years of experience in the field of UX/UI Design cum Front-end design and development. He is Proficient in designing site, UI for web-based applications maintaining UI standards including UX (Wireframe sketch) design for structure and navigation flow, iPhone, iPAD & Android.

Mr. Ashish Anand, Assistant Professor
Master of Art
He has around ten years of experience in the field of Visual Effects and Motion Graphics Design He is Proficient in CG Compositing and Motion Graphics. Apart from these, he is also experienced in Graphics Designing and Video Editing.

Mr. Manpreet Singh Pooji, Assistant Professor
BFA in 3D Animation (University of Colorado Denver, USA)
He has 5+ Years of experience as a 3D Generalist with focus on Photorealism for Films and Video Games. He worked as a Technical Director on the short film "Mille" for which he received the "Outstanding Technical Excellence Award" from the Digital Animation Center in Denver, Colorado.

Mr. Vipin Sharma, Assistant Professor
Masters in Drawing and Painting
He takes workshops and demonstrations of watercolor and pre-production in institution and universities. As a pre-production faculty he has served in many popular animation institutions. He is having 12 years of academic experience especially in Animation Pre-production.

Mr. Pradeep Pandey, Assistant Professor
B.Tech. in Information Technology
He is having more than 10 years of experience in Game development companies like Reliance Games, Octro, Gameshastra (Vroovy Games) and worked on Various genres like Racing, Shooting, Strategy, RPG, Action, Card Games, Puzzle Games etc..

Md. Shamsul Haque Ansari, Assistant Professor
Post Graduate in Computer Applications, UGC-NET
Rich experience of around 15 years in academics. He is also pursuing Ph.D from Jamia Millia Islamia, University, New Delhi. His area of research is communication security. He is having various publications in reputed journals and conferences.

SHARDA LAUNCHPAD FEDERATION.

Supporting Entrepreneurs

SHARDA LAUNCHPAD FEDERATION

AN EARLY STAGE INCUBATOR AND ENTREPRENEURIAL ECOSYSTEM

Sharda Launchpad Federation, a sec 8 entity established in year 2013 promoted by Sharda University aims to support the shared vision of Government of India and University towards building a bit more vibrant culture of innovation and entrepreneurship for campus, city and nation. With a house of thousands of learners, researchers, academicians and practitioners of several disciplines of learning, Sharda Launchpad Federation as a dedicated professional platform enables potential individuals, teams and early stage start-ups to access need based resources , domain expertise, Technology and business mentorship, vast entrepreneurial stakeholders network and a dynamic ecosystem to advance the entrepreneurial journey and build scalable market ready sustainable ventures of future.

SLPF as an entrepreneurial ecosystem is a dedicated facility with approx. 7000 sq.ft of area, contemporary working space with necessary technology infrastructure led by a dedicated full time leadership team to consistently advance the purpose of the incubator and design platforms to encourage, mentor and support promising ideas/early stage start-ups. The incubator as an entrepreneurial ecosystem, is working towards expanding to sector agonistic support system though prime focus areas of start up support are- Agriculture, Healthcare, Electronics and IT and SDGs aligned innovations.

Ecosystem partners and associates

The incubator is widely connected to vast pool of internal and external ecosystems, organisations, Experts, Mentors, Investors and Funds to accelerate the start-up success.

Mentorship & Support

SOCIO STORY

Ecosystem Partners

#startupindia · MSME Ministry of MSME, Govt. of India · MEITY STARTUP HUB · STARTUP INCUBATION AND INNOVATION CENTRE IIT KANPUR · SOCIOCHARGE Accelerating positive change · HealthStart · START INUP · IT & Startup Policy Government of Uttar Pradesh · Ministry of Electronics & Information Technology

Learn more about current projects, stakeholders and programmes at ***https://launchpad.sharda.ac.in/events-list***

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 Shrada 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.

Eminent Media Personalities Who Visited to Sharda University

Pankaj Pachauri

Vivek Oberoi

Prahlad Kakkar

Muzaffar Ali

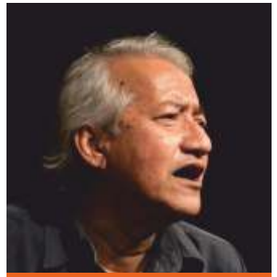
Shoma A Chatterji

Bhuvan Lall

Malkit Singh

Aabhimanyu Kak

Behrooz Chaihel

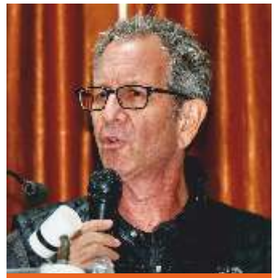

Avijit

Ujjwal Chowdhury

Ashish Kulkarni

Mohit Soni

Subba Rao


Peter Levitan

Vivek Vaswani

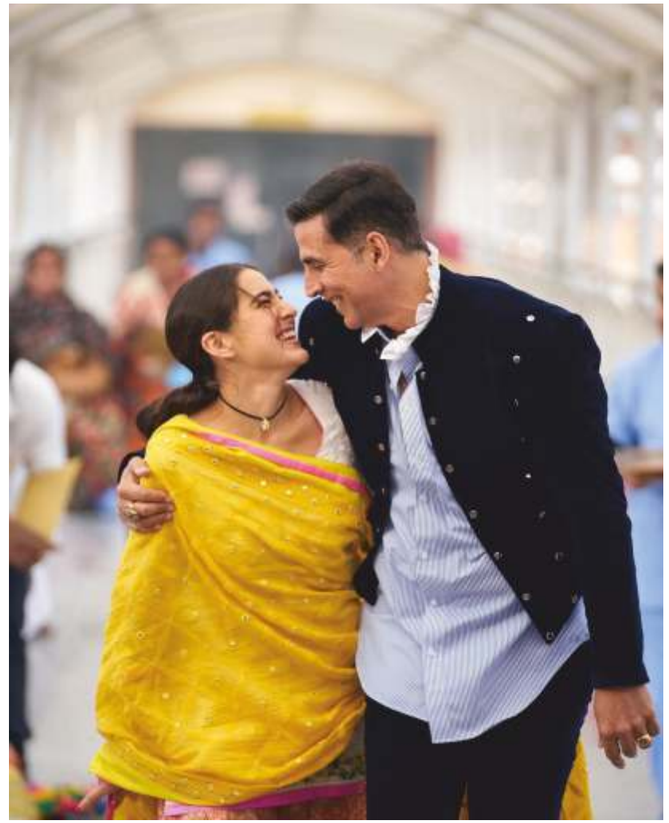
Stars in Sharda- Anand L. Rai's Upcoming Film "Atrangi Re" Recently Shot @ #SU Campus

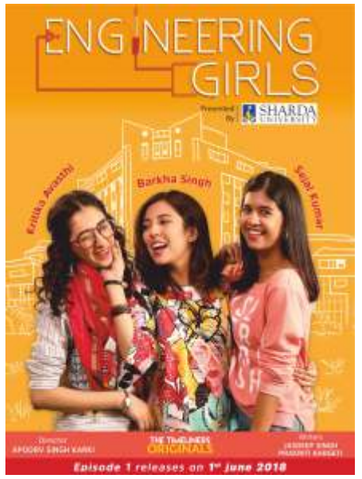
SMFE Students getting hands on training in the essentials of film making by renowned director Anand L. Rai

School of Media, Film and Entertainment (SMFE) students interested in a career in film got a jump-start to working on sets of Anand L. Rai's Atrangi Re in the Sharda University campus. The tie-up gives a golden opportunity to the students to continuously work together with industry experts like Anand L. Rai and Akshay Kumar to develop their skills and equip them for the thriving cultural and creative industries.

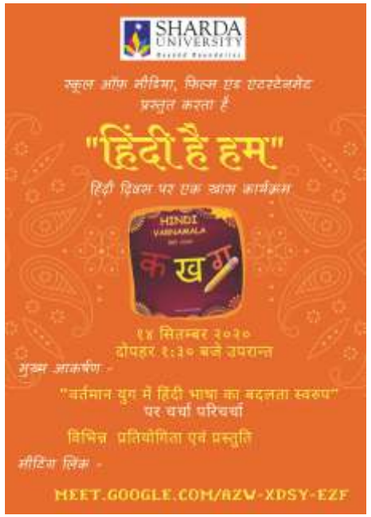
With its outstanding faculty, world class teaching standards, and innovative academic programs, Sharda University's School of Media Film and Entertainment had a strategic tie up with Bollywood film Atrangi Re, starring Dhanush, Akshay Kumar and Sara Ali Khan, directed by the renowned director Anand L. Rai who is known for romantic-comedy movies like Tanu Weds Manu (2011), Raanjhanaa (2013), Tanu Weds Manu: Returns (2015) and Zero (2018).

The movie is produced under the studios T-Series, Colour Yellow Productions and Cape of Good Films. It is Dhanush's third Hindi film.





#GoingStrongEvenDuringPandemic
With 100+ Webinars



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.

SMFE ties up with SPUTNIK News Agency

Department of Mass Communication, SMFE ties up with SPUTNIK News Agency, a Russian media outlet. Sputnik provides the media support for the various events in the department through its media resources.

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

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

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.

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

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1. Renowned film actor late 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

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Focus on Organising Events, Seminars, Workshops & Industry Visits

1. Mr. Bhuvan Lall-an Award-winning Filmmaker, International Entrepreneur & Investor
2. Mr. Azhar Iqubal, CEO and Co-founder InShorts newsapps
3. Mr. Elvis Sequera, Chief Operating Officer, Hakuhodo Lync India
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

Focus on Organising Events, Seminars, Workshops & Industry Visits

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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. SMFE Organized One-Week FDP on Audio-Visual E-Content Production using Available Resources.

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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**

SUNO SHARDA 90.8 FM

Greater Noida Ka Apna Radio Station 90.8 FM

CELEBRATING

5 YEARS OF COMMUNITY SERVICE

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.**
6.	**Hinsa ko No**	: **Awareness programme against Domestic Violence**

Sharda TV

SHARDA TV Beyond Boundaries

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.

Joint certification of

MEDIA & ENTERTAINMENT SKILLS COUNCIL

MHRD
GOVERNMENT OF INDIA

ज्ञान-विज्ञान विमुक्तये

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.Sc. - Animation & VFX	3 Years
B.Sc. - Animation and VFX Integrated Apprenticeship and Internship with MESC	4 Years
B.Sc. - Gaming Design	3 Years
B.Sc. - Gaming Integrated Apprenticeship and Internship with MESC	4 Years
M.A. - Journalism & Mass Communication	2 Years
M.A. - Advertising, Public Relations and Corporate Communication	2 Years
Ph.D. in Mass Communication (Full Time/Part Time)	Min. 3 Years

MESC:- Media and Entertainment Skills Council

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.Sc. - Animation & VFX

(Duration-3 Years)

B.Sc. - Animation and VFX Integrated Apprenticeship and Internship with MESC

(Duration-4 Years)

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

- Art & Design Fundamentals
- Script & Storyboard
- 2D & 3D Animation
- 3D Modeling & Texturing
- Character Rigging & Animation
- Lighting & Rendering
- Photography & Cinematography
- Motion Graphics
- Editing & Compositing
- Matchmoving
- Visual Effects Techniques

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.
- 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.
- In addition to introducing students to the world of 3D digital art and VFX visualization, this programme exposes students to industry-relevant software.
- At the end of the programme, Students are exposed to industrial training for know about the real world experience.

B.Sc. - Gaming Design

(Duration-3 Years)

B.Sc. - Gaming Integrated Apprenticeship and Internship with MESC

(Duration-4 Years)

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
- Game Pre-Production
- Computer Programming for Games
- UI/UX Design
- 2D & 3D Game Design & Development
- Digital Art
- Level Design
- Game Environment
- AR & VR
- Game Publishing.

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.

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.

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

TASHKENT · INDIA TV · MESC Media & Entertainment Skills Council · EXL · Colour Yellow · viacom18
TV18 · Balaji · PIXELFRAMES · दैनिक जागरण No.1 India's Best Read Hindi Daily · ZEE NEWS
India Today Making Sense of India · Doordarshan · NDTV · Rajshri Estd.1947 · Sputnik · IBN7
Press Council of India · India न्यूज़ · inshorts · Perfect Relations The Science of Image Management · सहारा समय · tv9
Ministry of Information and Broadcasting · अमर उजाला · The Times of India · News18 India · India News · mudra group
envisage Brand Marketing & Promotion · WEBKUL · R* · Tavroni Animations · आज तक · PTC News
SME Street · The Quint · Mirig Sight · TRELLIS COMMUNICATIONS Film Video Cyberspace & Networking · KK Kommune · Explore Gadgets

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.

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. 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.

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.

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. 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. Bharat Rai, B.Sc. Animation & VFX (2016-2019)
Placed In:-Sampoorn 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. 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.

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 gets 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.

Admission Flow Chart

Step 1

Register Online at www.sharda.ac.in

Register Manually at Admission Cell, Sharda University OR Sharda Counselling Centres

- Enquiry registered
- System ID generated

- Information is provided on courses, eligibility criteria, fee, etc by Counsellor/Faculty
- Document verification is done

→ Exit if not eligible/ not interested

Eligible

Step 2

- Pay Application Fee
- Fill Application form

Step 3

Admission through SUAT

Admission through National/State Level Test JEE/CLAT/LSAT/CAT/MAT/XAT/NATA/NEET

Test ID & Password are issued

SUAT @ Sharda University

SUAT @ Pan India Centres

SUAT @ Home Based Proctor Enabled Test

Unsuccessful → Exit

Successful

Step 4

Appear for PI at Sharda University (GD as well in case of MBA)

Selected

Rejected → Exit

Step 5

Provisional Admission Offered

Programme fee deposited either through Cash/DD/Credit-Debit Card/Online

Registration/Matriculation (Document verification by School) → Commencement of Class

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."

Notes

Regional Reach-
Sharda Counselling Centre

SHARDA UNIVERSITY CAMPUS
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