



Every drop of water counts

SBSR organises contests for schoolchildren

**Manisha Jessica Kean
& Mridu Kapoor**
BAJMC-1

GREATER NOIDA: Clean and safe drinking water is scarce today. Nearly one billion people in the developed world don't have access to it and yet we take it for granted.

The School of Basic Sciences and Research of Sharda University recently took an initiative to make people aware about this global scarcity.

The school organised a seminar for initiating and raising awareness followed by other events for school students from Greater Noida. The event started with the lighting of the lamp. The occasion was graced by

the presence of Prof. Vijay Gupta, the Vice Chancellor; Prof. R.M. Mehra, Dean of Research; Prof. Bhaskar Bhattacharya, Dean, SBSR; and Prof. Rajesh Kumar, HOD, Environmental Sciences, SBSR.

All the guests highlighted the issue of water and gave suggestions with a common goal of saving every drop of water.

Dr. Bhattacharya said the basic idea was to cultivate good thoughts in the minds of youth. "They have a very active mind and can come up with various ideas. I want to nurture those ideas, I don't want to kill them by burdening them," he said.

Basic idea, to cultivate good thoughts in the mind of a teenager.

After the seminar, events like painting, quiz and essay writing competitions were organised for students from five different schools.

Students from classes 11 and 12 from Somerville, Greater Valley, DPS Noida, Father Agnel and Apeejay International schools took part in the competitions. Some students from Sharda, participated and showcased their talents as well.

The event had a great response with over a 100 students participating.

Karishma Mohan, a class 12 student from Somerville School, was concerned about the water scarcity and wanted others to be serious about the issue. "I always close the water taps. I try to do my bit for the environment and would like others to follow the same," she told The Shardans.

To promote and encourage them, cash prizes were awarded to first and second position holders and to the rest participation certificates were handed over.

The entire event was coordinated by Dr. Suman, Assistant Professor Environmental Sciences, along with 10 students from the Department.

This initiative turned out to be a great success and they wish to continue with this effort.



BUILDING NEW BRIDGES:

Prof. Carlos Moneta from National University of Tres de Febrero, Argentina, recently visited Sharda University and addressed the students and faculty of SBS. He spoke on the 'Latin American integration process and suggestions for India'. He met Chancellor P.K.Gupta and also signed agreement with Sharda University.

Upcoming channel hires 13 Media students

The Shardans Team

GREATER NOIDA: An upcoming news channel has recruited 13 Mass Communication students of Sharda University. The selected candidates are the final year students of B.A. and M.A. They will be joining in December after finishing their end-term exams.

The selected students will be working there as interns as part of their OJT (on-job training) programme. Based on their performance in the channel, the students will be evaluated by a jury of internal and external examiners. The Mass Communication Department follows OJT programme in which students of B.A and M.A. go to industry in their final semester.

This will be for the first time that

the students will also earn while undergoing training as part of their curriculum.

A total of 24 students went for interview on 29 September. First they underwent written test, then faced personal interviews which were conducted by Mr Prabal Pratap, managing editor of the Noida-based channel. Mr Pratap is a well known figure in the media industry with over two decades of experience in Aj Tak, Eenadu, The Pioneer and Rasthriya Sahara.

Mr Prabal Pratap, gave the students a brief idea about how the channel works and motivated them for their test. The placement drive was coordinated by faculty member Ms. Sonali Srivastava.

- With input from
Juhee Rajput, MJMC-I



Schoolchildren participate in the painting competition organised by SBSR. (More pictures on Page 2)

From Guwahati to London Via Sharda!

Shamim Zakari a is currently pursuing M.A in International Journalism from the University of Sussex in Britain after graduating in Mass Communication from Sharda University. He recalls his days on the campus here in the following lines

THE first week of August, 2012. A young boy who has just crossed 17 years of his life, stepped in adulthood comes and lands in the capital which is also the kingdom of dreams for many. Cut to 2015, the same boy is walking past the British lanes! He wears an impeccable confidence exploring a world on his own. This is the story of an ordinary Indian student who dared to dream beyond!

This is my story:

The images formed three-and-a-half years earlier are still vivid in my mind. I remember stepping in this esteemed educational institution. I was accompanied by my dad and my friend to the gigantic

campus of Sharda University. Along with my baggage, I also carried dreams and aspirations. My confidence was wavering as I had opted for journalism despite the red signal from my family and friends. And to make things worse I had just flunked my 12th examinations. The positive factor was I was very much aware of my strengths so I had to fuel my dreams only with these! Sharda University was the place which gave my chasing dreams a definite and constructive direction. I graduated from this university with a bachelor's degree in Journalism and Mass Communication and after completion, I interned at a

few places. Then, I moved to London to study MA in International Journalism from University of Sussex on a scholarship.

At Sharda University, I imbibed the fun, eagerness and cue for knowledge. It unleashed my true potential. Though I had topped in all the semesters during my graduation and passed with a CGPA of 8.7 out of 10, but that barely mattered. The place taught me to think beyond marks, and conventional education.

I thank all the faculties who have been an integral part of my voyage at Sharda University. They



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Shamim Zakaria

Bollywood stars shine at Sharda

Anamika Verma &
Rakesh Singh
BAJMC-III

GREATER NOIDA: It's not every day that Bollywood comes to Sharda University. And on the 28th September versatile actors Irrfan Khan and Konkana Sen Sharma visited the campus. They were accompanied by director Meghna Gulzar and producer Vishal Bhardwaj. They were here to talk to the students of the School of Law.

They visited the campus as part of their promotional campaign and shared their experiences on being part of the movie. As the movie is based on one of India's most mysterious cases, the cast specially urged the law students to watch the movie and get a better understanding of the Indian Judicial System. The movie is centered around a double murder case of 2008. A 14-year-old girl Aarushi Talwar and domestic help Hemraj were found murdered in her Noida flat. The case had drawn nation-wide attention in which Aarushi's dentist parents were suspected to



Excited students click photos of Vishal Bhardwaj, Meghna Gulzar, Konkana and Irrfan Khan in an interactive session at the School of Law.

be the culprits. They have been convicted for the murders by lower court.

Irrfan Khan who has played the character of a CBI inspector in the movie said *Talwar* will bring out the truth and some untouched facts of this case. He

added that Bollywood lacked realistic cinema and this film was a good step forward.

Interaction between the cast and students continued for almost an hour where students asked them questions regarding the various IPC sections related

to the film. The cast without hesitation answered the students' queries.

Many faculty members along with the Dean, School of Law, Prof. Brij Mohan Dimri, addressed the gathering and welcomed the guests. It was a

very interactive session and everyone raised their points related to the case.

As the case has proved to be a milestone in criminal jurisprudence, it raised the interests of students and all the people present there.

Gr. Noida Metro work in progress

Nisha Prasad
BAJMC-III

GREATER NOIDA: The construction work for Noida-Greater Noida metro project has begun with barricades seen all over the expressway and some prominent locations in Greater Noida.

The project is likely to be ready within 2 years. The estimated cost of the 28.8km long metro project is Rs.5, 600 crore. An official of the DMRC (Delhi Metro Rail Corporation) told this reporter that Continental Engineering Corporation and SAM India companies have been given contract to build the metro line.

There will be one pillar on every 25 metres along the route. A total of 22 stations will cover the distance of which 13 will be on the ground and the rest will be elevated.

The metro loop will be completed by connecting Alpha 1 and 2 metro stations to Pari Chowk which will further be extended to sector 71 of Noida.

The official, who preferred to remain anonymous, added, "Around 500 workers and 100 engineers are engaged in the construction work. The number will increase when the work load increases.

Estimated 15,000 workers will be working in day and night shifts to complete the project in time. Special facilities will be provided to those who will be working during the night."

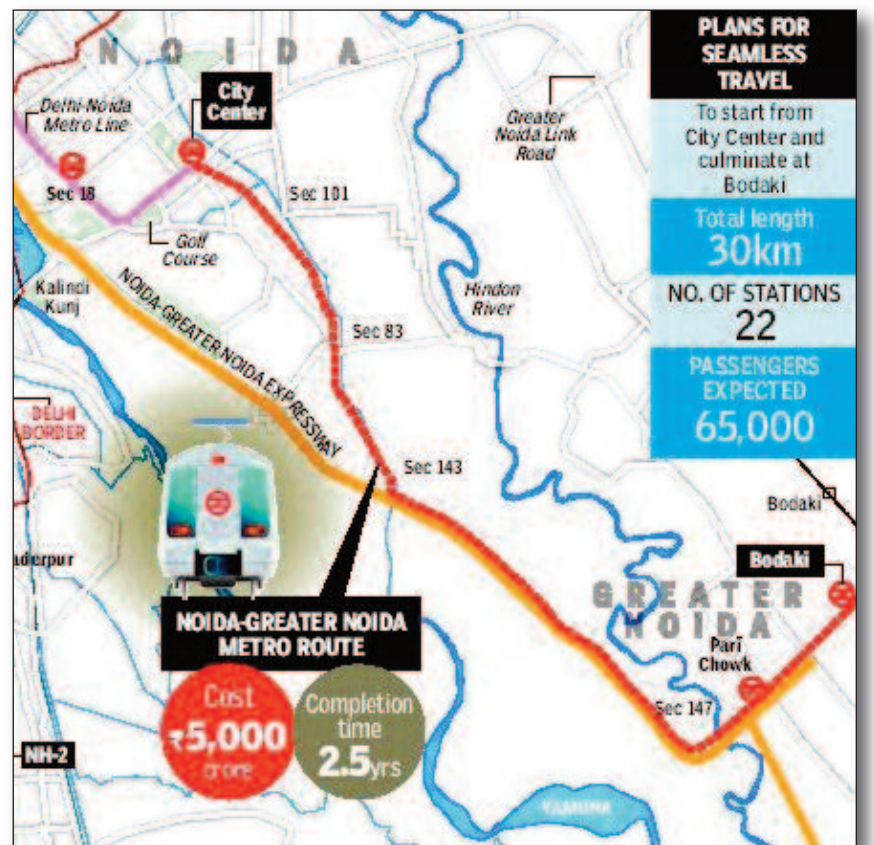
Once completed, the metro rail link will increase Greater Noida's connectivity with the rest of Delhi NCR. Rama Raman, CEO of Noida-Greater Noida and Yamuna Expressway Authority, has been quoted by newspapers as saying

that the metro will boost urbanisation, generate employment and provide a surge to economic activity.

He has directed the departments concerned to shift the electric poles which are coming in the way of the proposed route.

He also said that the entire project will be based on eco-friendly technology. "Solar energy for electricity inside the metro premises, rainwater harvesting system, nobentonite, a kind of absorbent clay used especially as fill, will be used during construction. Good polymers will be used during construction."

Namrata, a student of Sharda University, who commutes daily between Delhi and Greater Noida, said, "I am really excited about the metro as it's going to save a lot of my time. Moreover, it will be a safer journey."



Wings of Imagination

Students from Greater Noida schools take part in essay and painting competitions, as part of water awareness programme organised by the SBSR at Sharda University.

'Still' Walker !

Rishi Anand
BAJMC-III

EVERY photographer hopes for that epic shot, he uses his camera as a tool of exploration. His images are proof that photography matters, now more than ever. The Department of Mass Communication under its Clickers photography club organises a photo walk every Sunday. The picturesque walk is coordinated by student coordinators Rishi Anand and Rahul Srivastava. Faculty members C.P. Rashmi and Ashraf Ali supervise the walk. They say you don't learn unless you get your hand dirty. This holds true for the photography club too. Following this dictum, the photo walk members learn the tricks of the trade by visiting various locations in and around Delhi.

The department has already conducted four successful photo walks during this semester. The students first went to "Jantar Mantar", second went to "Lodhi Garden" for learning the monument angles, while the third emphasized on the colourful handi-crafts at "Dilli Haat".

The fourth visit was the fantastic location which was featured prominently in the Aamir Khan starrer- *pK*, yes, you guessed it right - Agradas Ki Baoli indeed. The students tried to master their skills with respect to shutter speed and captured various bird movements at the Baoli.



Photo credit:
Saurav Shukla BAJMC I

The Photo walk in a systematic manner focuses on one aspect of photography at a time so that students get adept at aperture, ISO, depth of field, shutter speed, etc.

Photographers have different ideas, different visions and different executions. It hardly matters what kind of equipment you use on a photo walk, it is the collective energy that gets your creative juices flowing and extracts the best out of you. The walk may not always give you much time to adjust your gear for the beautiful shot your eyes have chanced upon, but isn't that the beauty of the whole idea !



Photo credit: Mridu Kapoor BAJMC I



Photo credit: Vivek Chandra BAJMC I



Photo credit: Aman Tyagi BAJMC III

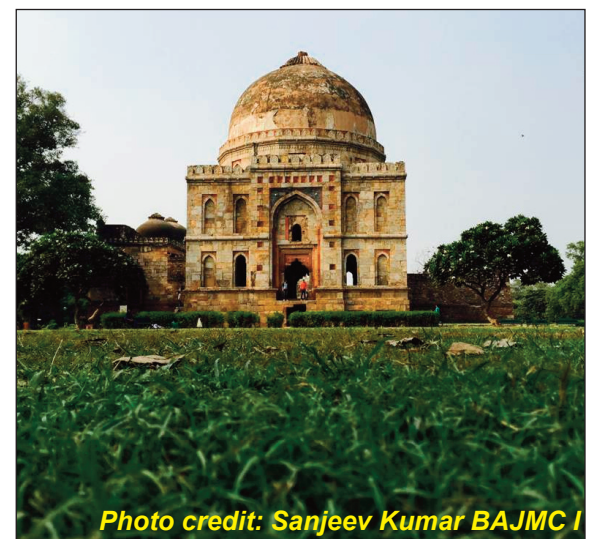


Photo credit: Sanjeev Kumar BAJMC I



Photo credit: Vivek Chandra BAJMC I

Learn to respect the other gender, say speakers at Sharda event

Qaiser Ahmed Dar
BAJMC-III

GREATER NOIDA: Gender Sensitization Committee Against Sexual Harassment (GSCASH) organized an awareness program on Gender Sensitization and Sexual Harassment on 30th September.

Mr. Adab Singh Kapoor, expert in handling litigation and corporate advisory services and founder of

Adab Singh Kapoor & Associates, and Professor Bharat H. Desai from Jawaharlal Nehru University, graced the event with their presence along with Dean, School of Language and Culture, Pro. P. K. Mitra, Registrar Avais Ahmad, and several other dignitaries. Dr. Pooja Rastogi, Professor & Head, Department of Forensic Medicine, School of Medical Sciences & Research, Sharda University, presided over the event.

Dr. Rastogi moderated the discussion, saying: "When a person is subjected to sexual favors, and verbal or physical misconduct of sexual nature, it leads to offensive work environment relating to sexual harassment."

Dr. Bharat H. Desai went on to say, "This issue concerns us all; improvement in behavior towards other gender is now necessary in our country. We have to break the stereotype

of ourselves because it's not something the law and the government can correct".

"The process of empowering women should take place at the core level of social structure i.e., family and household. The elders need to teach their children the basic etiquettes and respect towards the opposite sex. The ideology 'You can see the ceiling but cannot touch it' needs to be replaced because in today's world

it's never about the gender", Dr. Desai added.

As per the law, it is mandatory for every workplace to have an internal complaints committee. To ensure that no victimization results from making a complaint, the procedure is well documented, available and in an accessible format.

Prof. Mitra in his speech said: "In our university, we are always there to ensure that there is no discrimination of any kind, to assure those who harass or are accused of any misconduct against women, will not be treated moderately. Strict actions have been taken against those who were found guilty of such crimes in the past and will always be treated the same in future."

He said women don't get equal status as men and are usually referred to as dependable. "It is socially acceptable for a husband to physically abuse his wife. We need to address these issues. The will to change is there, but something substantial needs to be done."



Natya Kriti, the drama club of Sharda University, presented a skit highlighting sexual harassment.





Sharda gears up for AIU festival at Ludhiana

The Shardans Team

GREATER NOIDA: the Sharda University is currently in the process of selecting students who would participate in the AIU's annual Unifest for the North Zone to be held from 14-18 November at Punjab Agricultural University, Ludhiana.

This would be the third year for Sharda to take part in an event of AIU (Association of Indian Universities).

The Dean, Student's Welfare, Dr. Siddhartha Mukherji, has formed a committee which will take auditions for the selection of students. The date set for the pre-AIU auditions is 27 October.

The events in which the university will participate would be literary, theatre, dance, music and fine arts.

The AIU is an organisation and association of major universities in India. It is based in Delhi.

Sharda sports teams win prizes at Jamia, AIIMS

*Shivansh Johri
BAJMCIII*

GREATER NOIDA: Sharda's sports teams have made the university proud by winning trophies at several competitions in September and October.

Girl students of the School of Dental Sciences won first prizes in both singles and doubles badminton at the tournament held at Delhi's Jamia Millia Islamia. The boys' cricket team won the second prize.

The students of the School of Medical Sciences and Research also did very well at the Pulse 2015, the largest annual cultural, literary and sports festival of the All India Institute of Medical Sciences, New Delhi.

Sharda's badminton and volleyball teams of girls students won the badminton

and volleyball games. The basketball team also performed well but lost in the final round.

The sports teams of Sharda University also went to Rohtak in Haryana where they participated in the sports meet hosted by the Association of Indian Universities.

Inter-school tournaments

Meanwhile, the School of Business Studies (SBS) is far ahead in the inter-school tournaments being played on the Sharda campus.

The SBS has so far won the doubles and single in badminton and single in volleyball. The School of Dental Sciences has won both single and doubles badminton (girls). The School of Engineering and Technology has won the volleyball tournament.



Dental students jubilant after winning the volleyball tournament

Inter-School Cultural Meet from Nov. 5-7

The Shardans Team

GREATER NOIDA: The 2nd Inter-School Cultural Meet 2015-16 of Sharda University will be held from Nov. 5-7. The event will showcase all the major features of the previous editions. School teams would face off in different sets of competitions at the end of which a particular school will emerge as the winner. Students would get trophies together with merit and participation certificates. Last year, there were 16 events in total at the end of which the School of Media Sciences and Research emerged as the overall winner.

A date with history of Indian art and culture

*Nisha Prasad
BAJMC III*

NEW DELHI: The second year students of Mass Communication, guided by Mr. Dev Meher, were taken to Sangeet Natak Akademi, Delhi.

The purpose of the visit was to increase the students' awareness about various art forms in India. The academy's collection of paintings and musical instruments make it a must go destination for art lovers.

The students learnt the idea behind this academy i.e., to promote and preserve India's vast culture and heritage.

The academy, which is the national academy for music, drama and dance, is also a good platform for all level students to showcase their art.

The academy is divided into 3 parts – a library, an instrument corner and a gallery.

For those interested in increasing their knowledge about the history of Indian art or about dance or drama, may visit the library at the academy which houses over 22,000 books.

There are some rare musical instruments displayed at the academy which are put under 3 categories – string, wind and percussion.

The gallery showcased a large variety of masks, puppets and paintings of 'rishi-muni' from ancient times.

The students gave a positive response as they witnessed good pieces of art.

The peace and solidarity of that place connects our heart to the beauty of our distinguished cultural heritage.

From Guwahati to London via Sharda!

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were and are the people who always stand behind every student!

The Mass Communication Department galvanized my career. The department also gave me the opportunity to be a student editor of its practice newspaper

The Shardans exposed me to a real-life scenario of news reporting, designing and editing. With *The Shardans* donning a coloured avatar, the readership increased and saw the enthusiastic participation of many students.

Had it not been for Sharda University, my dreams of a successful professional endeavor would have never materialized. This place made me grow.

The place also helped me make many friends beyond state, language and continents. I advise the Mass Communication students to explore their interests and remember a little confusion is a good thing.

In the years to follow, irrespective of time, place and situation one thing would remain the same forever - my gratitude towards whatever I learned at Sharda University.



The new Samsung fast charger.

Charging phones made simple

*Yash Verma
BAJMC-I*

CALL yourself a gadget freak? Then you shouldn't miss out on Samsung's new wireless charging device - The Fast Charge Pad. The device is famous for fast charging, especially for "phablet" users.

In 21st century, the biggest apprehension in every youngster's life is the battery status of their mobile phones. Samsung's Fast Charge Pad

might be the answer to all the battery related problems. The device has a circular surface with led indicator guiding you about how much your device is charged.

The unique slim circular design of this and its ability of charging phones quickly is what sets this apart. With the launch of this device, Samsung are looking forward to attracting more customers to make use of its technological expertise to make the lives of people is us simpler.

TALK OF SHARDA

CLASSES resume after almost a week's holidays. The students were heard advising one another to take stock of their attendance as the semester is coming to an end with another week-long Diwali holidays in between.

Tip: Be ready to participate in Inter-School competitions from Nov. 5-7.



EDITORIAL TEAM

STUDENT EDITOR: Priyamvada Budhalakoti, BJMC-V. **MEMBERS:** Shashwat Pant, BAJMC-III; Anamika Verma, BAJMC-III; Rishi Anand, BAJMC-III; Shivansh Johri, BAJMC-III; Qaiser Dar, BAJMC-III; Shivendra Sangwan, BAJMC-III
FACULTY COORDINATOR: Prabuddha Jain. **FACULTY SUPERVISORS:** Harsh Ranjan; Shaheen Nazar