



Sharda 'model polling booth' for election

The Shardans Team

GREATER NOIDA: Sharda University has been selected for a 'model polling booth' for the upcoming UP election, to be held in Greater Noida on February 11.

The booth at the University will cater to all the residents, specially students across Knowledge Park and Tugalpur.

Kumar Vineet, ADM (Executive) had in fact given such a hint two months ago in a programme on Suno Sharda 90.8FM where he was invited to create awareness about voting.

While the Gautam Budh Nagar district administration is busy giving final shape to its preparations and arrangements, the residents are keeping a close watch on the candidates.

Gearing up for the elections, Sharda University, with other institutions, is chipping in to make exercising one's franchise an unforgettable experience.

A grand function was planned on January 23 at Gautam Buddha University. It was observed as Matdata Diwas (Voters' Day).

Chief Election Commissioner of India, Mr. Naseem Zaidi, was the chief guest at this function.



REACHING OUT TO THE MASSES: ADM (Executive) Kumar Vineet, in conversation with RJ Prince making the announcement on Suno Sharda 90.8FM.

In the run-up to the Matdata Diwas, Sharda University hosted a dress rehearsal of sorts on January 19, where all the participating colleges and institutions gathered and showcased their programmes.

Competitions like poster making,

street plays, mime and other contests were organised. The theme of the event was 'Ethical voting'.

To finalise everything and ensuring an error-free function, a meeting of all the stakeholders was held at DM office earlier in January wherein Sharda Uni-

versity was awarded the responsibility of organising the warm up event.

The polling for Uttar Pradesh Legislative Assembly will be done in six phases. Voting for the three seats of Gautam Budh Nagar will be held on February 11.



68TH REPUBLIC DAY CELEBRATED: The Chancellor, Mr. P.K. Gupta, unfurls the tricolour at Sharda premises on the occasion of 68th Republic Day. It was followed by a cultural programme in which students from various Indian states and friendly countries showcased their talents.

Students get useful tips on internship

Shivendra Sangwan
BAJMC 6th Semester

GREATER NOIDA: The Department of Mass Communication held an interaction with the final semester students of BAJMC and MAJMC on 6th January as part of Sharda University's OJT (on job training) program, in which UG and PG students receive industry exposure as interns. Several faculty members addressed the students. They highlighted the importance of presenting themselves as a viable employee. Mohd. Salim, an ex-student of Sharda's Mass Communication, spoke on his journey from university to the industry.

Campus gears up for ISMUN event on Feb 4-5

The Shardans Team

GREATER NOIDA: Sharda University is all set to host the 4th edition of ISMUN (International Sharda Model United Nations).

Delegates from 14 countries are expected to participate in the deliberations on 4th and 5th February.

The event is being organised in collaboration with the United Nations Information Centre for India & Bhutan as well as UN Women Gender Equality Movement (He for She). Accommodation partner of ISMUN 2017 is Oyo, mobility partner is Uber, Ticketing partner Partiko and Offline social partner Highend. Global news channel World Is One News (WION) is the international news

partner.

Objectives of the MUN include maintaining peace and security, promoting human rights, fostering social and economic development and spreading the message of peace and equality to the world at large.

The five councils to be simulated at ISMUN 2017 are: Human Rights Council; High Commission for Refugees; International Atomic Energy Agency; Commission on the Status of Women; and World Health Assembly.

In the past few months ISMUN Society delegates have bagged awards at KIITMUN, DMEMUN and MRIUMUN.

Amanpreet Singh, a Computer Science student at Sharda, will serve as the

Secretary General of ISMUN 2017. He has participated in more than 40 MUN conferences and chaired over 15 MUN's across the country. He will also serve as the youth ambassador for Gender Equality at Sharda University.

"ISMUN is not a jamboree of people dressed in their best suits and ties. It's rather going to be a platform to ponder over serious challenges like radicalism and xenophobia", says Amanpreet Singh.

The vice chancellor of the University, Prof. Vijay Gupta, DSW Nirupma Gupta, ADSW Noor-e-Zehra, and Faculty Advisers of ISMUN Society Kavita Iyer and Ishan Ranjan have expressed their best wishes to the organizers of ISMUN 2017.



New security measures implemented

Tanvi Rajvanshi
MAJMC Second Semester

GREATER NOIDA: Safety and security has seen a major upgrade at Sharda University. Five high-security installations have emerged at different entry gates of the University. The University is committed to providing top-notch security to the campus surroundings, said Pawan Kumar Yadav, Chief Security Officer. It had started on 28th of December 2016.

The security department offers a variety of services to protect and serve students and staff. A total of 123 people controlling the security ensure no outsider or unwanted person enters the university premises.

The security contingent includes uniformed Controller and Guards available 24x7. Zero tolerance policy towards con-

sumption of alcohol and drug is strictly enforced. The entire campus including boys and girls hostels, staff quarters, parking lots and the buildings of various schools have foolproof security.

The campus is monitored with 100 CCTV cameras, according to Sharda's official website.

Identification cards are required to be used by everyone entering or exiting the campus premises. To make sure pedestrians are safe on campus, the department has installed high-intensity activated crosswalks in the campus.

They perform their duty with great responsibility on their shoulders without a single holiday in their account. The security measures executed recently in the university have proved to be really helpful for the students and has helped making everyone feel secure.



Faculty members and students at the World Book Fair

When all roads led to Book Fair

Aditya kumar
BAJMC 2nd semester

NEW DELHI: The Mass Communication Department of Sharda University organised a trip to the World Book Fair at Delhi's Pragati Maidan on 14 January 2017. Book Fair set

new record this year as book lovers turned in big numbers. According to press reports, there was a 25-percent hike in the footfall.

"Usually, every year the footfall is low on the first few days, especially on weekdays. However, this year, on day one, we saw a ticket sale of around

75,000 – this is exclusive of about 20,000 tickets sold at the metro stations across the Capital, and the online bookings," Hindustan Times quoted an official of the National Book Trust (NBT).

The students of BAJMC and MAJMC made full use of the opportunity to explore and comb through the innumerable books displayed by Indian as well as foreign publications.

According to the organizers, 1,500 publishers and booksellers, including 50 from foreign countries, were exhibiting their books. There were 2,500 stalls selling books in Hindi, English and many other national and international languages for every age group. The nine-day fair was inaugurated on Jan. 7.

Nikhil Sharma of BAJMC Second Semester was overwhelmed. He said he had a wonderful experience. "I really had a great time going through a large number of books which were on display. I also liked the cultural show that was held at the fair as I got to learn about the cultures of villages through the show."

A stall owner said that these days people are not interested in buying books but because of fair "we are getting buyers in good numbers." But not every stall owners was happy as some of them complained of fewer visitors.

Apart from books, the Sharda students also got a chance to interact with hosts of prominent writers and journalists. Among them was Urmillesh, a well known journalist and TV presenter. "I was thrilled to see him. He was kind enough to talk to us. He gave us some useful tips of the field of journalism and discussed with us about the working of the media industry," said Rohit Ojha of BAJMC Fourth Semester. Other celebrities that the students met were poet Ashok Chakradhar, journalist Anil Chamadia, Sahitya Academy awardee Gangesh Gunjan, Kushabhau Thakre Patrkarita University Vice Chancellor Prof. M.S. Parmar, National Book Trust Chairman Baldev Bhai Sharma, etc.

The students also became part of a panel discussion that the Lok Sabha Television held in the premises of Pragati Maidan. Mass Communication faculty Vinit Utpal was one of the participants.

- With input from Swati Kaushik,
BAJMC 4th Semester



SCANNING THE BOOKS: A Mass Communication student at one of the stalls at Pragati Maidan.



Students with Gangesh Gunjan



... with Ashok Chakradhar



... with Prof. M.S. Parmar



... with Anil Chamadia



Mass Communication faculty Vinit Utpal recently met the Governor of Goa, Mrs. Mridula Sinha, in a function in the Constitution Club, Delhi. He presented her a copy of *The Shardans* (Hindi) which contains her interview by Mass Communication students during their recent visit to Goa.

Disney expert gives presentation on animated movies

Shivendra Sangwan
BAJMC 6th Semester

GREATER NOIDA: A technical expert from the Walt Disney Animation Studios delivered a special lecture at Sharda University on 6 January which was organised by the faculty and students of the School of Art, Design & Media Studies (SADMS).

Mr. Rajesh Sharma, Technology Manager

(Look/Effects/Rendering), explained through presentation the process of producing animation films. Mr Sharma, who has been the part of most of the feature length animated films from the Disney Animation Studio since 1998, gave some useful tips to the students. He highlighted the important aspects of 'Disney Animations, Movie-Making Processes and Wide Career' scope in the field of animations.

He explained how different visual effects and lightning effects are created by using software like MAYA. He said algorithm theorem and other mathematical calculations are used to design an animated character.

To create vegetations and textures of body parts of character or leaves, or oceans are also created by using various software. It takes lots of time to create a tree and its leaves. Therefore, to show forest scenes, 30,000 or more trees are cre-



INNOVATIVE: Rajesh Sharma at Sharda

ated." He also discussed about Matte painting. To create a character first a skeleton structure is framed. Then graphically fat layers are made with the help of software.

"Moana took three years to complete. Our animation team had nearly four 400," he said.

The students learned how artists, animators, painters and engineers worked together to create the story line, finalize the characters, use appropriate lighting and render frames to create the film.

The technology team invented many of the techniques and tools that were required to give the film the unique quality and look it possesses. Students and faculty members asked numerous questions regarding the career prospects in the field of animation and graphics.

- With input from Shilpa and Swati Kaushik, BAJMC 4th Semester



NEW YEAR REVELRY: SOLC Dean Prof. P.K. Mitra, Vice Chancellor Prof. Vijay Gupta and SBSR Dean Prof. B. Bhattacharya share a light moment during New Year celebration at Sharda.



OWNERS' PRIDE: Faculty members of Sharda University flaunt their certificates after completing Faculty Development Programme organised by the School of Business Studies from Jan. 2-7, 2017. They are flanked by Vice Chancellor Prof. Vijay Gupta and SBS Dean Prof. Ashok Kumar Pathak



GUESTS OF HONOUR: Hosts of celebrities visited the radio station of Suno Sharda 90.8 FM ever since it was inaugurated in December 2015 including Ragini Singer Satpal Dosa, Film maker Prakash Jha and RJ Naved of Radio Mirchi.

Suno Sharda completes one year of successful operation

Ufaira Fayaz

BAJMC 4th Semester

GREATER NOIDA: Suno Sharda 90.8 FM, touted as *Greater Noida ka Apna Radio Station* (Greater Noida's very own radio station) has completed one year of operation. It is being run from Sharda University premises. It was launched on December 16, 2015. During this one year, the station has put together a great repertoire of shows.

Apni Mitti Apne Geet is the most popular programme among the local audience as it comprises the folk music known as Ragini. The radio station receives around 15 calls on a daily basis. Listeners call for songs of their choice and also give their opinion about the programmes.

Other programs which the radio station broadcast at different times include community health show, "Radio OPD", talent hunt show "Canteen", the peppy morning show, "Sharda Savera" which provides utility information to the residents of Greater Noida. Another program also caters to the need of youth with the program, "Career Plus" where different professions and their requirements are discussed.



MEMORABLE MOMENT: The radio station was inaugurated by famous radio and TV personality Richa Anirudh.

"Chaupal" highlights social issues and raises general awareness of the residents.

Suno Sharda has an aerial range of eight kilometres and covers up to 15 kilometres of area in Greater Noida. The signals of Suno Sharda reach up to Dadri

on one side and Kasna on the other besides most of the residential areas of Greater Noida including Alpha, Beta, Jagat Farm, Gamma, Zeta etc.

The radio station gave live coverage to Sharda University's annual mega fest-CHORUS 2016 as well as silver jubilee

celebrations of Greater Noida.

Suno Sharda runs from 8 am to 5 pm. Initially, the station had only four hours of programming (8 a.m. to 12 noon). It later increased the duration up to 2 pm. The 9-hour schedule began from Nov. 21. Suno Sharda 90.8FM aims to inform, aware and entertain its listeners from 8am to 8pm soon.

The programming on the station is done in Hindi primarily except for few programmes which are broadcast in English as Greater Noida also has a considerable population of foreigners and non-Hindi speaking people.

RJ Asad is the lead voice of the station. He also helps groom other students who show interest in RJing.

During this last one year, the station has also worked as a showcase of talents of students like writing scripts, producing radio programmes, singing as well as RJing.

The future seems very exciting as the people of Greater Noida are warming up to the concept of a station which takes up their issues, raises their voice and entertains them like no other.

Suno Sharda 90.8FM wishes to involve all the universities and schools of Greater Noida in its journey onward.

Highlights of 90.8 FM

Sharda Savera: The peppy morning show dissecting utility info for the residents of Greater Noida

Apni Mitti, Apne Geet: A show comprising local folk songs anchored by student RJ

Radio OPD: Talking to doctors about ailments

Chaupal: A unique programme raising social awareness and finding solutions of local community

Biography: Stories of celebrities sprinkled with little known anecdotes

Management Mantra from Gita: Bhagwad Gita's lessons applicable in professional life

International Beats: A show on music traditions from different countries

Career Plus: What's hot and what's not in the professional arena. What is the requirement of a specific career is discussed threadbare

Maan Gaye Kisan: Tips and tricks in the field of agriculture are shared

Canteen: Student talent is promoted in the field of music, writing and other creative pursuits

PHOTOGRAPHY is an art and this art is expressed at its best by the genre of light painting. Light Painting is an abstract form of photography where technical aspects like slow shutter speed; bulb mode etc is used to create an art piece.

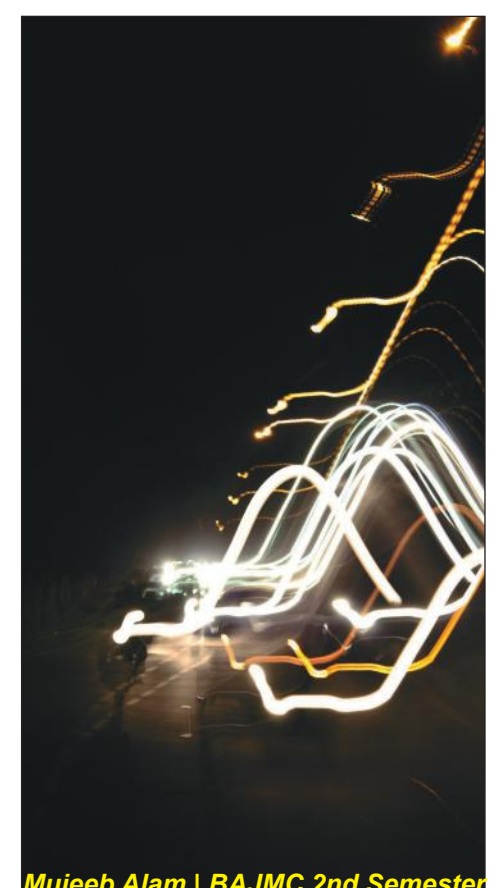
The Department of Mass Communication runs a course in photography for both its masters and bachelors students. The department also runs its photography club called 'Clickers'.

This semester, the Clickers is focusing on light painting genre. It would help a photographer enhance his or her creativity. The students would learn framing and better understanding of colors, specially the art of using light to paint a canvas of imagination.

Present here are some of the art works that the students have clicked while learning. They have come up with shots which show how they are enhancing on their talent as an artist.

Those having a camera and will to learn this art form may come and join 'Clickers'. Faculty Coordinator C.P. Rashmi may be contacted on: cp.rashmi@sharda.ac.in

Painting the world through camera



Creative Corner

Chasing her dreams

Mridu Kapoor
BAJMC, 4th Semester

DANCE. Just a thought of it made her heart bloom like a flower. Her face showed different colours. Her soul felt refreshed.

She was married but her heart was in love with her dream to become a dancer.

Today, she mustered some courage and decided to talk to her husband about it. She waited for him to come home with bated breath. Her husband came at 7. She did her routine chores, taking his bag and shoes, placing them where they belonged to and offering him a glass of water.

He went for a shower. Meanwhile, she prepared the dinner table. In between all the chores she was looking for the right time and the right words to open her mind. The right time to express her desires. Finally that moment arrived.

They were in the bedroom. She gathered all the strength she had and uttered a feeble sentence, "I need to tell you something".

Her husband looked at her and she began. She told him that she wants to be a dancer. Her parents knew about it but they married her off against her will. They told her to do what a girl is supposed to do. They thought, once married, she would forget everything and proceed on the 'right track'.

That night she spoke everything that she had in her mind and her heart. She felt relieved and hopeful. She had hoped that her husband would allow her to pursue her dreams.

But this was not to be.

She had no idea what the fortunes had in store for her. The response that she got from her husband was outrageous. He assaulted her physically and sexually, too.

"Where did I go wrong? Did I say anything bad? Why did he do this to me?" she asked herself and remained sleepless whole night. She felt like a corpse.

She was just another girl, whose dreams were crushed by the burden of early marriage. Twenty years of age and she had already completed two years of her married life. She was a housewife, tied in an unwanted relationship. Her dreams were crushed and thrown away. Her wishes were suppressed and burdened with customs and responsibilities.

Her husband had changed. The little love and affection that he has been showing were replaced by taunt and torture. It became a daily routine now. She wanted to break free from all this but could not gather strength.

Days and years passed.

She grew weaker by the day.

But this was not the end of her story.

Like every cloud has a silver lining, she found her's too.

One day she rose up with determination and said to herself: she have had enough. She packed her stuff and left.

She snapped the chains, crushed the customs, thrown away the imposed responsibilities with each step she took. She was determined. She marched with confidence, keeping her eyes on the sky.

Like every cloud has a silver lining, she found her's too

Be My Queen

Yamin Fairuz
BAJMC, 2nd Semester

I thought that I have seen beauty;

I thought I have witnessed grace;

I thought that I have known love till I gazed upon your face.

If you like your coffee hot, let me be your coffee pot;

I wanna be yours, I wanna be your

raincoat for those frequent rainy days;

I wanna be your dreamboat, when you want to sail away;

Let me be your teddy bear, take me with you anywhere

I don't care, I wanna be yours;

I wanna be the electric heater you'll get cold without;

I wanna be your setting lotion, hold your hair in deep devotion;

I want to spend the rest of my life in your lap

And I want your's hand to grab;

I want you to be my queen

And please don't be mean!!

DISCLAIMER: The contents in The Shardans are generated by students as part of their journalistic practice. They do not reflect the views of Sharda University in anyway.



In pursuit of excellence

A photo clicked by Mass Communication student of BAJMC Second Semester Afzal Adeeb Khan was selected for the national photography exhibition held at M.F. Hussain

Art Gallery, Jamia Millia Islamia, on 24th January 2017. The photograph titled Light In Heart formed part of 50 odd photographs at the exhibition.

Afzal was recently hired as an intern by a Mumbai-based company to cover the Prakash Parv which was organised in Patna from 30 Dec.-8 Jan. 2017 by the Government of Bihar to celebrate the 350th birth anniversary of Guru Gobind Singh. Picture on the left is Afzal's another piece of art that has caught people's attention. He has expressed his gratitude to his mentors in the Department of Mass Communication Ms. C.P. Rashmi and Mr. Ashraf Ali Khan.



Book Review: Harry Potter and the Cursed Child

A treat for the Potterheads

Manisha Jessica
BAJMC, 4th Semester

HARRY Potter and the Cursed Child is the eighth and probably the last instalment of the Harry Potter series. It's written by J.K. Rowling, John Tiffany and Jack Thorne. In the 8th story, nineteen years later, Harry and Hermione work at the Ministry of Magic, Hermione being the Minister herself. Ron runs his company called, "Weasleys' Wizard Wheezes".

The Trio is seen at King's Cross on platform 9 ¾ quarters seeing off their kids for Hogwarts. Albus Severus Potter, Harry's younger son, is a little hesitant about Hogwarts and what house he'll be sorted in where we see Harry solving his son's dilemma.

Now remember, the story is 19 years later in time. It's not about the Boy Who Lived.

It's also not an epilogue. It's rather an entirely different alternative universe.

The plot is not connected like it always is in a novel and the characters seem a little off.



For example, we expected Ron to work as an Auror at the Ministry but he runs a joke shop.

And you will discover an oddness about it all when you start reading. It's largely based on alternative realities with

a world in which Harry Potter lived and the other where he was dead. It also shows Albus' struggle with legacy he has carried with his name and father's popularity and Harry's difficulties with being a perfect dad for Albus.

To further understand, you must read the book like a true Potterhead because you'll notice few dear characters making an appearance. Also, spoiler alert: Scorpius asks Rose Weasley to the ball!

J.K. Rowling also said in an interview that, "she's done with Harry Potter now. It's time to let him go." So, read cursed child with an open mind and open heart and cherish this last even instalment.

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