



Cultural Meet concludes

The School of Medical Science and Research emerged as the overall champion in the month-long Inter-Branch Cultural Meet 2014-15 that concluded on April 18. (Report on P2)

‘Sharda Sahyog’ for quake-hit Nepal

The Shardans Team

GREATER NOIDA: The Sharda University has responded to the crisis that quake-hit Nepal faces today. It has launched “Sharda Sahyog” programme undertaking the following relief measures:

- Sending a team of six qualified doctors with three nurses and four Nepali students of 3rd year Nursing to Kathmandu to assist the local population and provide medical aid.
- Sending medicines,

blankets, bandages, splints, water purification tablets, etc.

○ Collecting voluntary donations from faculty, staff and students of Sharda University, which along with the contribution of the university will be handed over to the Ambassador of Nepal at a later date.

○ Sharda Hospital will provide free treatment to patients from Nepal, and also pick them up from the Airport and bring them to Sharda Hospital. The attendants of the patients will be provided free boarding

and lodging.

Donation boxes have been placed in all the hostels as well as in the Office of the International Division (Room No. 104, Block 2).

A notice issued by the Office of the Chancellor reads:

“The entire Sharda University, its Faculty, Staff and Students are pained to hear about the tragic loss of human lives and infrastructure in Nepal due to the earthquake. In this hour of grief we stand beside our students from Nepal and share

their grief and sorrow.

Relief for Nepali examinees

Meanwhile, the university, where End-Term examinations started from April 27, has allowed its Nepali students to skip exams until April 30. A notice issued by the Controller of Examination says:

“Students from Nepal may be allowed not to appear in their examinations till April 30, 2015. These students shall be given a chance to appear in their respective papers later.”

Promise to stay friends forever

By Rishi Anand
BJMC-II

GREATER NOIDA: A few tears, a few smiles, some tight hugs, some photographs, some sad goodbyes and promises to stay friends forever. These are the essential ingredients of the perfect farewell.

For the final year students this is the final month of their stay at Sharda and, various departments are having their farewell celebration. Departments of Civil Engineering, Mechanical Engineering, ECE and many other departments and schools celebrated their farewell and gave students their best wishes for their future.

Despite the pressure of exams, the student managed to have fun

over the time spent with each other.

Farewell is an event of large significance in the life of all college students. It marks the end of their care-free college life and the beginning of their first step in the competitive professional world.

These parties often convey a general message, that the individual or people leaving will be missed and remembered.



HAPPY FACES: Prof. B. Bhattacharya, COE and Dean, SBSR; Prof. H.K. Verma, Dean, Academics; and Dr. Rajesh Kumar, Co-Coordinator of the Earth Day celebrations, with some of the participants during valedictory session on April 22, 2015.

Sharda shows the way on Earth Day

134 schoolchildren participate in two-day events hosted by SBSR

By Shashwat Pant
BJMC-II

GREATER NOIDA: Each year on the 22nd of April, the world stands united in support of protecting the environment, and celebrate ‘Earth Day’. Sharda University celebrated this day on April 21-22 with schoolchildren from six different schools of Greater Noida: Father Agnel School, Somerville School, Greater Valley School, Ryan International School, Apeejay International School and Jaypee Public School.

There were 134 students who participated in five events of which three were group events and two were individual events. Group events included Quiz, Debate and Play and Individual events consisted of Painting and Essay writing. The students were given certificates and winners and runner ups were given cash prizes along with certificates.

Dr. Rajesh Kumar, the co-coordinator of the event, when asked why the events focused on school children, said “The world we are living in, hasn’t been taken from our ancestors, it has been borrowed from our children. “As they are the future we need to create an impression on them to take care of their Earth.”

Sharda University has been host-



DILIGENT STUDENTS: Essay writing and painting competitions in progress on April 21.



ing this event for the past five years. Until last year, the event was funded by the Ministry of Earth Sciences. This year it was funded by the university itself. The response from the students was marvelous. It could be seen from how they expressed their feelings and thoughts through essays and paintings.

Dr. Kumar when asked about his experience said, “It has been very good. I have continued to be involved in this since 2011 because I get satisfaction helping mother Earth.”

The Controller of Examination and Dean, School of Basic Sciences, Prof. Bhaskar Bhattacharya, said, “All the preparations were done within a week and the faculty did a great job. The schoolstudents who participated have shown great enthusiasm, as during the growing up process, many forget to dream or some forget to chase their dreams.” He also talked about how well the students used color combinations in their paintings.

Prof. Bhattacharya emphasised on making this world a better place.

He told the students present that the doors of Sharda were open to them if they wanted to take part in the various cultural events that take place in the campus.

Prof. Bhattacharya concluded the event by awarding the winners with prizes and certificates. He also expressed his gratitude to everyone who helped make this event successful saying “it was a team effort”.

He mentioned how important teachers are in our life. How they should be saluted as their effort can make the country a better place.

SHORT TAKES



Transformational Teacher's Awards presented: Sharda University recently honoured several schoolteachers with Transformational Teacher's Awards. The university had asked its students to recommend the names of their Class X and XII teachers who made an impact on them. On April 18, 2015, more than a dozen teachers from all over India were felicitated at a ceremony held in the C-Block of Sharda Hospital. The picture above was taken on the occasion in which Registrar Avais Ahmad, Executive Director Prashant Gupta, Prof. R.K. Verma, Mr. Mridul Dharwal from the SBS and Vice Chancellor Vijay Gupta listen to an awardee.



WORKSHOP WITH THAI SCHOLAR: The School Of Business Studies (SBS) on April 9 organized a workshop in association with the International College, Payap University, Thailand. The topic of the workshop was "Job Creation and Local Entrepreneurship's role towards Poverty Reduction and Stability in ASEAN Economic Community". Dr. Somboon Panyakom, Dean, International College, was the keynote speaker. SBS faculty Mridul Dharwal was convener of the workshop.



TALK AT LAW SCHOOL: The School of Law organised a talk on April 20 by Justice (Retd) Manmohan Sareen, former chief justice of Jammu & Kashmir High Court. He spoke on "Eradicating Corruption and Bringing Probity in Governance".



SMSR steals the show as Cultural Meet concludes

By Rishi Anand &
Anamika Verma
BJMC-II

GREATER NOIDA: The month-long Inter-Branch Cultural Meet 2014-15 concluded on April 18 with the School of Medical Science and Research (SMSR) emerging as the overall champion.

Department wise six running trophies were given and individual winners were awarded with medals and trophies.

The SMSR claimed the running trophy by scoring the high-

est points in the first-ever activity of its kind that was inaugurated inside the Sharda University campus on March 20, 2015.

The Medical School won the Literary, Music, Dramatics and Fine Arts competitions while the Department of ECE won the Dance competitions.

The Cultural Meet had begun with Debate and Quiz competitions in November 2014 while the rest of the competitions were conducted from March 20 onwards.

The prize distribution cere-

mony on April 18 was held in Auditorium 105 of Block 3.

The prizes were given away by the Dean Students Welfare, Prof. Ranvir Singh, as well as faculty coordinators of various clubs namely Ms. Shanti Narayan, Ms. Brinda Choudhary, Ms. Noor-e-Zehra, Mr. Mehak Singh and Mr. Shaheen Nazar.

The Vice Chancellor, Prof. Vijay Gupta, who was the chief guest of the ceremony, appreciated the hard work of the organisers and congratulated the students for displaying their tal-

ent.

Prof. Ranvir Singh said that a new beginning has been made. Now it was for the students to make use of this platform. Mr. Mehak Singh as Head of Sports and Events also congratulated the organizers and participants for putting up a stellar show.

Shah Saaib Ahmad Rabbani, the student coordinator, called on his fellow students to increase the participation in future events.

They should come out of their comfort zone and start exploring their talents, he added.

New Years of Nepal, Bangladesh celebrated

By Anamika Verma
BJMC-III

GREATER NOIDA: The New Year's Days of India's two closest neighbours – Bangladesh and Nepal – were celebrated in Sharda University recently. Diplomats and officials from the two countries joined students, faculty and staff of Sharda for the joint celebration held in Auditorium 105 of Block 3 on April 13.

'Noborosh' and 'Nayabarsa' the New Years of Bangladesh and Nepal respectively, is the most awaited festivals of the two countries. It starts in mid-April, according to their respective calendars.

The event started with greetings and national anthems of both the countries - 'Amar Sonar Bangle' and 'Sayaun Thunga Phool Ka'. Everyone gave a standing ovation as a mark of respect to the national anthems. This is the unique feature of Sharda which celebrates festivals, National Days and New Years of various countries.

The event was graced with the presence of Prof. Vijay Gupta, Vice Chancellor; Shah Ahmed Shafi, minister, Bangladesh High Commission; Counselors Aryan Karki and K.P. Pantha from Nepal Embassy; Prof. P.K. Jaitley, Dean, SET; and Prof. Ranveer Singh, Dean, Students Welfare. They enlightened the students with their message of integration and unity between different cultures while in Sharda. Prof. Birendra of the School of Language and Culture recited the song 'Aami Bangle Ae Hai.'

The guests were presented with bouquets. Sajan Rahman and Shaswat Aryal, students from Bangladesh and Nepal respectively, gave a review of their cultures.

Nepali and Bangladeshi youth played traditional music during the program. Solo and group dances refreshed the power of classics. The event also honored Ra-



Nepali dance and (below) patriotic songs of Bangladesh were presented.



bindranath Tagore as his famous poems were recited.

The event was marked by a dance by girls of three different nationalities. The

event was organized jointly by the students of Bangladesh and Nepal.

The event ended with a ramp walk by youths dressing up in traditional attires.

SBS holds blood donation camp

By Rishi Anand & Anamika Verma
BJMC-II

GREATER NOIDA: THE Students' Club of the School of Business Studies (SBS) recently organized a Blood donation Camp in collaboration with Sharda Hospital Blood Bank. A total of 50 students came forward. However, only 30 students were accepted owing to various reasons.

Strict criteria are followed for those willing to donate blood: their age must be between 18-60, they should weigh above 45 kg and have their hemoglobin above 12.5gm%.

Besides, those who fell ill during the week, or took pain-killers during last two days, or suffered from any infection, or vaccinated or operated upon were also returned.



Blood collection in progress

According to Sunil Shah, coordinator of School of Business Studies, his dream to organize a blood donation camp for the students in the college finally came true. He said he was able to organize this programme with the support of Dean, SBS, Prof. Mukesh Chaturvedi, and faculty coordinator, Prof Swati Oberoi.

Sharda Hospital's Blood Bank in-charge Dr. Seema Dua said such camps are organized from time to time throughout the campus. Several schools and departments have shown interest in organizing it. This time, the School of Business Studies took up the cause and motivated the students throughout the campus.

FORUM

This space is meant for debate and discussion on issues of contemporary relevance. It is an open forum. Readers are welcome to send feedback and contributions at: theshardans@sharda.ac.in

The distorted concept of beauty: Media to blame

By Priyamvada
Budhalakoti
BJMC-IV

It is a known fact that social inequality exists in the world from the ancient times. We have read, seen, and witnessed such varied type of inequality concerning race, gender and class.

Media has played its fair share of good cop and bad cop when it comes to social inequality concerning race.

Most of the content in media has spread the concept of racism to many levels.

The perception of what is beautiful has been shaped by the content in the media. The general acceptance for the parameters of beauty set by media is broadly fair is beautiful, fair is handsome.

Our perception of being beautiful and handsome has been related with the colour tone of the skin. Television commercial for cosmetics and creams which blatantly say fair is beautiful and handsome, spread a distasteful message about beauty. Major beauty and cosmetics brand have come up with a measuring scale to

measure fairness. This further flares up the debate of fair being the only form of accepted beauty in our society.

Our Bollywood industry was initially perceived to be an industry where fairness was the marked criteria to be beautiful.

Talent was the secondary criteria. Many talented actresses have been denied a role in this industry and they have gone to be successful actresses in Hollywood purely based on their talent.

These actresses have been very verbose about this discrimination in social media and through many social campaigns.

Not only Bollywood but Hollywood too has been on the receiving end for flaring up the debate over discrimination based on race.

Some movies have had a white man saving an entire Asian population using their own fighting and martial art technique.

Such instances have created an outrage in the world and in the media industry. Slowly the idea and notion of beauty that once sold the products is changing. Social campaigns like 'Dark is Beautiful' is striving to make people realise that beauty is not only skin deep.

Social campaigns like 'Dark is Beautiful' is striving to make people realise that beauty is not only skin deep



Topic

SOCIAL INEQUALITY AND MEDIA CONTENT

"We need to start talking about inequality again; we need to start talking about the inequities and unfairnesses and the injustices of an excessively divided society, divided by wealth, by opportunity, by outcome, by assets and so forth."

Tony Robert Judt
British historian

Fairness cream ads not in good taste

By Tashi Yangzom
BJMC-IV

RACISM is something that has existed throughout human history. It is basically the hatred of one person by another or the belief that another person is less human - because of the colour of their skin, language, customs, place of birth or any factor that supposedly reveals the basic nature of the person.

It has influenced wars, slavery, the information of nations, and legal codes.

No matter how far people have developed, there is still this thinking of fairer people being better looking than others.

The media, instead of trying to break this stereotype, are promot-

ing it through the various fairness cream advertisements.

All the advertisements that are related to cream products which promises for a fairer and glowing skin is the best suited example for racism because they are inculcating as the fastest means to reach out to society in various ways.

Such advertisements makes you think and wonder because by then you have already been affected even if it had not bothered you before.

Therefore, media does not only give out information or spread awareness, but can also make you feel and think differently.

This is the 21st century and yet, these advertisements are still affecting many people in various forms.

Media playing positive role in spreading gender equality

By Musa Zubaida
BJMC-IV

GENDER inequality in my definition is the unequal and biased treatment between the two sexes.

I strongly believe that the unequal treatment of women is something that should have stayed in primitive times, we are in the present now and we are far more advanced than we ever were and yet we are old fashioned in our thinking of how men and women should be treated.

Gender stratification refers to the ranking of the sexes in such a way that women are unequal in power, resources, prestige and worth.

There is a saying that we add to

gender inequality, 'this is a man's world' that statement rings true to many ears because women have always been a step behind men because society has not accepted that women are just as capable as men.

Knowing this to be a fact it is hard to accept that society can be insensitive to women, even in the sophisticated world that we live in.

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So the media is therefore standing for women because women have been historically viewed as inferior to men in many aspects in work place, education and religion.

Media has been trying to create an awareness concerning these issues. Media has passed information on different forms hoping to see a glimpse of equality.

Media content controlled by upper class

By Mubarak Aliyu
BJMC-IV

SOCIAL inequality can be defined as the unequal distribution of societal resources.

Media content, however, can be defined as the information that adds value or provides value to the audience. Class is regarded as belonging to a particular category.

However, social inequality tends to say that the idea of the

upper class becomes the idea of the middle or lower class. This, in general, shows that the upper classes have access to more societal resources to lower class in the society. For example, in the society the upper class people tend to study in a better school than those in the lower class and have more quality education.

Furthermore, in media context, the upper class controls the quality and value of information being pro-

vided by the media. They tell media what to do and how to act in the society. This shows that the information which adds value to the people in the society is sometimes provided by the upper class

In addition, the societal resources should be distributed equally in the society and every single individual in the society should be provided with a quality and valuable information by the media without differences.

Experts focus on neonatal health

By The Shardans Team

GREATER NOIDA: The School of Medical Science and Research (SMSR) recently organised a conference on 'Newer Advances in Neonatology' in which various aspects of neonatal health were discussed.

Nearly 400 delegates from various parts of UP and Delhi attended the conference. It was inaugurated by Prof. V.P. Mishra who is academic adviser to the Medical Council of India.

Dr Mishra emphasized the need of quality improvement in medical education taking into consideration the indigenous innovation and the prevailing diseases that are causing

mortality, morbidity and disability in children. He advocated for evidence-based medicine and highlighted the importance of rational antibiotic therapy to avoid emergence of superbugs which is a great threat to the world and especially to developing countries like India.

The Chancellor of Sharda University, Mr. P.K. Gupta, highlighted the importance of continuing medical education as a key factor in advancement of knowledge and skills and urged the young medicos to be aware of the latest knowledge in their field.

He congratulated the Department of Paediatrics for taking up such a vital subject concerning the most

vulnerable group of people.

The Pro Chancellor, Mr. Y.K. Gupta, also spoke on this occasion and emphasized the need for a public-private partnership in health delivery in the country

Highlighting the achievements of Sharda University, Vice Chancellor Vijay Gupta stated that Sharda has consistently been rated one of the best private universities in the country. The SMSR Principal, Dr P.L. Kariholu also addressed the delegates and focused on the importance of continuing medical education as a key to updating the knowledge. He urged other departments to organize similar training courses and seminars.



A view of the seminar held on April 17, 2015, at the SMSR Auditorium.



GOLF TOURNAMENT: The School of Law organized a golf tournament on April 10 in the lawns of Sharda campus. Chancellor P.K. Gupta inaugurated the tournament by swinging the first shot. Nearly 50 students showed their golfing skills.

ACCESSORIZE YOUR LOOK....

BOOK is not complete without its cover, likewise your look is incomplete without accessories. Accessories always completes ones look if carried off nicely. And summers are the best time to flaunt your extra piece of style.

If we start from footwear, comfort loving girls can go for flat sandals, ballet flat or espadrille which can be paired with jeans and tee-shirt, shirt or a summer dress and give you a casual look. Man-dal are also in trend but few liked this kind of foot wear which can give you a boho-chic look if paired with dungarees, shorts or loose uppers. And for your party look you can choose either from Stiletto or pumps it will not only give you extra inches but also add punk into your attire. So go and grab one to add in your closet because Cinderella is a proof that a new pair of shoes can change your life.

Head accessories

A fine head of hair adds beauty to a good face and jewels add spunk into it. Head accessories is the trend which bang the Fashion Bazaar and have huge varieties to choose from head bands to head scarves and turban, from head wands to head around and from floral combs to hair grips, barrettes, clips, vintage jewels, scarf and many more

their lot of stuff confuse you. If you are opting for hair bun décor it with head wand, floral comb, bobby pins

etc, if you flaunt your locks try head scarf, head bands, hippie head around, chain or feather back halo. Braids can also be accessories in a same manner using fresh flowers, tie around scarf or bidding, dreadlocks and feathers extensions are so in this season. Coming down to ears, neck and hands, ear cuffs, ring cuffs and statement neck-pieces are in and continues from last season and still are the favourite among girls.

Look you can try this season: Boho-Chic

Boho is all about looking individual and natural. Earthy tones are best, with splashes of colours like orange, green, and magenta. Skirts dungarees, shorts, loose tee-shirt, knee length dress and flowy shirts are good, but you don't have to wear baggy clothes to be Boho.

Shoes can vary depending on your preference. Sandals would be the obvious choice. Boots can also go well. For hair give it a little curve at the bottom instead of board straight in an emo or scene style. Plenty of bracelets, ankle bracelets, mix-and-match necklaces, and dangling earrings and it doesn't stop with jewellery. The possibilities are endless. Just make sure they're a noticeable part of your wardrobe.

Apart from boho look, if you are getting ready, choose your accessories accordingly. Do not wear it all together.

If you're going for statement neck-pieces do not wear heavy earrings, just pick a ring to complete your look.

Accessories are like vitamins to fashion- as such, you should use them liberally and correctly.

Boho is all about looking individual and natural. Earthy tones are best, with splashes of colours like orange, green, and magenta.



Reflecting the common concern through cinema

By Shivendra Sangwan
BJMC-II

SUFFOCATED by the commercialized cinema, dominated by media houses which are majorly driven by motivation of making profit and providing what the crowd wants to consume, efforts are being made in various parts of the country to produce and screen meaningful, realistic and innovative cinema. A part of this movement is 'Cinema of Resistance' started in 2006, in the eastern Uttar Pradesh town of Gorakhpur.

It started out with screening of films with a purpose of encouraging cinema having high artistic quotient and spreading awareness about real ongoing social issues rather than the spoon fed version of mainstream media. The films produced by the movement mostly portray hardships of common man and his struggle.

The movement operates solely on people's funding as it has a policy of 'No sponsorship'. No passes, invitations or entry fees are required for attending it. So far 43 film festivals have been organized in which 100 feature films, 300 documentaries, 25 short and animation films, 2 poetry sessions, 4 music concerts and 5 painting exhibitions have been shown. Many renowned names such as Arundhati Roy, Uma Chakroborti, M.S. Sathyu have actively participated and supported the movement.

All in all it strives to be 'People's cinema', which encourages film makers to try different approach from the commercialized version. It breaks away from the boundaries of multiplex culture of metros and spreads into towns and villages of India, closer to the ground reality. It aligns with the aesthetic resistance of country and elevates the conscience of masses.

On-the-job learning at Radio City

Aditi Chaudhary
MJMC-IV

Ibelieve every opportunity we get brings with it some learning. I experienced the same during my internship with Radio City 91.1 FM in Delhi. It is one of the reputed radio channels in the country and to intern there is a time I will always relish.

I was excited about my first day, and it was worth all the anticipation. My time there started with a tour of the radio station, where I was introduced to many departments like programming, marketing, sales and creative client servicing where I would be spending my time.

It took me an entire week to get acquainted with the office and its functioning.

Second week, I was given my first advertising assignment. After my proposal was approved my work



As part of our curriculum, Final Semester Mass Communication students of undergraduate and postgraduate have been sent to various media houses as well as Ad and PR agencies for on-the-job experience. Following is a piece by one such student who is currently working with a reputed FM radio station.

started. My work began with step one, which was designing a basic advertisement for my client. After that I also had to prepare scripts and do some programming. I have also been giving voice overs, something I had not done before.

During my time at Radio City, I have learnt how to write jingles, prepare campaigns, come up with catchy one-liner, stories, and announcements which include humour, conversation, etc. Writing jingles and campaigns were the most challenging job I came across during my time here.

I found both very confusing, but it

is an essential part in Creative Client Servicing. Having never done it before, it was very frustrating. I then went to my team coordinator to share my problem. She was very helpful and sat down with me to explain how to write jingle in a professional manner.

She was very patient as she understood my time there was a learning experience.

In a few weeks all of this will be over. Leaving this place isn't going to be easy but I am confident I have learnt a great deal. Where ever I go from here, the time I spent and the experience I gathered from here will be cherished by me.

Student Column

TALK OF SHARDA

Exams are on the head and so is the holiday season. Every day we inch closer to it with the anticipation building. Let's focus on making it through the exams with as soaring success as the temperatures outside and make our semester break a story worth telling!

Tip: All the best for the final exams!



THE SHARDANS

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