



## Sharda gears up for Convocation on March 4

### Sri Sri Ravi Shankar to be chief guest

*The Shardans Team*

GREATER NOIDA: Preparations are on at Sharda University for the second Convocation to be held on March 4. Spiritual leader and the Art of Living founder Sri Sri Ravi Shankar has consented to be the chief guest and deliver Convocation address.

Nearly 3,500 students from batches 2014-15 and 2015-16 will be awarded degrees of various levels. Thirty students are to be conferred with Ph.D degrees, 650 masters degrees and the rest bachelor degrees, said Prof. Bhaskar Bhatnagary, Dean, Academics.

Two Chancellor Medals for each batch will be given to for the holders of the highest academic position in the en-

tire university. Moreover, toppers of each of the 11 schools will get Gold Medals. These medals will be given by the Chancellor, Mr. P.K. Gupta.

The Vice Chancellor, Prof. Vijay

**3,500 students from batches 2014-15 and 2015-16 will be awarded degrees**

Gupta, will be honouring first, second and third position holders of each programmes with the Certificates of Merit.

According to Prof. Bhattacharya, the actual programme of the Convocation starts at 3 p.m. wherein degrees will be

awarded. However, the Certificates of Merit will be given just before the commencement of the actual programme.

The presence of Sri Sri Ravi Shankar has generated considerable interest in the event. People are eager to listen the special lecture that he is going to deliver on the occasion. Popularly referred to as Sri Sri, the spiritual guru is the recipient of Padma Vibhushan, the second highest civilian award given by the Government of India. In 1981, he founded the Art of Living Foundation, which aims to relieve individual stress, societal problems, and violence. In 1997, he established a Geneva-based charity, the International Association for Human Values, an NGO that engages in relief work and rural development.



Sri Sri Ravi Shankar

## MA Students undertake charity work as part of Dev. Comm. project

*Tanvi Rajvanshi & Sana Rahman*

*MAJMC Second Semester*

GREATER NOIDA: A good number of used clothes, footwear and dry food items were collected during 12-day campaign by the Mass Communication students of Sharda University. Many new clothes were also donated by the students as well as faculty members.

"Spread the Smiles and Give Love," was a campaign that the MAJMC students ran with the help of Mass Communication faculty from 25th January to 5th February. It was a part of their Development Communication project. All the items that have been collected will be donated to orphanage, old age homes and cancer patients, said Ms C.P. Rashmi, Mass Communication faculty who supervised the campaign.

Donation boxes were placed at various places like Mandela, Sarojni and Indira hostels as well as Uncle's Café and Dental Hospital. Boxes were categorized into different sections like toys, clothes, stationery, footwear and dry food items.

Also, a Flash Mob was organized by the campaign volunteers to spread the awareness among the students.

"People's response was beyond our expectation. Mandela Boys Hostel deserves special mention as the box kept there was filled to the brim," said Ms Rashmi.

The campaign also took the help of Suno Sharda 90.8 FM. It was promoted through its popular show called "Apni Mitti, Apne Geet" wherein RJ Prince called on its listeners, including people outside of Sharda University, to join the donation campaign. The general public were given the option of calling the campaign volunteers if they were unable to personally come.

## Future designers showcase their skills

### 200 schoolchildren take part in Ankur Utsav competitions

*Aditya Kumar*  
*BAJMC-II*

GREATER NOIDA: The Department of Design organised Ankur Utsav on February 10. Dubbed as 'design awareness event', it gave a unique opportunity to budding designers to display their talent through various activities such as design competitions and design exhibitions.

A panel discussion on the prospects of employment in designing by experts from the industry was another highlight of the event. Nearly 200 students from six different schools were invited to participate in the event. They showcased their skills and talent in designing.

There was a great display of creations made by the Design students of Sharda University in the form of clothing, artifacts, etc. Some innovative displays included a sofa made entirely from tyres.

There were panels displaying sketches, slogans and other interesting works

Huriya Zamir and Fiza from Jamia Sr. Secondary School

bagged the first prize in apparel design competition. Kriya Chopra and Ishika Sharma won the second prize followed by Poorvi Jain and Mehak Jain from Vardhman Shiksha Mandir.

Tanishk Sharma from Angels Public School was the winner of Design Composition Competition. Om Das Vardhman from Public School and Sheikh Shamim from Angels Public School were adjudged second and third winners respectively.

"India is on the brink of becoming an urban nation with multiple openings in the field of designing," said Vice Chancellor Professor Vijay Gupta. Designing as a profession has tremendous potential of growth, he added.

Some of the highlights of Ankur Utsav were a radio jingle on a product made by the students of Design Communication; Nukkad Natak; and a flash mob.

"The idea behind Ankur Utsav was that children from different age groups and school come together and display their craftsmanship by designing various models," said Design faculty Om.

It proved to be a highly successful and celebrated event.



Design experts at a discussion during Ankur Utsav. (Below) Schoolteachers were felicitated as visitors enjoyed the exhibition.



## Campus turns into hub of diplomatic discussions

*Vipul Kunwar*  
*BAJMC 4th Semester*

GREATER NOIDA: To expand the horizon of their skills and knowledge of world politics, the 4th edition of International Sharda Model United Nations (ISMUN) took place at Sharda University on February 4-5. It became the hub of diplomatic discussions with students from different colleges participating as delegates.

With 181 delegates, 11 countries and

five committees the agenda was based on racial discrimination, gender issues, improving global emergency for nuclear crisis, human rights violation and how they should be dealt with.

Amanpreet Singh, Secretary General of ISMUN 2017 declared the Conference open.

The purpose was clearly to achieve multidimensional understanding of things happening around the world.

This taught the students about the UN as well as the open discussion with

diplomacy. Delegates involved in the ISMUN 2017 were United States of America, Russian Federation, Bangladesh, India, Bahrain, Malta, Cameroon, Israel, Latvia, Greece, Iran, Afghanistan, Sweden.

"Four years ago we were just three to four people who undertook to organise ISMUN. This year we had 40 plus volunteers and a total of 205 people who attended the event.

"This was due to the efforts of the members and the awareness spread by

mock sessions conducted by the ISMUN Society," said Abhay Bhardwaj, director general of the Society.

Khalsa College of Delhi University made its way to win the trophy of best delegates representing their country from different committees. The 4th edition of the ISMUN turned out to be a huge success, owing to the ISMUN Society working day and night to make it happen.

- With input Aviral Tyagi, BAJMC 2nd Semester



## Basketball team wins Amity, Jaypee titles

### The Shardans Team

NOIDA: Sharda University Basketball team won the Championships at the annual sports meets of Amity University, Noida, and Jaypee Institute of Information Technology, Noida. Both the sports events were held this month.

The Sharda team went to Amity University for its sports fest "Spardha" 2k17. More than 30 teams participated in the tournament. The Sharda team performed exceptionally well and defeated teams of GGSIP University, Delhi, MVN University, Amity University, Shiv Nadar University, Motilal Nehru College, Galgotia University, GBU Greater Noida, Dayal Singh College and many other colleges.

At Jaypee Institute of Information Technology, the Sharda team faced challenges from Noida International University, G.D. Geonka University, DCAC College and Motilal Nehru College with much ease.

But the real fight was with the arch rivals Amity University. The final was played between Sharda and GGSIPU



**OWNER'S PRIDE:** Sharda's Football team with runner-up trophy at O.P. Jindal, Sonipat

with the match being decided in favour of Sharda.

### Runner-up in football

Meanwhile, Sharda University's Football Team emerged as runner-up in the three-day league match held at O.P. Jindal Global University, Sonipat, from February 25.

Teams from eight universities were

in the league.

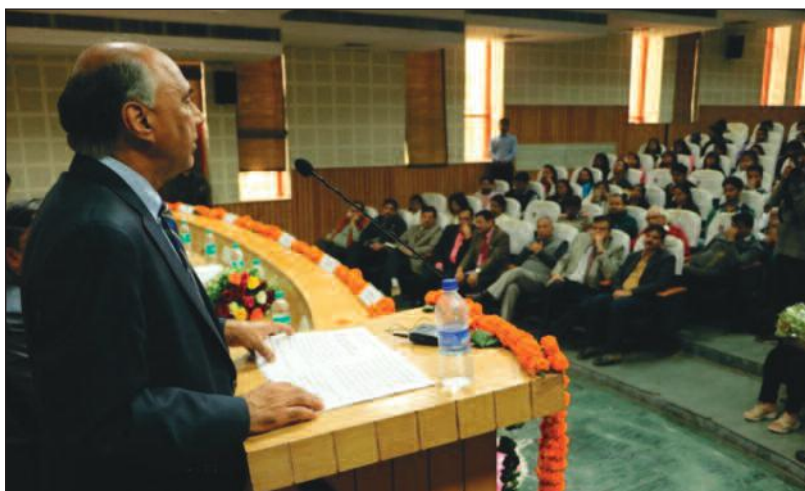
They were, besides Sharda and the host O.P. Jindal, Delhi University, Jamia Millia Islamia, Ashoka University, B.M. Munjal, Indraprasth University and National Institute of Food Technology and Management.

Sharda team defeated Jamia by 2-0 but lost to Delhi University by 2-1 in the final.



### WORKSHOP ON FILM MAKING

The Department of Mass Communication recently invited noted documentary film maker and academician, Prof. Shahid Jamal, for a two-day workshop on "Documentary Film Making and Cinema Appreciation".



### 'BE THE LEADER FOR NEXT GENERATION'

"Be a lifelong learner, be the best you can, get good education and skill, stay true to yourself, and never ever give up. You have the capacity to make impossible possible, be the leader for the next generation". These were the words of Dr. Frank F. Islam, philanthropist, civic leader and thought leader from America. He was at Sharda to deliver a special lecture on "The Role of Higher Education in the 21st Century: Shaping Studies & Society". The programme was organised by the Department of Mathematics, SBSR. Dr. Islam serves on various boards and councils at more than half-dozen universities including Johns Hopkins University, American University, and George Mason University.

- Tanvi Rajvanshi, MA (J&MC)

## SADMS students celebrate Vasant Panchmi

Ufaira Fayaz  
BA (J&MC) 4th Semester

GREATER NOIDA: School of Art Design and Media of Sharda University celebrated "Vasant Panchmi" with full devotion and enthusiasm.

To pay allegiance to the god of learning, Saraswati Pooja was started around 10:00 am on February 1, 2017. All the students and faculty of SADMS gathered in Room no. 808, Block 2. Dean SADMS, Prof. (Dr.) Shovan K Saha also participated in the pooja.

Almost everyone was dressed in yellow outfit and carried out all the rituals. Pushpanjali (offering of flowers along with mantras) were offered as a part of pooja.

Since the goddess Saraswati represents the feminine principle of art and music, a few cultural programmes were also staged by the Mass Communication students which included a group song in the beginning, a group dance and much more.

After the pooja was over, prasad was distributed among the devotees.

Ms. Sonali Srivastava from the Mass Communication Department co-ordinated with the students which made the event successful.

Saraswati Pooja was also celebrated by the hostellers of Sharda University. A night-long Jagran was organised at the temple in Sharda premises.

Besides bhajans and aartis, songs and dance by students added added colour to the event.

The next day, Saraswati Visarjan marked the end of this festival and the murti was respectfully departed for visarjan (immersion in water) with loud music and dhol.

## Campus Corner

### Condolence meeting held for Mass Communication student



Rahul

THE School of Art, Design and Media Studies (SADMS) held a condolence meeting on February 23 for Rahul Chaudhary, a student of BA (J&MC) who died in a road accident in Greater Noida last week. Present in the meeting were Dean, SADMS, Prof. Shovan Saha; Dean, Academics, Prof. Bhaskar Bhattacharya; Prof. Eqbal Ahmad, HOD, as well as faculty members, staff and students of the Mass Communication Department. A car hit the scooty Rahul was riding pillion with a friend. In October 2016, another Mass Communication student C. Sriram died after falling from a bike. The speakers at the condolence meeting made passionate appeals to the students not to ignore safety rules while on the road.

### World Cancer Day observed

SHARDA Hospital and School of Medical Sciences & Research (SMSR) jointly organised a "Free Cancer Check-up Camp" on the Occasion of "World Cancer Day" on 4 February 2017. World Cancer Day is an international Day marked on February 4 to raise awareness about cancer and take measures for its prevention, detection and treatment. According to a recent report, it has been noted that more than 12.7 million people are diagnosed with cancer and more than seven million people are dying of cancer every year. During World Cancer Day one lecture series was held by Dr. Pinki Mishra, gynecologist of Sharda Hospital. Addressing the students, she listed the factors that cause cancer, such as tobacco use, overweight or obese, low fruit or vegetable intake, less or no physical activity, use of alcohol, urban areas air pollution, indoor smoke, etc. Dr. Mishra was of the opinion that right diet can cut the risk of cancer "as much as by 50 percent".



First time voters show off their Voter ID cards after casting votes in Sharda University on February 11, 2017. Sharda University was selected as one of the 'Model Polling Booths' in Gautam Budh Nagar district.



The School of Engineering and Technology (SET) held the 2nd Alumni Meet February 04, 2017. It was an occasion where old friends, classmates, acquaintances and teachers met and renewed our commitment to the noble ideals of Sharda University.

### Cultural Society felicitates talented students

THE Cultural Society of Sharda University recently held a programme where talented students were felicitated. Associate Dean, Student Welfare, Ms. Noor-e-Zahra; Literary Club Coordinator, Mr. Shaheen Nazar; and Mr. Asad Alvi, Coordinator, Drama Club, hailed the students who have done Sharda proud by representing the university in various events AIU or sports meets throughout the country. All such students were honoured with the certificates of merit. Also, new members to various clubs under the Cultural Society were inducted.

- Compiled from reports filed by Namrata Mani, Sana Rahman, Sarvajeet Krishna,



# Journalism is about 'not taking sides'

**Prince Kumar**

*BA (J&MC) 4th Semester*

**GREATER NOIDA:** The Mass Communication Department recently hosted India TV channel's Managing Editor Ajit Anjum for an interactive session with the students. He shared his 25 years of field experience with the students.

The first message that he gave to the students was to read a lot, including daily newspapers.

"If you really want to become a journalist, read at least three to four newspapers every day," he said.

Mr. Anjum was of the view that a journalist should be true to his profession. He must not impose his opinion on his audience.

"In today's world there is a shortage of genuine journalists. Majority of them

are taking sides which is against the rule of the game. A journalist should present a balanced picture and keep his personal choices aside," he said.

Mr. Anjum, who has been associated with several media organisations during his long career, said that personal opinion of an individual can never be called journalism.

"Someone doing this should be called an activist and not journalist," he maintained.

In reply to a question from the audience, Mr. Anjum said that do not aim to become only a report.

"This would limit your prospects. Try to learn all aspects of journalism. Whatever job you are offered in a TV channel you should accept it and develop your understanding of its functioning."



*Well known television journalist Ajit Anjum, third from left, meets the Pro Chancellor, Mr. Y.K. Gupta, in his office.*

## SBSR holds Workshop on writing research paper, filing patent

*The Shardans Team*

**GREATER NOIDA:** The Department of Chemistry, SBSR, recently organized an interactive workshop on "Give wings to your Research Idea". It was aimed at learning how to write a good research papers and file patents.

Prof. Bhaskar Bhattacharya, Dean SBSR (School of Basic Sciences & Research), highlighted various aspects of writing a good and convincing research paper. "It should contain sufficient information to convince readers, relevant literature, methodology, detailed requirements for equipment, materials, etc," he said.

He took the audience through a detailed tour of each section of paper writing and highlighted the significance of each component.

The second talk in the session was by Principal Scientist and Editor, Indian Journal of Chemistry Section A, Ms. Geeta Mahadevan.

She elaborated on the IMRAD (introduction, methods, results and discussion) structure of a research paper and also how new research if not communicated does not become a part of mainstream science.

She said a research paper should be written in a way that it is a material for publication in specialised journals. She also explained the editorial process of selecting a paper.

The second half of the workshop was dedicated to Intellectual Property Rights. Dr. Vineeta Jindal, Senior Manger, IP and Tech Management BIRAC, in her lecture conveyed information about the different components of IPR. The discussion revolved around how a new idea can be turned into invention and then innovation.

How the IPR Cell at Sharda University functions was the concluding talk by Prof. R.M. Mehra, Chairman, IPR Cell, Sharda University. He shared the details of revenue earned by patents at Sharda between university and inventors/researchers.

Over 200 participants including faculty members, PG students and Ph.D. scholars from all disciplines attended the workshop.

# Engulfed in the charm of Surjakund

**Vanshika Singh**

*BA (J&MC) 2nd semester*

**SURAJKUND, Faridabad:** The vibrant, euphoric and alluring 'Suraj Kund Mela' was one heck of an experience to have to go to. Though the weather gods seemed to spoil the trip for a while but the spirit of the students prevailed.

We got a glimpse of a gigantic jingling, ultra-bright metal gate with exquisite carving on it, at the entrance. Many joyous rides could be seen at the right side of the entrance. The rides were so much fun. We had about two-three hours to visit the whole fair and then get back to the university buses. We were so enraptured by the rides and how it brought our childhood back within ourselves, that we spent more than half of our time there only.

There was a variety of games. Games like where we were supposed to tap a gift by throwing wooden rings over them, if the ring covers the whole gift, it's yours. The game seemed quite easy but alas, it wasn't. None of us could win a gift except one chocolate. It was a moment of disappointment borne with a smile on the face. Also we tried this game where we had to hit the pattern of steel glasses with a basket ball which certainly seemed like an effortless and interesting game but haplessly this too turned out sour. We could not make all glasses fall down from distance of what seemed 2-feet? Even though we lost but it was worth a try.

All of us were happy, enjoying such a fair after probably ages. We tried a game where we had to hit the balloons

by using gun. It literally brought all my childhood memories to me. I felt completely nostalgic! And then comes the most interesting and adventurous part, the "giant-wheel ride." I had never in my life had ridden a giant-wheel because I am afraid of heights. All my friends made me try it and I finally tried it for the first time in my life and also maybe the last. I was so frightened that I did not look down for even a second. My friend Shariq asked the attendant to stop the ride and I got out of it. The rides were full of kids. It was lovely seeing people enjoying. Everyone seemed enthusiastic.

We went to other side of the fair where a joyful ambiance could be observed. There were many colorful and different stalls representing their countries and also our Indian states. The place was crowded, yet beautiful. Artists were representing their states and regions through folk dances. They were selling different items from their states and countries. Everything was colorful. The Mela celebrates the unique diversity of Indian traditions which was clearly visible and could be wholeheartedly felt. The dances, the music, the way artists represented themselves was magical and left a vivacious effect on us. The multi cuisine food stalls and courts were available for people. Two of my friends had a *golgappa* eating competition there. The smell of the food from the stalls was definitely tempting.

We indeed had a great time enjoying the drum-beats to listen to, having a tummy full of delicious food and a great time at the joyous rides. It was undeniably a stupendous experience.



*ON THE JOB: Mass Communication students make a documentary at the Surajkund Mela*

## Feel of a 'global village'

**Nancy Vinayak**

*BA (J&MC) 2nd semester*

knowledge into practice.

There were rides as well as stalls of different nations. The fair gave the look of a global village as people in different attires were mingling and enjoying the food from various parts of India. Mass Communication students indulged in eating and shopping.

The fair specially promoted handicrafts and handloom works. There were separate sections for buyers to select traditional garments and artefacts.

**SURAJKUND, Faridabad:** The Department of Mass Communication organised an educational trip to Surajkund Mela (fair) on February 10. It was aimed at helping the students understand cultural and traditional aspects of India and other nations. It gave them an opportunity to put their theoretical



*FOR THE RECORD: Students and faculty members at Surajkund in Faridabad. (The Shardans photo by Ankit Dubey)*



## Creative Corner

# In pursuit of love

**Arjun Bhatta**  
B.Tech Biotech

AS Benjamin turned the rusty door knob and pushed the door barely ajar, he didn't expect to see anyone waiting on the other side. For forty years, no one had cared enough to wait for him; why would anyone now? Oddly enough, as his eyes fell upon the empty dark living room, he was still disappointed.

He put his hand inside the right pocket of his coat. His fingers weakened with age, brushed against the linen softly as he drew out a piece of paper. The dark moonlight did not permit the words to be visible but one could see its value on the fingertips of old Benjamin who was clutching and caressing the paper at the same time.

After what seemed like an eternity, Benjamin lifted his cane and moved it forward sluggishly, walked through the living room, clutching the cane with one hand and the paper with another.

He walked past the couch and went into the bedroom, the door was already open.

As he walked into the bedroom and switched on the lights, there was a noose hanging in the middle of the room. Below it was a chair, but Benjamin was unaffected by the morbid state of his bedroom and walked onto the desk beside his bed.

He drew a pen and a paper and started writing. As the tip of his pen touched the paper, his eyes were filled with tears of memories:

My love

It might have been 40 years since you passed away but there hasn't been one day that I haven't loved you any less than I loved you the day I first touched your lips. I know I wronged you many times and I would not expect you to forgive me for that. I could not keep any of my promises to you in your life but if you see me now, please know that I have endured this life for this long to see your

*The Mass Communication Department's annual fest, Media Mela, held in April 2016, had various features. Short story writing competition was one of them in which students from all the schools of Sharda University took part. Rabina Bara of BBA won the first prize while Arjun Bhatta of Biotech won second prize. The students were asked to write their stories based on this picture. The time given to them was one hour.*



dream come true. Now that I have done it, it can no longer endure the pain this life is causing me, so I am coming to be with you for rest of the eternity.

The one who truly loved you, Benjamin

Slowly, he put his pen down on the paper, wiped his eyes and stood up with great strain, with the last bit of his

courage. He climbed on the chair and put the noose around his neck.

There was a smile on his lips as he kicked the chair.

As his body hung lifeless in the middle of the room, the crumpled piece of paper fell of his hand. It was picture of a new-born child below which was written "Your first grandchild."

# A beautiful, eternal memory

**Rabina Bara**  
BBA Second Year

MR. Edwin held on to his walking stick. He was wearing his wedding ring for the past 66 years. He cherished it each and every day. He was sitting on a bench reflecting on what he did. I saw him every day, sitting on the same bench, sitting in the same position. So it was 7th April 2003, I decided to approach him. I wanted to know about him, I already heard a lot about him.

I went and sat next to him, and before I could say hello he said "Miss, would you mind shifting a bit, she is sitting and she needs to be comfortable."

I felt a hard throb in my head and said "Did I do something wrong?" He smiled and said: "No, it's that Ediana used to sit next to me and she read me stories."

"Oh... Ediana, is she..."

"Yes she is my wife and she is dead," he said with a smile.

He started his story and I couldn't interrupt him by my questions. So I just sat there having my whole attention for him.

He began: "It was a starry night, when I met her. It was Christmas and was one of the happiest days when I met her. I was 28, young and brave. She was in the church choir. I saw her on that day because I never went to the church on any ordinary Sunday, and because it was Christmas I went."

"We all were wishing each other, I went to the choir and stood near her and as she turned around with a bright angelic smile and said 'Merry Christmas!'

I was taken aback by her smile and I could not utter a word and she kept looking at me for my wishes. I said 'Merry Christmas Miss...?'

"She said 'Ediana.'

"What a pretty name'. We were done with introductions and we all went to our homes. I couldn't get her off my mind and I wanted to see her again and so I went to the church on next Sunday.

"I met her again. She was a very lively girl. Her smile was all what I cared about. Everything about her was so beautiful. Gradually, I started going to church regularly and we saw each other and soon we got married. I changed myself for her, she was the reason I transformed. She was just 23 and even then she had a great impact on me. I used to work hard and come home. She would wait for me every day, that moment was my motivation. Soon we were blessed with a child, we named him Eris. He was a blessing for us.

"We lived together for 10 years and the moment arrived which I never imagined. She was suffering from an incurable disease, the doctors had no cure. She left me, but I am glad she was there in my arms when her soul left the body and till date I have no courage to remove the wedding ring, she watched me every day, she is with me..."

Mr. Edwin's eyes were brimming with tears. I held his hand and told him that he is doing well and she must be happy to have you. As I walked away I saw him sitting the same way and he was smiling. I was glad to talk to him. I will treasure this conversation forever.

Preparations for Media Mela 2017 are on.  
Dates will be announced soon.



## IN THE MIDDLE OF POLITICAL CROSSFIRE

Mass Communication students were recently part of a political debate on UP elections at 'News18 India' in Film City, Noida. The students got to throw questions at the unsuspecting spokespersons of parties.



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

Produced by the Department of Mass Communication, Room No. 315, 3rd Floor, Block 03, Sharda University, 32, 34 Knowledge Park-III, Greater Noida - 201306, UP. E-mail: theshardans@sharda.ac.in

**STUDENT EDITORS:** Tanvi Rajvanshi (MAJMC-II), Sana Rahman (MAJMC-II), Ufaira Fayaz (BAJMC-IV), Insha Khurshid (BAJMC-IV)  
**STUDENT EDITORIAL TEAM:** Aaditya Kapoor (BAJMC-II), Aditya Kumar (BAJMC-II), Md. Farrukh Khan (BAJMC-II), Nancy Vinayak (BAJMC-II)  
**STUDENT PHOTOGRAPHERS:** Joydeep Chanda (MAJMC-II), Mujeeb Alam (BAJMC-II)  
**FACULTY COORDINATORS:** Prabuddha Jain; C.P. Rashmi. **FACULTY SUPERVISORS:** Prof. Eqbal Ahmad, Shaheen Nazir