



Future designers showcase their talent at *Aakar*

The Shardans Team

GREATER NOIDA: The Department of Design of the School of Art, Design and Media Studies (SADMS) organized its second annual design exhibition AAKAR on April 29.

This time the AAKAR was accompanied by PRAYAS - the first breathtaking designer collection by the Fashion Design students of Fourth and Sixth Semester. The show was inaugurated by Mrs. Chancellor Seema Gupta by lighting the lamp.

tional Indian values were fused with the comfort and casualness of western wear, depicting the right image of Indian women-competitive, smart & yet carrying the traditional values. The show was followed by cultural events where melodious songs and dances were presented by design students.

The exhibition was full of creative work by all disciplines. Cave paintings, live model and still sketches were highlights from the foundation students. Interior design students showcased their drawings and actual scale down models of different projects i.e. showrooms, offices, kitchen & bathrooms along with the different material boards used for the interiors.

Along with the fashion show, the fashion design students also presented different illustrations and fashion sketches as well as small rugs and samples made by weaving and dyeing printing techniques. The historic garments were also exhibited by Fourth Semester students.

Students of communication & digital design showed their working Robotic model of "Drone", their 3-D artworks of product modelling, 3-D montage & basic design models for video games were the main attractions for viewers.

The AAKAR ended with the unfolding of 2-D created image of Goddess Sarasvati - a Design Installation by students & Mr. Vikesh Ghosh, a national awardee.

This installation was based on 'Make in India' concept, a contemporary approach of Indian artists to make international client aware of the capabilities of Indian designers to uplift the Indian economy



2-D created image of Goddess Sarasvati was installed on the entrance of Block.2 as part of the Department of Design's annual fest Aakar.

The collection displayed by students presented the flowery vibrant colours for casual wear in summer season, followed by the glamorous gowns, flowy skirts and one-piece dresses for the winter evenings. In the final round, the tradi-



Participants from Greater Noida schools at Earth Day-2016 celebrations.

SBSR celebrates Earth Day with schoolchildren

Ufaira Fayaz

BAJMC Second Semester

GREATER NOIDA: Sharda University's School of Basic Sciences and Research (SBSR) celebrated Earth Day-2016 on April 22 to raise awareness about mother earth for both present and future generation. Up to 250 pupils from nine schools of Greater Noida participated in various competitive events and won prizes worth Rs. 40,000. The participants were also given certificates.

Themed as "Caring Mother Earth", the day-long celebrations were held at Block 2 & 3 of Sharda University. The chief guest of the event was Prof. Vijay Gupta, Vice Chancellor of Sharda University. He talked about Earth Day and energy related issues.

Prof. Bhaskar Bhattacharya, Dean, SBSR, and chairperson of the program, talked about the safety of earth by implementing the variety of legal rules on the global scenario. Prof. R.M. Mehra and Prof. N.B. Singh talked about the theme of Earth Day 2016 and stressed on tree plantation, recycling of waste materials



Vice Chancellor Prof. Vijay Gupta and SBSR Dean Prof. Bhaskar Bhattacharya address guests.

and energy conservation. The event was designed in such a way that young and energetic students inculcate a sense of responsibility towards their surroundings. The youth should strive for things which are new and developmental.

Schoolchildren participated in events like quiz competition, essay competition,

drawing/painting competition, slogans writing and messages about preserving the nature.

The schools which sent their students were: Apeejay International School, GD Goenka Public School, Delhi Public School, Greater Valley School, Fr. Agnel, Delhi Scottish, Somerville, Kendriya Vidyalaya, and Aster Public School for the above mentioned events. The funding for these activities was received from the Ministry of Earth Science, Govt. of India.

The convener of the program was Prof. Rajesh Kumar, Head of the Department of Environmental Science, SBSR. He is a reputed environmentalist who has organised many events of environmental concerns. This was the fourth Earth Day programme that Prof. Kumar had organised.

Some of the students spoke to The Shardans and expressed their happiness about participation in the Earth Day events. They shared their views on how much they are eager to protect the environment. Results were announced the same day and prizes were given to the winners.



Students come out of Block 1 after writing exam papers. (Picture by Rajiv Ranjan, BAJMC-VI)

End-Term exams begin

The Shardans Team

GREATER NOIDA: Sharda University is currently conducting End-Term exams for Session 2015-16. The exams, which began from May 2, will conclude on May 20. According to the schedule of the Examination Department, results will be out on May 31.

There are 13 schools in Sharda, out of which seven are conducting exams. They are: School of Engineering and Technology, School of Business Studies, School of Languages and Culture,

School of Law, School of Art, Design and Media Studies, School of Architecture & Planning and School of Basic Sciences & Research.

According to Prof. Bhaskar Bhattacharya, Controller of Examination, 5,575 students are writing exam papers. Up to 300 students have been debarred, mainly because of shortage of attendance. Some schools of Sharda follow a mixture of theory, practical and Jury system for evaluating students. While theory papers started from May 2, practical exams and Jury will commence from May 9.

Media key to saving climate: Prof. Rajesh

Odd-even had little impact; we need improved technology to reduce pollution

Dr. Rajesh Kumar is Professor and Head, Department of Environmental Science, SBSR, as well as Academic Coordinator, Ph.D. programme of Sharda University. Prof. Kumar has vast experience of working on understanding the influence of changing climate and the global warming on snow and glacier that impacts the availability of water resources in the Indian Himalayas.

Besides supervising a number of Ph.D. scholars, he has completed three research projects as PI and currently working on three research projects on Himalayan glaciers which are jointly sponsored by the Department of Science and Technology and Ministry of Earth Science as well as USAID and University of Colorado, USA.

BAJMC Second Semester students Manisha Jessica Kean, Naman Dutta and Saurav Shukla recently talked to him on environment related topics. Following are the excerpts from the interview.

Could you tell us about the threat of climate change and how an individual can do his bit to restrict it?

Climate change is an important issue in today's world. And to tackle it, everyone needs to be a part. These are the basic lessons we try to give in our classrooms too. Even the government has understood the issue and has asked people to step forward and cooperate.

Rather than telling people to "save the environment", should they be told that environmentalism is 'helping ourselves'. Will the motivation and drive to be more conscious help?

Environmentalism is fascination towards the environment. And you cannot force someone to join you in saving the environment. They have to convince themselves to help the environment. The mass media through its various forms plays an important role in motivating people. By showing recent impact of climate change and making them aware of its harmful effects, the media can generate a certain drive in people.

Which activities can be organised in our university regarding environment to educate students and make them more aware.

We have hosted many events over the years. Since 2011 we have been celebrating Earth Day with the school students of Greater Noida. We want these children to know the impact of climate change. Because if they pick it up from this early age, surely something good will come out of it.

Have your school, the SBSR, undertaken any programmes to save the environment?

We have undertaken several programmes. The recent one being "Mission Save Water" which happened in September 2015. Here, students showcased how to save the environment with the help of paintings, writing and various



Prof. Rajesh Kumar in conversation with Mass Communication students. (Photo by Apoorv Suman)

other forms of art like dance, drama etc.

Odd-Even rule in Delhi made a comeback this April, how much positive effects do you think it made?

Firstly, it does help in controlling the traffic. And perhaps this is the only positive effect it has had. Pollution-wise there was no major change, as there are other sources like construction which pollutes the city far more than the vehicles.

Other than controlling pollution from vehicles, do industrial areas need to move further away? Will that help?

It is going to be helpful but not in terms of controlling pollution. A better way is to improve the technology to reduce the pollution. Shifting is not an easy process as there are more harmful effects. A better planning is needed to manage all these industries in the city area. Only new technologies can help solve this problem.

After numerous efforts and plan, Yamuna is still one of the dirtiest rivers in India. What according to you is wrong and can it be fixed?

This brings us back to individual responsibility towards climate change. People have to work together to clean the river. It is polluted because of the industries that are on the banks of the river as it happened to be a convenient place to dump the waste. Earlier there were fewer industries, and the river normally cleaned itself. But due to the rise of industries, the river doesn't have the ability to clean itself and the result is there for everyone to see.

We want to know how an average citizen can harvest water without spending a lot on infrastructure.

The easiest way is rain water harvesting. For this you don't need any special equipment. All you need to do is collect the water on your roof and store it in a tank underground.

Maharashtra is facing severe drought and it is only getting worse. Are large dams and wrong cropping pattern to be blamed for the situation?

It is not the first time this has happened in Maharashtra. Rainfall pattern over the years are decreasing. This is the impact of climate change. The only way people can survive this is through learning how to conserve water. Wrong cropping pattern could be a reason as earlier we opted for summer cropping and it required a lot of water. Dams, on the other hand, just store water so they don't pose a problem.



Workshop on Wireless Sensor Networks

The Computer Science Engineering (CSE) Department recently organised a workshop on 'Wireless Sensor Network' for its 4th year students. Around 35 Students attended the workshop. It was aimed at giving them hands on experience on ZigBee network. Conserving energy during data transmission was a key point that was discussed during the workshop. Applications of Microcontroller like Arduino was explained and how real time data can be transferred from one node to another was also discussed. Mr. Adam Bababe conducted the workshop in the presence of HOD Ishan Ranjan and other faculty members.

Students trained on Drug Discovery Technology



GREATER NOIDA: SBSR's Department of Chemistry, in collaboration with Bio Discovery group, organized a 2-day training cum workshop on "Drug Discovery Technology: A Systematic Study of Protein-Ligand Interactions" on 8-9th April. The 2-day course was designed to help students, researchers, faculty, professors, scientists and company professionals to understand and use fundamental drug discovery concepts for increasing efficiency in drug discovery and designing. The workshop included lectures and hands-on training on concepts, applications, and software tools for drug discovery & designing.

There was in-depth training on in-silico generation of ligands by ChemSketch, conversion of

mol files to pdb files by Open Babel, protein optimization & energy minimization by SPDV, molecular docking by MGL tools, creation of grid parameter & dock parameter files by AutoDock software, etc. At the end of the session queries and doubts were also addressed.

The workshop was useful for the beginners who aim to study Drug Discovery & Designing and also to those who are motivated to study science involved in disease target identification and virtual screening.

Over 25 participants including faculty and students attended the training session. The event was coordinated by Mr. Asif Naqvi, CEO Biodiversity group.



Civil Engineering Deptt. holds annual fest

The Civil Engineering Department organised its annual fest CONSTRUCTO from April 12-13. With the theme of "Innovating Excellence" it provided a platform for the 21st century generation to create and nurture new ideas. Brig. V.P. Singh, who has been Military Engineering Services chief, was the chief guest.

- Vijaya Laxmi, BAJMC Second Semester

Mass Comm students attend media event at Expo Centre

Sharmin Sumi
MAJMC-II

GREATER NOIDA: Mass Communication students and faculty members of Sharda University recently attended a seminar on media and entertainment held at the Expo Centre, Greater Noida. The seminar was part of GES 2016 (Global Expo Services) from April 20-23. The focus of the four-day event was on Information technology and telecom, Media and entertainment, SME in services, Education, Healthcare, Logistics, Professional services and Tourism.

This was the second edition of GES which was organised by the Ministry of Commerce in partnership with Confederation of Indian Industry (CII) and Services Export Promotion Council (SEPC).

The speakers in various sessions noted that the Indian Media and Entertainment industry has evolved tremendously in the last few years. It has established itself as a prominent industry that has a huge potential to earn foreign exchange for the country.

Union minister of State for Information and Broadcasting Rajyavardhan Singh Rathore, who was chief guest of the inaugural session, said there is a "huge thirst for good content" among the people and the industry needs to invest in skills in order to improve quality. India has a great story telling power and a lot of creative talent available in the country. Therefore, India media was full of content that should be tapped, he said.

The minister gave some numbers to show that content from the media and entertainment industry is now reaching every corner of the country. With 100 crore cell phone users, 25 percent of which are smart phones, the entire country is now covered by the telecom network.

Internet use is also spreading to the interiors with 50,000 panchayats now having Internet access. There are 857 television channels and 168 million households have access to television content. "Over a thousand films are being produced as well as an amazing number of videos" he said.

He highlighted some of the measures being contemplated by the government: getting visas for film-making to be made easier, duties on film-making; outsourcing the content for Doordarshan; a separate channel for showing documentaries and funds to participate in foreign film festivals.

- With inputs from Rohit Kumar Ojha and Vijaya Laxmi, BAJMC-II



SADMS Dean Prof. Shovan K. Saha welcomes Chief Guest Prof. Danish Iqbal at Media Mela 2016. (Right) Senior television journalist Shailaish Kumar presents prizes in the presence of HOD Harsh Ranjan. (Below) Glimpses of the two-day event.



Creativity flows at Media Mela

Shivendra Sangwan
BAJMC Fourth Semester

GREATER NOIDA: Mass Communication Department's annual fest, Media Mela 2016, was celebrated on April 7-8. The theme of this year's fest was 'Fiction'. The Third Floor of Block 2, where Mass Communication classes take place, was decorated on the theme. The highlight of the Media Mela was a photo exhibition as well as various competitions enabling students to showcase their creativity.

The fest was inaugurated by Professor Danish Iqbal from Jamia Millia's Mass Communication Research Centre. Prof. Iqbal is a famous theater personality. He has previously worked with the All India Radio where he set up FM Gold channel. He made an inspiring speech in which he shared his personal story. He said his real interest was in stage but he had to study science because his parents considered it a safe career choice. He could pursue his passion only after completing his studies. "You are lucky people who have got the chance of pursuing a career of your choice," he said and advised students to make the most out of the opportunity they have been blessed with.

After the chief guest lighted the lamp, various competitions commenced

such as Ad Mad where students presented impromptu ad on products. Mridu Kapoor of BAJMC-II was the winner of this competition. Shashwat Pant BAJMC-IV was runner up. There was a short story writing competition in which students from all the schools of Sharda took part. Rabina Bara of BBA- Second Year won the first prize while Arjun Bhatta of B. Tech (Biotech) won second prize. Indian and Thai food stalls were also put up by Mass Communication students.

Film competition saw screening of short films made by Sharda students as well as students from other colleges and universities. There were two categories in the competition: Fiction and non-Fiction. Filmmaker Anjietta Smriti was the judge of this event. Dikshant Verma of IMS Noida won the first prize in Fiction category for his film *Shauhar*. Haider Ali Ashrafi from IIMI bagged first prize in non-Fiction category for his film *Kasak*.

In Piece-to-Camera competition, students showcased their anchoring skills. A debate on 'Does social media need a watchdog?' witnessed interesting speeches. Saaib Ahmad Rabbani, a Civil Engineering student, was the winner while Dental student Varisha Saluja was runner up.

Poetry recitation and story-telling

competitions were also part of Media Mela. Well known fiction writer Ratan Singh and poetess Azra Naqvi were judges of the two events. Poetess Meena Khan also attended as a guest.

Senior television journalist Shailaish Kumar was the chief guest of the concluding session which featured dance, skit, songs and story-telling. Mr. Kumar and HOD Harsh Ranjan presented prizes to all the winners.

Photo Exhibition draws big crowd

Manisha Jessica Kean
BAJMC Second Semester

GREATER NOIDA: A photo exhibition organised by Mass Communication students was the main attraction of Media Mela 2016.

The entire event was put together by the students of first and second year, along with the promotions which encouraged students from other departments to participate as well. Photos displayed covered eight topics: Architecture, Portrait, Flora-Fauna, Landscape, Product, Lifestyle, Abstract and Still-life. A separate section was devoted to the photos of Kashmir clicked by MJMC student Zuhaib Mohammad Khan.

About 150 photos from 20 participants were selected and put up for the exhibition. Apoorv Suman, Zuhaib Mohammad Khan and Syed won the first, second and third prize respectively.

The exhibition was highly appreciated by the visitors. Mass Comm faculty C. P. Rashmi coordinated the exhibition.

On-the-spot photography contest

An on-the-spot photography contest was also part of Media Mela 2016. The themes for the completion were 'A hidden world' and 'College life'. Students had two hours of time to explore and submit their best works. Most of the participants were amateurs but they presented quality works. Even those who used a simple phone camera did a commendable job. The judge for this contest was Mass Communication faculty Abhishek Kumar Srivastava. Rupesh Kumar Shah, Shubham Malik and Shweta Kumari secured first, second and third prizes respectively.



Sharda honours schoolteachers

The Shardans Team

GREATER NOIDA: Sharda University on April 30 honoured 36 schoolteachers from all over the country. They were presented with mementos, certificates, and

gifts as a token of appreciation for their outstanding contribution to the field of teaching. The ceremony to give "Teacher Award" began on an high note with a welcome speech by Vice Chancellor Prof. Vijay Gupta. He said:

"We celebrate hundreds of functions, but this event is something I always look forward with the aim of raising the prestige and give recognition to the meritorious services of outstanding teachers, who, through their commitment to excellence in teaching made an enormous impact on the students. Our hardworking and dedicated mentors are the greatest assets of the university."

Those present on the occasion were Pro Chancellor Y.K. Gupta, Registrar Avais Ahmad, Executive Director Prashant Gupta, Deans of various Schools as well as faculty members.

Sharda University has instituted the "Teacher Award" in which students nominate teachers of their high schools. More than 1,000 nominations were received, out of which 36 teachers were selected after screening.



OJASVAT draws 90 colleges

The Shardans Team

GREATER NOIDA: Sharda University organized its annual sports fest OJASVAT from April 14-17. It is one of the largest sports fests in North India. Almost 90 colleges and universities participated in the event. Many different

events like Badminton, Basketball, Carrom, Chess, Cricket, Football, Table Tennis, and Volleyball were organized.

In Badminton, six teams competed for the title, in which the final was played between Sharda University and Amity University. The team of Amity University grabbed the title after a close en-

counter. Twelve teams participated for the Basketball tournament, the defending champions Sharda University played in the finals against Amity University. Sharda University won the championship and kept the trophy home.

Chess & Carrom combined, witnessed competition among 20 colleges. The team of KCC College won the chess competition and Sharda University players grabbed the title in Carrom.

In cricket the competition was really tough. Final match was played between Sharda University and SRM University. Sharda team emerged as the victor in the end. Football tournament had 16 participating teams. The final match was played between Sharda University and Amity University, Haryana. Amity won the trophy after a thrilling match which ended in the penalty round. The final score was 4-3.

Four Teams participated in table tennis and the final was between Sharda University and PGDAV College. Team of PGDAV College won the title in a close encounter. Volleyball had teams from 10 colleges. The final was played between UPES Dehradun and Graphic Era University. Graphic team won the match and the title.

- With inputs from Rohit Kumar Ojha and Keshav Mishra, BAJMC Second Semester



Graphic Era University won the Volleyball title by defeating UPES Dehradun.



'The Shamans' on winning spree

Sharda University's music society 'The Shamans' has recently won several prizes in music events held in Delhi NCR. On April 9, The Shamans participated in SRM University fest INFUSION-2016 and got the second prize in Battle of Bands. Earlier in March, the Sharda club won first prize in GNIOT College's annual programme FUSION-2016. They also won first prize at Amity Youth Festival. In solo singing, Mass Communication student Neha Sarkar, an active member of The Shamans, secured 1st position in GNOIT fest and also Sharda's Chorus 2016.

Senior journalist interacts with students

Manisha Jessica Kean BAJMC Second Semester

GREATER NOIDA: On 21 April 2016, a surprise interactive session with Mr. Panini Anand was organised for the students of Mass Communication. Mr. Anand is senior editor of Catch news portal. Previously he has worked with BBC London, Rajya Sabha TV, Outlook magazine, besides other media organisations.

He shared his field experience with the students. He narrated some of the stories that he covered such as the 26/11 Mumbai terror attack, communal riots of Muzaffarnagar and a number of conflicts in Kashmir.

He explained how difficult it is to maintain your demeanour in such situations and said, "A reporter should never react or give his point of view in a conflict area." Mr. Anand gave some real life

examples. He said collecting data on deaths and destructions during communal riots was the most difficult job of a reporter. He said once he had to report from a freshly bombed area. "There was a constant fear of another bomb blast happening. You have to take care of your

safety but you have to do your job as well."

Giving tips on reporting, he said, "if you chase a fire-fighting truck it would always lead you to some news."

Mr. Anand said although the job involves risk, it is thrilling.



Creative recycling

An event 'Trash to Treasure' was organized by the Department of Environmental Sciences on March 31. Theme of the event was turning trash to treasure by creative recycling. Undergraduate and post-graduate students participated in large numbers to create useful things from waste materials. Dr. Suman of the department coordinated the event. Students showcased their creativity by creating admirable art using trash materials such as plastic objects, newspapers, old T-shirts, bangles, CDs and even expired pills. Dean of Research Prof. R.M. Mehra judged the event. The first prize was bagged by Takeen Wani who prepared a footrug out of rags; second by Rahul Verma who made a vase out of newspapers; and third by Pooja Chauhan who made a wall hanging out of newspapers.

Language barrier major issue for international students

Hannah Ajayi MAJMC Second Semester

STARTING college life in a foreign country can be hard, especially if it's in a different continent. Adaptation is not easy but the important aspect is the willingness of an individual to accept the change.

A major issue is language barrier which is experienced by foreign students



in India. They find it difficult to communicate with the natives and, at times, even with their classmates.

To overcome this, Sharda University has launched courses in English and Hindi languages for the students coming from abroad.

A lot of international students want to befriend with Indian students. This would help them get firsthand knowledge about India and its people and culture. But they expect national students to approach them first.

The bottom line is that the ice must break whoever takes the initiative first. Who knows one gets the best friend one has been searching for. One way of get-

ting new friends is involvement in various academic and cultural activities on the campus.

Elizabeth Ajayi is a BBA Second Semester student hailing from Nigeria. She says she was "little bit scary" before coming to India.

"I had heard there was racism in India. But when I got into Sharda I did not encounter anything called racism."

What challenges she faces as an international student and how has Sharda helped her in solving those challenges? "For the most part of it, language is an

issue. I find it very hard communicating with some national students. But with the Hindi classes which the School of Languages and Culture has started recently, it has improved my communication and interactive skills," she said.

Ruby Belbase is from Nepal. She is pursuing M.A. in Mass Communication. She misses Nepali food.

"Sharda hostel is comfortable and food is Ok, but surely different from my country. Sometimes it's not to my taste. At that moment I miss my mom's food a

lot," she says.

Does she feel home-sick? "Who does not? It's quite natural. Everybody miss their home and parents."

Ruby says she has lots of friends in Sharda... Indians, Mexicans, Sri Lankans, Nigerians, Bangladeshis, to name a few.

"Sharda has given me the friends from different countries and am very close to them, they are all good people."

Celcio Buiti has come from Angola to study law at Sharda. He speaks very high of his teachers. "Our professors are cooperative and helpful. One thing I have noticed about them is that they don't allow any kind of discrimination."

It's quite natural.
Everybody miss their
home and parents

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