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# SHARDA NEWS

A Practice Newspaper of the Department of Mass Communication  
Greater Noida



Volume 1, March 2018

## Greater Noida Witnessed the First Ever Marathon

### Sharda Half Marathon: United we run for Health and Happiness

**Greater Noida:**

Sharda University took a remarkable initiative to organize "Sharda Half Marathon" with an admirable motive, to run for health, happiness and unity on 18th February 2018. Being Greater Noida's biggest marathon ever, Sharda Hospital gave its wonderful efforts to make it grand and a huge success. The event was officially organized by Sharda University and Sharda Hospital, supported by U.P Govt. & CRPF.

The marathon started sharp at 6:30 am and culminated successfully at 9:30 am on Sunday in different regions of Gautam Buddha Nagar, Greater Noida. The participants were asked to rise before the sun and report inside Sharda University at 5:30 am to run for a cause together.

The whole preparations for the marathon started weeks before. A lot of hard work, commitment and efficiency was delivered to give this whole event an applauding remarks.

The Brand Ambassador of Sharda Half Marathon, Ms. Sunita Godara hoisted the commencement flag of the marathon at 6:30 and gave her encouraging words to all the participants. She is the former Asian Marathon Champion completed 76 full marathon (42.2km) till date. She is also the torch bearer at the Atlanta Olympics 1996.

Sharda University invited Mr. Jaspal Rana as the Star Guest of the Sharda half marathon. The Padma Shree Awardee is an internationally acclaimed shooter, who bagged gold medals in the Asian Games 1994, Commonwealth Games 1998, 2002, 2006 and



Marathon Winners sharing stage with Brand Ambassador and Other dignitaries of the University

2006 Asian Games. More than 10,000 people showed their enthusiasm and unity to participate and run in the marathon. People from all over greater Noida and other cities participated in the marathon. The excitement even doubled because there were four consecutive marathons which took place. The four categories of the marathon were 3Km Pink Marathon which was for Cancer Prevention, 5Km Green Marathon with the aim of Swachh Bharat, 10Km Mini Marathon for Empowering Women, 21Km Half Marathon towards national unity. With these four amazing motives the marathon became remarkable.

The organizers of the marathon honored the winners and runners up with lucrative amount of cash prizes up to INR 3,00,000. Both the men and women had different winning categories in each race. The winners of the 21 km category (women) were, Ms. Ujala who bagged Gold medal, Ms.Arпита with silver medal, Ms. Wahida winning bronze and Mr. Raj Kumar, Mr.Madan Singh, Mr.Vikas Kumar for gold, silver and bronze respectively. Going forward towards 10km race, the winners were Ms. Vijay laxmi(gold), Ms.Khushboo(silver), Ms.Varsha(bronze), Mr.Kapil(gold), Mr.Rahul(silver),

Mr.raj(bronze). These conquerors were awarded by the Brand ambassador, chancellor and other dignitaries of Sharda University. Adding a great victory in Sharda University's golden page, Ms. Lalthlengliani of MBA 2nd year was one of the winners in 5km race. According to the sources the marathoners and the winners were quite impressed by the weather condition of Greater Noida. One of the winners said, "I have participated in many marathons, but this marathon was the I enjoyed because of the lovely weather" The organizing team and all six departments of the university

along with their faculty arranged water supply and food stalls as a volunteering work in the marathon. The stalls were installed inside the campus as well as at the running paths of the marathon too, each stall had its unique theme like women empowerment, save water, cancer prevention etc. Many students of the Sharda University showed their keenness to serve marathoners as volunteers. At the stalls the students arranged dance performances and solo singing which entertained the runners.

The marathon was especially about the participation, therefore no age upper age limit was mentioned. Hence, people from old age to youngsters were seen there at the marathon.

The zeal and enthusiasm in participants made the environment lighten up and the wait ended when all the four marathons initiated and accomplished successfully. The brand ambassador shared her experience of earlier marathons to motivate everyone. she encouraged everyone to keep participating in fitness activities and promoted fit India.

Everyone was impressed and overwhelmed with this initiative of Sharda University in the proximity to spread awareness about different health and social related causes. Being a huge success this event surely justified its theme i.e. Run for Health, Happiness and unity. The warm support and co-operation of RWA and the local residents of Greater Noida made a huge probability for this marathon to be added in the golden chapters of sports in Greater Noida. **Bushra Masood BA(J&MC) 2nd year**

## Sharda Prodigals showcase their design excellence at Auto Expo

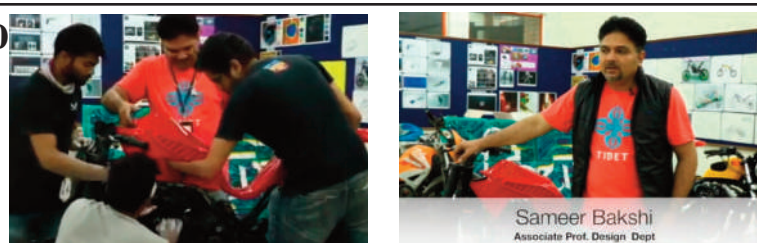
### Shardans embark the showcase as a great stepping stone to success

**Greater Noida:**

The Auto Expo is a biannual automotive show held in Greater Noida, Uttar Pradesh India. It is Asia's largest and the world's second-largest motor show. By this, students gain confidence which helps them in moving further. This edition of the Auto Expo culminated with a resounding success and has been the harbinger of transformation for the Indian auto industry. Auto Expo – The Motor Show 2018 witnessed over 500 product displays from 119 exhibitors. This included 53 original vehicle manufacturers showcasing over 100 products, including 22 launches, 81 product unveilings and 18 concept showcase. There were 14 new brand launches that included Kia Motors India, India Kawasaki Motors, and Cleveland CycleWerks. There were 25 Electric Vehicles showcased in this edition of the Auto Expo. A total of 11 start-ups

marked the presence in India through this edition of Auto Expo 2018. The crowds converged in large numbers, not just on the weekends but also on regular weekdays. The additional day saw large congregation, especially at the special zones created this time. It was a remarkable moment witnessing the breataking moment of Sharda University students and faculties pose with their spectacularly designed vehicles at the Auto Expo. Clay Model of Electric Superbike VISION R by NID'S Sijo Thomas. Project named "Breathe". It is a tool which can be attached to the exterior of any public transport vehicle. This tool is made up of a carbon capturing material. It will capture Carbon Dioxide from the air & store it" said the 27 year old, adding that, the use of this idea depend on the policies adopted by the Govt. "My idea of creating a tool called Breathe is to create Economic sit-

uation on where the user can sell CO2 & earn profit, then this idea can work. This way we are creating a profitable situation for the user which ultimately improves the environment. Such a model can only come by 2040, Ghosh said, "Sharda University has participated in Auto Expo which is covered by Hindustan Times on 12 February 2018". They show how the model is being placed. Students of all three departments, mass communication, design, and b.tech worked together for the auto expo. This edition of the Auto Expo culminated with a resounding success and has been the harbinger of transformation for the Indian auto industry. Auto Expo – The Motor Show 2018 witnessed over 500 product displays from 119 exhibitors. This included 53 original vehicle manufacturers showcasing over 100 products.



featured

**Students' engineering, design prowess on display at Auto Expo**

**CONCEPT** Focus on vehicles that can run on alternative fuels, finding solution to India's traffic problem

**My project named Breathe. It is a tool which can be attached to the exterior of any public transport vehicle. It will capture carbon dioxide from the air and store it.**

**Students and faculty members from the Sharda University, Greater Noida, pose with the vehicle designed by the students of the Department of Design, Sharda University at the Auto Expo.**

**Students and faculty members from the Sharda University, Greater Noida, pose with the vehicle designed by the students of the Department of Design, Sharda University at the Auto Expo.**

**Students and faculty members from the Sharda University, Greater Noida, pose with the vehicle designed by the students of the Department of Design, Sharda University at the Auto Expo.**



# SHARDA HALF MARATHON



*Proud Winners of 21, 10 & 05 KMs having moments with the dignitaries*



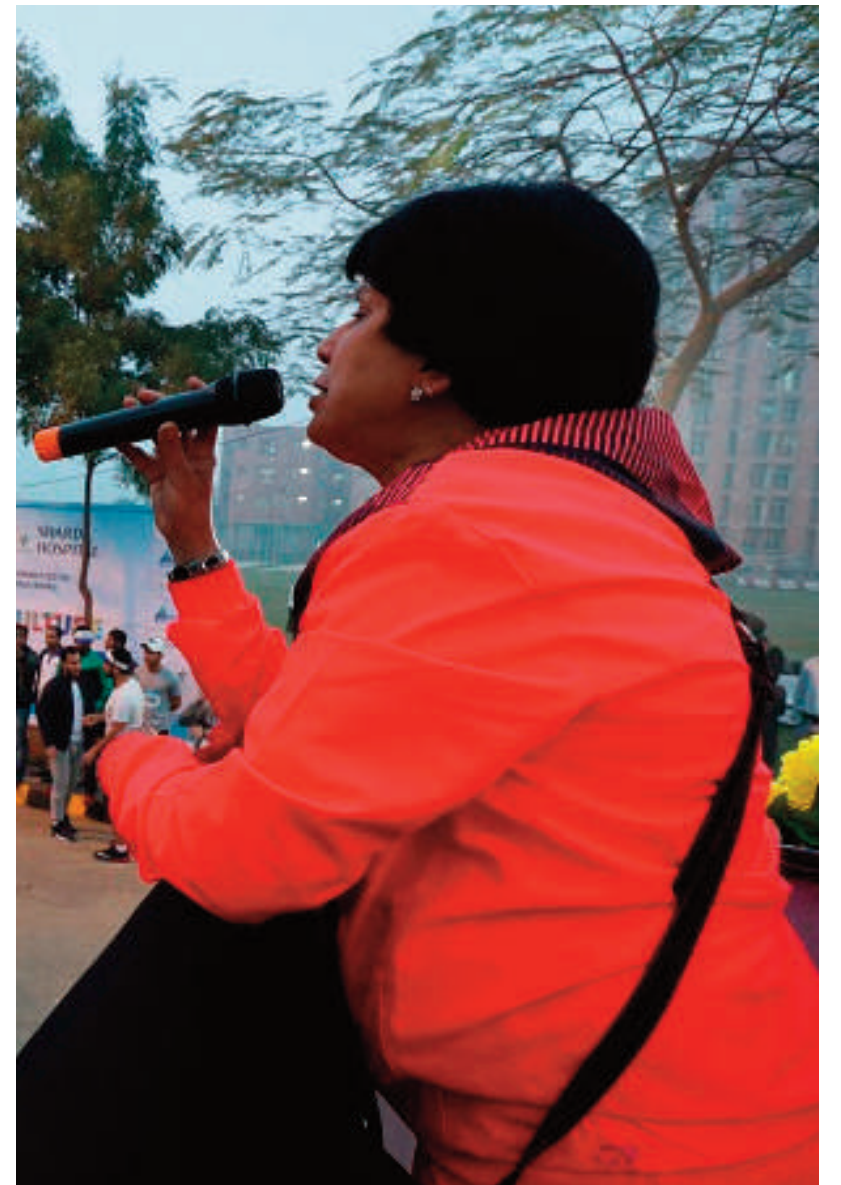
*Proud moment for the winners of Sharda Marathon 2018*



*Honorable Chancellor along with the brand ambassador and other dignitaries*



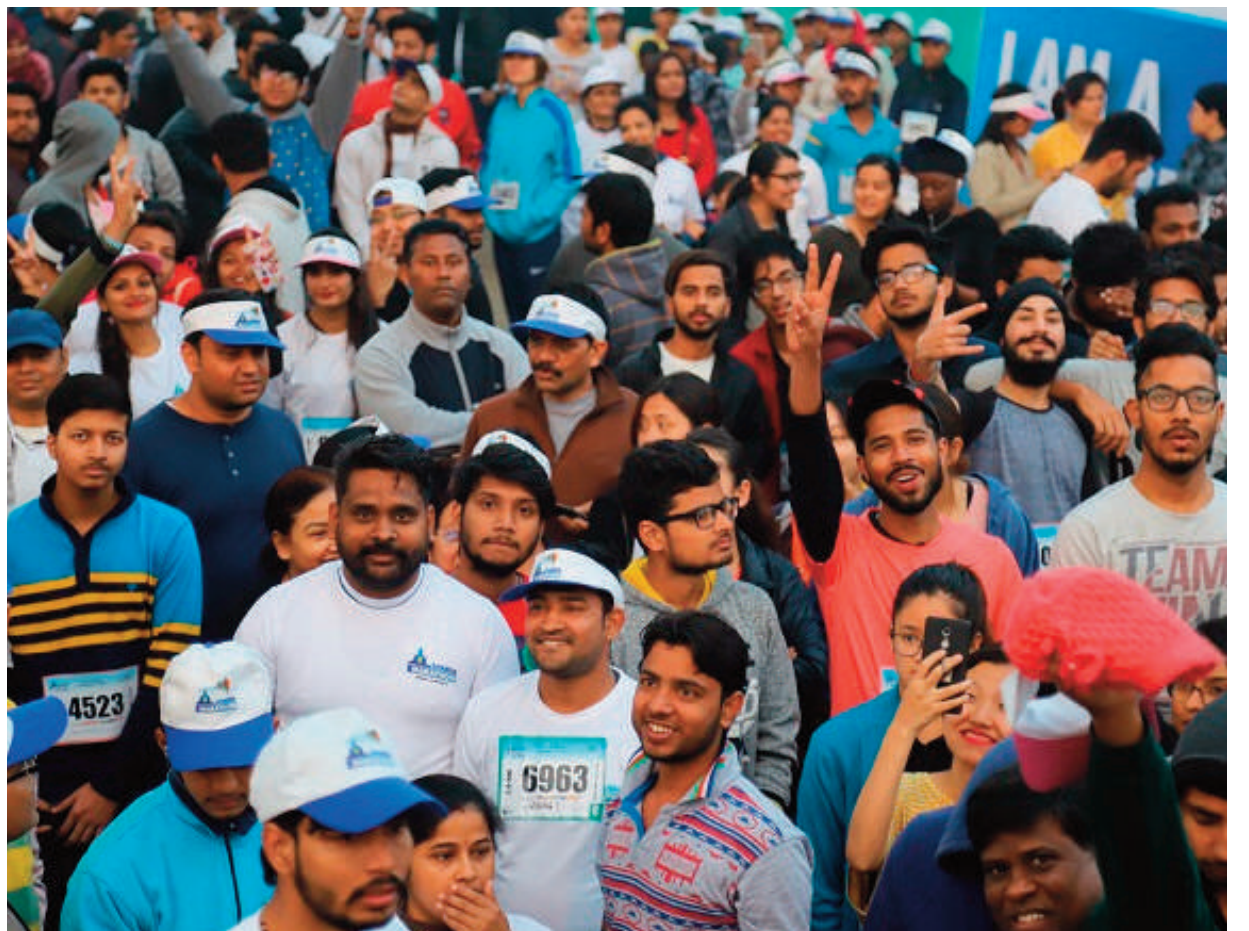
*An enthusiastic participant*



*Sharda Marathon Brand Ambassador Sunita Godara flagging off the race*



*Delighted Runners decked up for the race to flag off*



*Runners flashing winsome smiles after finishing the race*



*Empowering Womenhood: Women in lead at Sharda Marathon*





# Holi celebration at Sharda University



**Greater Noida:** Students, faculties & staff members celebrated Holi in the campus with great zeal and enthusiasm. Considering the health and hygiene, everyone used herbal and dry colors to spread the happiness amongst the university environment. Everyone shared the special moments of Holi with their friends, colleagues, teachers and coworkers before heading back home for a long and exciting weekend, filled with positive vibes, colors, celebrations and delicious food.



## Media Students visit Bhartiya Chitra Sadhna Film festival

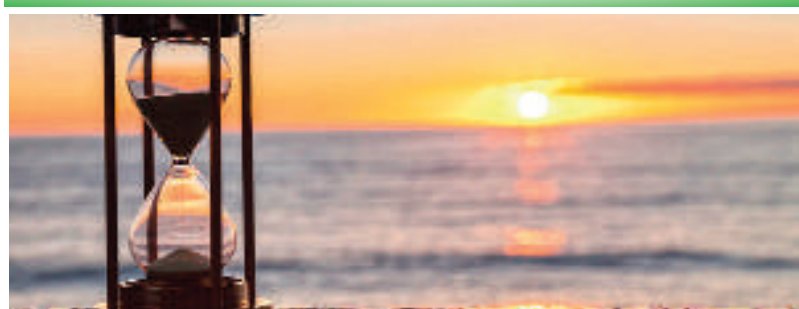
**Delhi:** Students of mass communication attended the Bharatiya Chitra Sadhna festival held on 19-21 February 2018. The festival was held at Siri Fort Auditorium, New Delhi. Various independent filmmakers, documentary film makers and students showcased their short films, documentaries and other films at the festival. Various renowned personalities from Bollywood and Hindi Cinema fratern-

ity also joined the festival to encourage the budding filmmakers. The media students of Sharda University were benefitted to be a part of this event. They received a chance to interact with Mr. Subhash Ghai, renowned director & producer and other film personalities. The students were accompanied by their faculty members to ensure a guided experience throughout the film festival.



## Poetry Corner

### ACROSS TIMES AND AGES



Neath my wings I hold you close  
Once you leave, I'll find comfort in poetry and prose  
You have given me much to imagine  
Thoughts on love and life, phillandering  
Life can't one suppress  
While love betters what is best  
Both to find their purpose  
Racing against time to see what came first  
Friendship joined and upped the game  
Once so unworthy, now what it became

Love tried to catch up but so unsteady  
Friendship reminded life of its ability  
Held hands they lost track of time  
Crossed ages and galaxies  
Love at one end, life at the other, friendship mediating.  
Just when love wanted to stop and life was about to lose  
Friendship said, I'm here for you.  
And just like that, those three continued.

By B Naomi Grace MA  
(JMC) 1st Year

### I AM SHE



I Am Not a Shining Star,  
There's No Halo over My Head  
Fate Didn't Like the Colour of My Eyes  
Struggle And Strife Are Old Friends Of Mine.  
Who Am I?  
I Am Survival. I Am Guts. I Am Pride.  
The More I Sweat, the More I Shine.  
I Like Odds. Especially When They've Stacked against Me.  
Because There Will Come A Time  
When I Stare Them in the Eye

And Smile. The Smile of the One Who Has Pulled It Off.  
I Am The Person Who Has Deep Lines On Her Face Someday.  
And It Will Make Me Look Good When I Laugh.  
Because That Is The Day I Will Fear No Fear.  
And Taste Sweat That Is Sweet.  
And Look Back On Time and Say,  
I Did It My Way.  
The Long, Hard Way.

Shalki Bhatnagar SBS 2nd Year

### Phoenix



Sometimes we fall,  
Blinded by the miseries that surrounds us  
We tumble into a bottomless pit  
Waiting to be rescued.  
We keep waiting until a tear streams down  
And we taste the salt of our scars.  
That very moment, we come to understand life.  
You alone, are to fight and rise.  
From the rubble, life throws you under.  
Every fibre of you, was torn out of pain.  
You sure as hell, are strong enough  
To handle some of your own.

Shalki Bhatnagar SBS 2nd Year



## RAJSHRI PRODUCTIONS GOT TALENTS IN SHARDA UNIVERSITY

The Production house has scheduled shoot of its upcoming film "Hum Chaar" in Sharda University Campus

Bushra Masood  
BA(J&MC) 2nd Year

**Greater Noida:** The renowned "Rajshri Productions" visited Sharda University for their talent and location hunt as they were looking for a perfect youth oriented location for their upcoming movie. Sharda University campus has finally been chosen as their spot. The prestigious production company has selected Sharda University as their preferred spot to shoot for its upcoming feature film "HUM CHAAR" which will highlight the portrayal of a college life. The movie revolves around the life of four youngsters and their challenges in a college environment.

The purpose for their visit to Sharda University was not only to finalize the location but the directors and the production team also conducted auditions on 19th January. The students were given the opportunity to showcase their talent and bag big roles for their upcoming movie, where many characters from all the age groups were supposed to be cho-



sen. Mass communication department staff along with the Rajshri production team conducted the auditions which resulted into a huge success. Many students participated the hunt, where they were given scripts to perform on cameras. Most interestingly, we got to know that there were also students who came along with their grandparents to audition for the particular roles mentioned by

the casting directors. Knowing that Rajshri Productions believes in launching fresh and talented faces, it was a huge opportunity for the Shardans as well as well known theatre artists appeared for the auditions.

A student mentioned, "I am very excited because my grandpa is going to face the camera for the first time and as far as I am concerned he'll rock, fingers

crossed!". Another student exclaimed, "A person missing this opportunity will definitely be out of his/her mind". Many students were selected to cast for the feature film and some students also got the chance to assist in the production house for the movie "Hum Chaar". Students and staff are eagerly looking forward for the movie as they will be working with this mega blockbuster pro-

duction company of the silver screen.

According to the sources, the film's shooting is expected to kick start from the mid of this March at the lavish Sharda University campus.

*"I am very excited because my grandpa is going to face the camera for the first time and as far as I am concerned he'll rock, fingers crossed!"*  
-Ankit Kumar

## THE IMPORTANCE OF READING

OselNorbu Dema  
BA(J&MC) 1st Year

**Greater Noida:** In this high tech and high stress world, people are glued to their monitors and their cell phones every now and then. Most of the people tend to forget the countless benefits and the massive knowledge that reading provides. In this digital age, driven by the digital technology, the practice of reading is diminishing. Developing good reading habits is vital to our future not just academically, but in everyday life as they will allow us to get access to the breadth of the curriculum and improve our communication and language skills. Perhaps, reading does not only give us the fun but also ignites our creative minds and innovative thoughts which open doors in the pursuit of excellence. Reading is a fine way for us to develop our creative side.

It acts as a window to the places we have never been. We become someone else when we are reading. With

reading, a person can go anywhere in the world or even out of it! They can be a king, or an adventurer, or a princess, or the possibilities are endless. Non-readers never experience these joys to the same extent. Reading provides us the knowledge of all sorts. We discover new things when we are reading. It exposes us to the world and beyond. The more we read, the more words we learn and indeed help our vocabulary. It helps our communication and language skills making us stand out in the crowd.

Reading is important because it nurtures our mind to be healthy. As the saying goes, "Reading is to the mind what exercise is to the body." Understanding the written word is one way the mind grows in its ability. A person who knows how to read can educate themselves in any area of life they are interested in. We live in an information age where our mind is overloaded and overflowed with information, however, reading can

help us to present and carry the best of us. Reading helps us to develop our self confidence which leads to the portrayal of a good image. Non-readers or poor readers often have low opinions of themselves and their abilities. Many a times they feel as if the world is against to their wills and so make them isolated, could even lead to a severe behaviour problems. They can perform poorly in other subjects because they cannot read and understand the material. A person is limited in what they can accomplish without good reading and comprehension skills.

Finally, why is reading so important? Reading is important because words - spoken and written - are the building blocks of life. You are, right now, the result of words that you have heard or read and believed about yourself. What you become in the future will depend on the words you believe about yourself now. Think about it. Start reading and keep reading!



## GMAT and International University Admission Process

Chanda Mutuna  
BA(J&MC) 1st Year

**Greater Noida:** On January 29, 2018 the School of Business Studies (SBS) at Sharda University organized a seminar with Professor Nimmi Agarwal (SBS) and Professor Vaneet Bhardwaj (SBS) as the coordinators regarding GMAT and International University Admission Process by the Princeton Review, Noida for BBA (First Year and Second Year Students).

The management of Sharda University extends their gratitude to the foreign aid

in education for supplementing the strong foundation built by the Indian education system allowing a great number of graduating students wishing to continue with their post-graduate education in foreign universities before taking up placements.

This helps them stay focused in their field of interest and achieve high stature in education to take up top jobs in their domain globally and in India. It will also provide a deep cultural exposure for the students and widens their career scope. Therefore, resulting in an enlargement of future alumni.





## Prepossessing Magnetism: 32nd Surajkund Fair goes beyond fantabulous

Vanshika Singh  
BA(J&MC) 2nd year

**Faridabad:** The Department of Mass Communication (DMC), Sharda University, was taken by surprised when encountering the masterpiece crafts put up in the recently held, 32nd Surajkund Fair, 2018. One of its kinds, its vibrancies was mind-boggling and mesmerizing. It was extremely inventive and filled with lots and lots of vibrant ethnicity and traditional.

The fair exhibited an alluring gigantic golden gate at the entrance which had beautiful carvings. As soon as we entered, we could glimpse the colourful ambiance around, everyone was enjoying, kids were busy playing and running around. In fact, there was a special area for adventurous sports, like, gigantic rides, wheels and so on. One could hear a lot of cheers from there as people were enjoying giant wheels and other high rides. The fair was elegantly embellished with lighting colourful ribbons all over and other crafty items. The fair undoubtedly reminded me of the fairs we used to



Sharda University Student with the artists from Kazakhstan

go during my childhood days. There were stalls from different states and countries that exhibited the specialties of their regions. There was an Egyptian stall that had a friendly man busy carving a rounded wood piece with a chisel. He was inviting the visitors to help him out which was heart-warming. Fair showcased some stupendous performances by artists; there were regional dance

performances like Bhangra with rough and tough Turban men in colourful attires, Rajasthani dance performances by small girls wearing fanciful Ghagra Choli and many other traditional acts were on the list. There was also a variety of antique items for visitants. A lot of jewellery stalls could be seen with ladies trying on the ornaments, beautiful traditional sarees and dresses were also



Faculty members and students at Surajkund Mela

available. A special food court was designed where I personally observed gaining maximum crowd. We could have had our hands-on over cuisines from different states, they served delicious and mouth-watering food items.

It is one of the most scintillating and happening fairs in the nation! In this modern world which is moving briskly, we hardly get to encounter

such events around that is full of culture, tradition and diversity. Perhaps, Surajkund is a masterpiece that takes us back to our juvenescence and connects us with art at the same time.

The Students enjoyed a lot and hoped for many more trips like this in coming years. Teachers too, were glad to accompany the students and enjoyed being the legal guardians.

## Mass Communication Department Rolls out its Showreel

Highlighting the Achievements and Projecting the Vision



“Whoever controls the media, controls the mind”



Department of Mass Communication launched its showreel highlighting the achievements of the department. The showreel also projects the vision of the school in the upcoming academic sessions. The 12 minutes of high quality video showreel captures the essence of mass communication department, its mission, vision and infrastructural excellence. The showreel focuses upon creating a framework for future and guiding students, management, faculty and staff to accomplish the short-term and long term goals.





# What's happened

## (Past Events)

### 1.National Men's Football Championship 2017-18

The enthralling encounter in the 2nd league match of 72 Senior National Men's Football Championship 2017-18 (Santosh Trophy, North Zone) between the football teams of Punjab and Himachal Pradesh started with the cheers of the crowd at Sharda University. Players of both the teams were looking promising and played the match with high sporting spirits. Finally, the excitement stopped with the final whistle of the referee and Punjab won the match by 1-0.

### 2.Workshop on Teaching - Learning Techniques by IQAC

The Internal Quality Assurance Cell (IQAC) organized a workshop on Teaching Learning Techniques on 17th February 2018. The Resource persons for the workshop were Prof. Pradeep Kulshreshtha, Dean SOL and Prof. K. Srinivas, ICT at the National Institute of Educational Planning & Administration. The workshop aimed to bring faculty members teaching various disciplines into a single platform to learn and share their teaching methods & implement innovative teaching methods in their present pedagogy.

### 3.Advance Life Skill Training Workshop for Students by SOLC

School of Languages and Culture (SOLC), Sharda University organised two days Advance Life Skill Training Workshop for Students of BA (Hons) English and MA English on 15th-16th Feb. It was conducted by Global Talent Track (GTT) in partnership with Barclays and NASSCOM Foundation. The face to face high impact workshop by industry experts focused on Employability Assessment of students and provided a perspective on corporate life along with specialized training on presentation skills, power dressing, organizational behavior, CV writing, group discussion etc.

### 4.Workshop on 'Motivation for Career Development' - SBS

School of Business Studies (SBS), Sharda University organized a Workshop on 'Motivation for Career Development' for B.Com second-year students on Jan 24, 2018, i.e. Wednesday. The resource person for the workshop was Mr. Rishi Raj Singh, Director – NIESBUD.

### 5.Vertical Studio - First Impression of the Site | Architecture Design Studio - SAP

On 23rd January, School of Architecture and Planning (SAP), Sharda University organized 'First Impression of the Site' - A rendition of an expression as a part of their VERTICAL STUDIO exercise for the First, Second, Third and Fifth Year students of B.Arch. Vertical Studio is an internationally practiced design exercise that is taught in a format, which combines students of different years of design and drawing experience.

### 6.Interactive Session | SADMS Students with Hon'ble Pro Vice-Chancellor

Marking the beginning of the new semester, the Department of Mass Communication had organized an interactive session for the students of BA (J&MC) and MA (J&MC) with Hon'ble Pro Vice-Chancellor Prof. Ranjit Goswami on January 19, 2018. A keen observer and scholar on the issues related to global geopolitics - understanding global economy and contemporary socio-political development, Prof. Goswami interacted with the students on the contemporary political and economic trends and their implications for our country.

### 7.Industrial Visit to NEWS18 India | Mass Communication - SADMS

BA (J&MC) 1st year and MA (J&MC) 1st-year students of Mass Communication department, School of Art, Design & Media Studies (SADMS) are participated in a special television show, "LAPETE MEI NETAJI" on NEWS18 INDIA (Film City, Noida) on Wednesday, Jan 17, 2018. The show hosted political guests and poets. She was anchored by renowned anchor Mr. Kishore Ajwani.

### 8.Different Schools organized day trip to Surajkund crafts mela

The School of Business Studies (SBS), Department of Mass Communication from School of Art, Design & Media Studies (SADMS) and School of Languages & Culture (SOLC) organized field trips to Annual 'Surajkund International Crafts Fair 2018' between February 8th till February 12th 2018, for the students of M.A, B.A(H) & International students of the schools.

This trip succoured students to understand a number of cultural and traditional aspects of India and Indian craft and the SAARC nations which gave students the opportunity to put their theoretical knowledge into action.

9.Department of Mechanical Engineering, School of Engineering & Technology (SET) has been associated with American Society of Heating, Refrigerating and Air-Condition Engineers (ASHRAE) through ASHRAE India Chapter.

"ASHRAE SHARDA UNIVERSITY STUDENT BRANCH" has been formed in Sharda University, Greater Noida, India with 10 students and one faculty Adviser.

10.Internshala, the biggest internship platform for college students, conducted seminar on "The Power of Internship and how to get one" at Sharda University campus on 20th February.

# What's happening

## (Upcoming Events)

### 1.PTM at SADMS

In order to achieve the Sharda University mission and vision to provide capacity building and maintain quality education, the Department of Mass Communication organized the Parents-Teacher Meeting on 23rd February 2018. The motive behind this meeting is to let the parents and guardians aware of their wards' status. The aim is to deliver and enhance the progress of the students with one to one interaction between parents and faculty. This once again reminding their roles in shaping up their childrens' pathway to success. Perhaps the input and feedback given by the parents and gurdians has been put under serious notes and it will be imposed from the next academic session.

### 2.Gearing Up for Media Mela 2018

Sharda university is going to have its 4th Media Mela in 2018. The first ever Media Mela took place in 2014 with the theme "Media", the second and third themes were- "100 years of Indian cinema" and "Fiction" respectively. The theme for the 4th Media Mela is "Cultural Diversity". Media Mela is the annual fest of the SADMS department. As per decided, the whole decoration will be based on Cultural diversity. Various events will be conducted- Film Screening, Photo Exhibition, RJ Hunt, Peace To Camera, Rangoli Making, Skit etc. USP, Food and Game stalls to be present there. According to sources, People from industry are to be present there at the opening and closing ceremony. The details for participation to be declared soon.

3. Department of Mass Communication successfully conducted the mid-term examinations starting from 26th to 28th February 2018. The main purpose to conduct the mid semester examination is to not only assess the performance of students but to provide them with the opportunity of learning better via revision.

4. School of Dental Sciences, Sharda University successfully executing the Shardans oral health drive with the mission of "Good Oral Health for All" from 10th February and it will continue 30th March 2018. It has been organized by the Department of Public health dentistry for all the schools of Sharda University. With their due consent dates has been allotted to each school. Students, faculty and staff members are invited for the free dental health screening and oral health education sessions.

5.Rajshri Productions, the renowned production house for Bollywood film industry will be rolling out the shoot for their upcoming film Hum Chaar. The students from Sharda University are also selected to act in the film. Various students from Mass Communication department are interning with the production team.

Urban Thali

Lego House

Uncle's cafe



**Eat Healthy @ Sharda**

Choose from multiple options including Cafes,  
Restaurants and eating joints





# Students Column



## Future of Technology: Human centric intelligent technology

After so much technical development we are now at a stage where there is a paradigm shift from the production to consumption.

The product development has mature in such a way that now product ion is no more taken the center stage. Now the spotlight is on the user, the human, which will eventually lead to a human centric society, the intelligent society.

The trend in the software development was to implement the required functionality and then train the users as per the design. This application development has gone too far that now almost all the competitive applications/products have almost the same features. So to attract the users/customers they have updated their strategy and they try to make the application as user friendly as possible. A very recent example is the Start Button/Menu in Microsoft Windows.

Talking about modular phones, how many times you wanted to upgrade the portion of your phone, it could be the processor chip or simply it could be the storage chip but every time you end up in purchasing a new phone as you have no other choice. Now, this thing is in progress and will be common in near future. Many independent companies have started with this goal to provide users a custom built phone. Based on the potential of this idea, the tech giant Google is also heading for such

## A day at Auto Expo 2018

Auto Expo, the biggest biannual automobiles exhibition event that happened from 9 to 14 February, welcomes a great footfall. Automobile lovers travels all the way to Greater Noida to witness the magical creations of automobile industry. While people drove through the expressway, I was fortunate enough to have my college next door to the Auto Expo Venue. I decided to visit the exhibition and upgrade my knowledge about the next gen automobile industry.

There were countless attractive automobile creations at the display. Each one of them was awe-inspiring. I managed to take a look at the three. Here are the details about them:

Renault TREZOR Concept astonishes you with its carbon bodywork and contrasting surfaces. The smooth satin finish at the front symbolizes the concept car's dynamic character. At the rear, the hexagonal facets evoke its sporty, high-tech character. Not to mention its red windows and metallic paint. It was surely delight to look at.

custom built modular phone:

The journey of next gen wearables started with smart watches and it has reached to health kits. With the passage of time these devices will be transferred from the accessory grade to the necessity grade. When we talk about wearables, there is a lot of variety available i.e. smart glass, smart clothing, smart band, smart shoes etc.

Even though wearable gadgets have been around for quite long they are still popular in common people. In the meantime, there is a completely innovative stuff in the market, which totally removes the external stuff, and the only product is you i.e. human. A stamp will be marked on the human to do the job. You can simply consider Bio Stamp as a Digital Tattoo. A small radio frequency identification (RFID) chip is implanted under the skin in the hand. This approach is in very early stages but it has the maximum potential.

The story doesn't end here. Human factor is dominating to that extent that digital tattoo has emerged as the latest thing. The combination of IOT (internet of things) with the human centric approach will lead the technical development spectrum in the days ahead.

Inputs from the students of Mass Communication

My second stop was of Kia motors, I came to know about the manufacturers for the first time and they had some fantastic designs to offer. Kia is a South Korean automobile manufacturer, which is the second latest after Hyundai. Indeed their presence surprises many Indian consumers

Honda showcased another plan for a dedicated electric vehicle that serves as an indicator that the Japanese automaker is serious about EVs and AI, all while embracing some of its heritage when it comes to design. These are the masterpiece creation that comes to Auto Expo 2018 Greater Noida Chapter.



Aviral Tyagi BA(J&MC) 2nd Year

## Equality begins at home, Just like they say Charity begins at home

A person cannot do what he/she doesn't know. Likewise most men grew up in homes where women were not respected when it comes to their equality, freedom and rights. Parents need to change the way they treat gender in their homes so that the children will grow up considering gender equality.

Husband treats his wife with well mannered attitude. If you don't treat your wife right, the people outside won't also change their mentality of how they should treat her when she goes outside. To all the men in the society, never leave your wife to do all the chores alone, rather you should be the one to divide the work load together and equally. These women also need to have peace for them to continue to be good wives. When there is equality inside homes, then women would be respected wherever she goes, however unfortunately it is where we must worked together.

Parents should not be the one to discriminate their children because of gender. Who said a girl cannot be educated? So let's delete the wrong mentality and educate a girl child just like the male ones. Who said that only a girl child is suppose to do the household works and not the boy

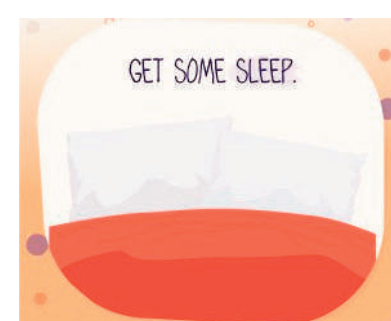
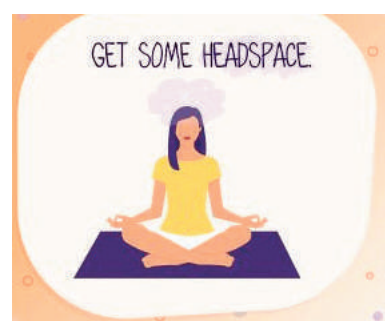
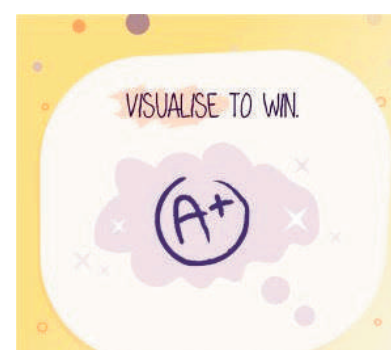
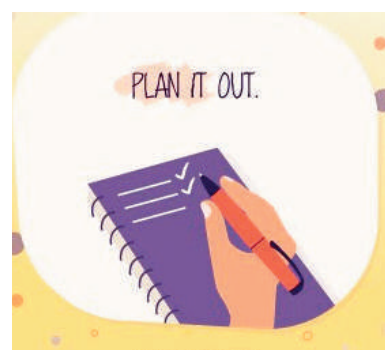
child? No one! it's just the rules that we created for ourselves, so let's rub that wrong thinking and restore it with equality.

Girls can also do all the things that boys can do. The games should not be created according to genders. Parents should not buy things which are meant for boys only and try to create equality among them, the games which boys play should also fit for girls and girls games should also be fit for boys. Stop putting negative thoughts in children. When children grow up knowing that girls can do all the things that boys can do, the new generation would help mitigate the intensity of discrimination on the basis of gender in their future. To bring gender equality, we must start within our homes and within ourselves. Let's practice it now for a better future and world.



Molly Mushango BA(J&MC) 2nd Year

## How to deal with exam stress



## Trending on Social Media



### Science & Technology

1.Only 30% of Internet users in India are women: Report by the Internet and Mobile Association of India and Kantar IMRB.

2.Google Pay: Google replaces Android Pay, Google Wallet with new app Google Pay will actively roll out for users in the UK, US in the coming months.

### Entertainment

3.Bill Gates is slated to cameo as himself in an upcoming episode of the CBS comedy.

4.Black Panther breaks another box office record.

### Politics

5.Canadian Prime Minister Justin announces two-way investment deal with India worth \$1 billion.

6.PM Modi Inaugurates UP Investors Summit, Mukesh Ambani Says Jio Among Largest Investors in State.

## Step up with ZUMBA DANCE

Aparajita Anushree BA(J&MC) 1st year

In preparations for the Sharda Half Marathon, Elixir, fitness with anupriya organized Zumba dance sessions in the University from 11th to 17th Feb 2018. All the students, faculties and staff members participated enthusiastically in the sessions.

Zumba dance sessions were organised at 7:00 in the early morning at the Sharda University cricket field. There are many benefits and amazing facts about Zumba, an exercise fitness program created by Colombian dancer and cyclist/choreographer Alberto "Beto" "Power Pedal" Perez during the 1990s. Zumba is a trademark owned by Zumba Fitness, LLC. The Brazilian pop singer Claudia Leitte has become the international ambassador to zumbaFitness Zumba involves dance and aerobic movements performed to energetic music. The choreography incorporates hip-hop, soca, samba, salsa, merengue and mambo. Squats and lunges are also included.Zumba Fitness, the owner of the Zumba program, does not charge licensing fees to gyms or fitness centers. Approximately 15 million people take weekly Zumba classes in over 200,000 locations across 180 countries.



# Students Column



## Diet Modification

The life span of people is becoming lesser generation by generation. The reason behind this are many but mainly it is because of the high stress level and the non healthy eating habits. Specially for the upcoming generation i.e. the youth. In India there are two categories in which the youth can be classified, One is the gym going and other is the Non gym going youth.

People who go to gym on regular basis have to follow a special diet as well. Going to gym is a habit for many of us, just to stay fit, But do many of us know that not only going to gym helps us to stay fit, the major role in staying fit is the food we eat. The healthier we eat, the more we stay fit.

Majority of the teens are becoming obese and tend to get infected with many diseases at an early age. The aim is to make them aware of the food that is healthy yet tasty and if you are searching for such outlets,

then DIETO CAFE is the one. It is a cafe like place in Delhi, that serves us with good quality food as well as tasty. People after shredding loads of sweat can directly visit the cafe and have a meal in accordance with their diet as well taste.

Innovation in any industry is a must. They mainly innovate food by making it healthier, retaining the good taste in it. Here are some dishes served by them:

1. Wheat momos - a Chinese snack that is served with a hot sauce. These days, teenagers are more inclined towards Chinese fast food. So, it is a initiative to make it healthy.
2. Chicken Salami Burger- A blast of juicy chicken salami and veggies. Between 2 slices of bun served with some refreshing dips.

If you're trying to shred pounds, consider this the guide to what you should be putting on your plate and the foods you should always keep in your kitchen.

These foods contains powerful nutrients and antioxidants that have been shown to help your body lose weight, feel full for longer periods of time, and have more energy.

As a bonus, many have added benefits, too, such as preventing various diseases or reversing the sign of aging.

Incorporating these healthy, slimming foods into your diet can help your body burn more calories, feel full for longer, and avoid weight gain.



Saaransh Arora  
BA(J&MC) 2nd year

## The Third General Round Elections to be Held in Bhutan (2018)

Bhutan, the land of Thunder Dragon is going for the third general election this year. Parties are now gearing up for selecting the members and registering with the election commission of Bhutan. The form of government in Bhutan is democratic constitutional monarchy system. It was started in 2008. And it was also gift of the fourth druk gyalpo (Fourth king of Bhutan) King Jigme Singye Wangchuuk. The king has decentralized the power on the hand of people, to choose their right person to run and form the good governance. So, the first ever National election was held on 24 March 2008. The second general elections were held on 31 May and 13 July 2013. The power still lies on the hand of people to elect for both, the right party and right person.

The past 10 years has been proved to be fulfilling and fruitful for the people and country. It was all because of the right chosen party and right person of the people. In the country there were many changes made by the government at that tenure of the past 10 years. However, today is also

to be made like what we have done for the last past years. It is high time for the people of the Bhutan to keep constant form of good government and keep the right person and political party who has the capability to do good for the people and for the country. It cannot make any mistake and cause regret in the short span of five years. The government should be full of ethical pledges and interest for the people's welfare. We don't want the political party with full of false pledges and promises. We need the actuality of promises and work matched together to run the system of government effectively.

Today, in the small isolated country, there is increment in population so when there is increase in population the no. of graduated youth and secondary graduate youth in every year also increases. So, it causes unemployment problem in the country. Therefore, at this juncture of time we need strong and dynamic government who can bring change and solve the problem. We don't want those leaders who will cause unethical practices and engage in corrup-

tion. We need those political leaders who can curve out the corruption and make our small dynamic country free from corruption.

However, there are many aspirant candidates who are newly registered with the election commission of the Bhutan. Some are still the old one who has participated in the last five years.

Therefore, the democracy is in the hands of people and we have the right to vote for the right person and for the right political party. People make the government and we cannot cause any mistake to form a stable government. Participate in voting, feel proud of being the citizen of the Dragon country.



Tshukten Wangchuk  
BA(J&MC) 2nd year

## The Sport that Unites the world- Football

Football is not just a game it is a legacy. It is the game, which helped countries to bring peace between each other and has been the favorite sport all around the world for the past 100 years. It all began in 1863 in England and since then it spread all around the world. People love the game and enjoy them and take pride in supporting their country or club. Top 5 league in Football World are LA Liga, EPL, Seria A, Ligue 1 and Bundesliga.

FIFA WORLD CUP is one of the biggest tournaments in the game where nations compete with each other with 32 teams competing to achieve the title of the world champions. After several years of national tournament clubs were formed from countries to play on regular basis.

The league games are played on weekends and champions league (the most prestigious club tournament for the selected best 4 clubs from each leagues) is played on weekdays. Real Madrid have been the best team and won the club of the century award for 20th century and has won 12 champions league title, which is the highest till now. The famous player Cristiano Ronaldo who also plays for this team. Their main

rival is Barcelona who's been winning hearts for last 10 years. The game has been entertaining people and has been attached to both fans and players. The competition makes it tough for many fans in the end of the season but the winning team fans enjoy as if they have won the trophy themselves that's how much they love the game.

Any category of sports has always been seen as the healthiest way of competition. It brings people from faiths, countries and regions together, for one good cause. Football has its greater contribution towards world peace and unity. Whenever FIFA world cup is on, it is surely one of the most celebrated festival across the countries Football: The Sport that Unites the world.



Prerak Bisht  
BA(J&MC) 2nd Year

## Give Your Ethnicity A Twist

Indian fashion has become unpredictable in the past few years and it doesn't take much time for something to become trending. Belonging from a nation eminent for its ethnicity in the age with Sarees, Salwaar-Suit and Duppattas, we Indians tend to change our perceptions quite fast and easily.

In the past couple of years I have observed young Indian women dressing and choosing ethnic wear over western attires but that too with some groovy twists. An immense change has been seen in their clothes, the western style has revolved into Indo-Western with jeans and kurta, skirts and kurtis, kurtis with jackets,

Today, I am going to tell you how you can bring a modish twist with your duppattas to acquire a Bohemian look. How can you carry your duppattas uniquely?

Step-1: Make a tight and high bun which will help you look a bit puffy. After that all you need to do is drape your duppatta over your head.  
Step-2: Put it over your head and start draping it till you reach its corner and then you can either pin up the ends with some bobby pins or tuck it inwards.  
Step-3: It's your choice if you want to drape the whole duppatta or leave a tail over your shoulder. Both the styles work well and looks kicky!



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