

 **SHARDA**
UNIVERSITY
Beyond Boundaries
THE WORLD IS **HERE**. WHERE ARE YOU?



Plot No. 32, 34, Knowledge Park-III, Greater Noida (Delhi-NCR)-201310

☎ 0120-4570000 ☎ 0120-4060210/11

✉ admission@sharda.ac.in 🌐 www.sharda.ac.in

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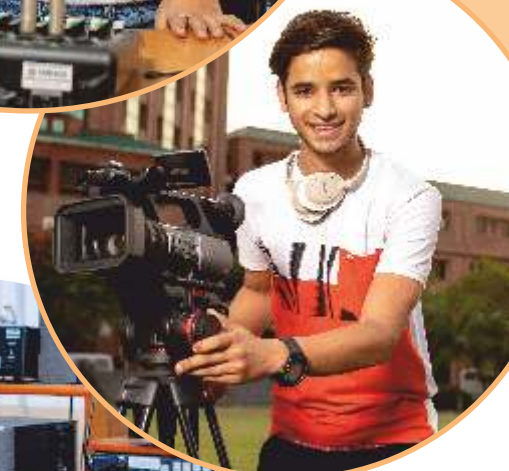
 **SHARDA**
UNIVERSITY
Beyond Boundaries



SHARDA SCHOOL OF MEDIA, FILM AND ENTERTAINMENT

THE
#WORLD
IS HERE. WHERE ARE YOU?

CREATING
ACHIEVERS
IN MEDIA, FILM & ENTERTAINMENT



www.sharda.ac.in



26 YEARS OF AN UNPRECEDENTED JOURNEY OF EXCELLENCE.

Sharda Group is a multi-million dollar conglomerate with operations in India & Uzbekistan and plans to expand further to the other CIS countries and Africa. The Group is on a vertical tangent of growth spearheaded by Mr. PK Gupta who lives by the treatise - It takes a vision to change the game.

1995
SHARDA
GROUP

1996
SHARDA GROUP
OF INSTITUTIONS
(SGI)

2005
RISHAV
SHELTERS

2006
SHARDA
HOSPITAL

2009
SHARDA
UNIVERSITY

2013
SHARDA
LAUNCHPAD

2016
SHARDA
TECH

2019
SHARDA
UNIVERSITY
UZBEKISTAN

2020
MAXWELL
BIOTECH

2021
SHARDA
WORLD SCHOOL

**HINDUSTAN
CAMPUS**
FAROKH, MATHURA

**ANAND
CAMPUS**
KETHAM, AGRA

**SHARDA
UNIVERSITY**
Beyond Boundaries

**SHARDA
UNIVERSITY**
—UZBEKISTAN—

**SHARDA
HOSPITAL**

**SHARDA
TECH**

**SHARDA
LAUNCHPAD**

RSPL

**SHARDA
WORLD SCHOOL**

**SHARDA
HEALTH CITY**

**SHARDA
WELFARE FOUNDATION**

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SHARDA UNIVERSITY

Experience the joy of being a part of
India's truly global University



Sharda University has over the years become one of the leading centres of education, research and innovation in Delhi NCR region. Established through an act of the State Legislature of Uttar Pradesh (14 of 2009), Sharda University offers over 130+ UGC recognised programmes in various disciplines. Sharda University has recently been accredited A+ by NAAC which puts it among 5% of select higher education institutions in India.

Being the only global University in India that has seen students from 95+ countries experience world-class facilities, and having 200+ global academic partnerships, Sharda University offers a truly international learning environment & produces achievers across the globe. That's why it says,

"The World is Here, Where are You?"

PRESTIGIOUS RECOGNITIONS & ACCREDITATIONS



Engineering Programmes
Accredited by **NBA**



RANKING 2022
MANAGEMENT BAND
102-125



**SHARDA IS
RANKED 5TH
IN INDIA**

in the number of patents granted
As per India Today issue dated 10th August, 2020



RANKING 2022
RATED AMONG 101-150 RANK
BAND IN UNIVERSITY CATEGORY



RANKING 2022
ENGINEERING RANK
164

Awarded



SHARDA UNIVERSITY
QS I-GAUGE 2020

Rated by



Rated in the GOLD BAND with A Grade
(Higher Educational Institution of Excellence)



ACCREDITATION SERVICE
for
INTERNATIONAL SCHOOLS,
COLLEGES & UNIVERSITIES

Continuing its legacy as a world-class institution,
Sharda University has earned Membership status with ASIC, UK
for its commendable areas of operation.



PROUD TO BE PLACED IN
EXCELLENT BAND



ARIA RANKING 2021



SHARDA-IIC
is listed among top 10 Universities
FOR THE NORTH REGION (NRO)
WITH 4-STAR RATING FOR THE YEAR 2020-21





SHARDA SCHOOL OF MEDIA, FILM & ENTERTAINMENT

Established with an aim of developing top media professionals, Sharda School of Media, Film and Entertainment has evolved into one of the leading Schools in Delhi-NCR. The School is committed to providing a transformative learning experience in a collaborative and diverse environment. The School's advanced learning equipment; focus on practical experience and hi-tech studios give students a feel of immersive education.

KEY FACTS & FIGURES

- » One of the leading Schools of Film, Media & Entertainment in Delhi NCR.
- » Faculty from top institutions having close linkages with leading film production houses, media houses and TV channels.
- » State-of-the-Art Studio with multi-camera setup, PCR and Chroma Studio
- » 3D Animation & Gaming Lab
- » Focus on participation in various media competitions both nationally and internationally
- » Internship opportunities during film shooting at the Sharda University Campus
- » Collaborations with In-Shorts, Sputnik and others
- » MESCC (Media & Entertainment Skills Council).
- » World-class Multimedia Lab and MAC Lab equipped with hi-end Video editing software and professional MAC systems to develop and produce broadcast quality presentations; editing and production jobs & projects.



Placement
Partners



NDTV

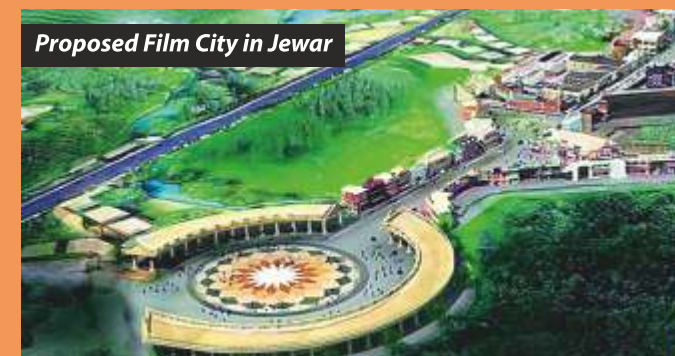


INDIA TV

INDIA
TODAY

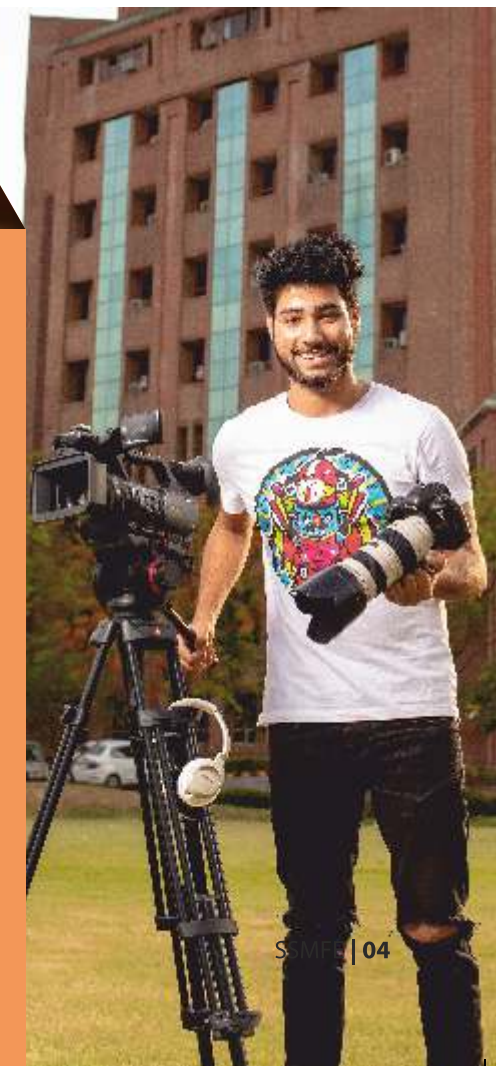
VIACOM 18

Proposed Film City in Jewar



Sharda University is coming up with:

Film, Media & Entertainment Academy and Hi-Tech studio in keeping with the vision of Shri Yogi Adityanath, Chief Minister, U.P. to make Uttar Pradesh the hub of film production in India.



FACULTY THAT'S TRULY INSPIRING

Sharda School of Media, Film and Entertainment faculty comprises of academicians from India's leading universities, as well as leading media professionals from the industry. The School also regularly organises guest lectures to give new insights into what's happening in the media world.



Dean, Sharda School of Media, Film and Entertainment
Post Graduation in Mass Communication, Ph.D.

The School envisions to become a leader in nurturing brilliant and capable media & creative professionals who are knowledgeable and equipped with new-age skills to excel in the highly competitive media industry.

Prof. (Dr.) Ritu S. Sood

Prof. Sood is an alumna of AJK Mass Communication Research Centre, Jamia Millia Islamia. She commenced her professional career as Senior Correspondent with NHK-Radio and Television Network of Japan. She has worked and filmed at the grass root level in the several states of India with national NGOs and international organisations committed to the eradication of Child Servitude and Gender Insensitivity with special attention to the protection of children and marginalised segments of the society.

She researched the efficacy and efficiency of the human rights campaign of Nobel Laureate Kailash Satyarthi's 'Global March against Child Labour' through the continents of Asia, America, Africa and Europe. The march eventually culminated at the ILO headquarters in Geneva.

Her film 'Desh ki Shaan hai Beti' was released to the nation by then President of India, Dr. APJ Abdul Kalam. Her film on the noted freedom fighter and social worker "Durgābāi Deshmukh", was released to the nation by then Prime Minister of India Sh. Atal Bihari Vajpayee.

Prof. Sood has also produced and directed TV serials, documentaries, for both National and International networks. She has won many laurels for contribution in not only film making but as an Author also. In the process of discharging professional commitments, she has travelled to different parts of the world, such as USA, Europe, South East Asia among others.

Mr. Sanjeev Sood, Professor

PG in Cinema (Spl. Cinematography) FTII, Pune. WICA

Over 35 years in motion picture industries of Mumbai, Delhi, and international filming experience in over 20 countries on location and in-studios in different genres for native and overseas clients as Cinematographer | Director | Producer. Published many research papers and 2 books.



Dr. Dhruv Sabharwal, Associate Professor & School Coordinator (SSMFE)

JMC, MBA, Ph.D

Having more than 15 yrs. of experience in teaching, research & administration. Specialization in Media Research, Advertising, Public Relations and Marketing. Published research papers in various national, international journals & Google Certified Trainer.

Mr. Amit Singh, Assistant Professor, Dy. CoE

MFA

Post Graduate in Fine Arts with specialisation in painting and having 20 years of mixed experience of Animation film Industry and Academics. More than 15 international projects to credit during his tenure at Data Quest Entertainment, an Animation Studio based in Hyderabad.



Dr. Mukta Martolia, Assistant Professor & Academic Coordinator (SSMFE)

MAMC, UGC-NET, Ph.D in Mass Communication

With around 12 years of teaching and industry experience, Dr. Mukta has received 'The Best Media Educator of the Year' Award from MFI in 2021. She has been associated with many renowned national, international organizations and academic institutions.

Dr. Divya Girdhar, Assistant Professor

M.Sc. UGC-NET, Ph.D.

Over 7 years of experience in research and academics Dr. Divya has specialisation in print media and research. She has published 2 books and many research papers in national & international journals on areas of environmental communication, Intertextuality, Semantic analysis etc.



Ms. CP Rashmi, Assistant Professor

MA, UGC-NET, Ph.D. (Pursuing)

C P Rashmi is a Media Academician with more than 15+ years of experience in teaching Journalism and Mass Comm Students. She has been associated with Amity University, Galgotias University, IES University, Indrapratha University, Ministry of Higher Education, Sultanate of Oman, Canon India Pvt Ltd, HRDA.

Ms. Sonali Srivastava, Assistant Professor, Station Manager-Suno Sharda 90.8 FM (Community Radio)

MMC, Ph.D (pursuing)

Media professional turned academician, Ms. Sonali Srivastava has a vast experience of 19+ years. She has been associated with various reputed academic institution and also produced films for Rashtrapati Bhawan, Delhi Metro, Ministry of Agriculture etc.



Mr. Mohammad Ashraf Ali, Assistant Professor

MA, UGC NET

11+ years of teaching experience in different colleges including AJK MCRC, Jamia Millia Islamia, Aditi Mahavidyalaya (DU), IIMM etc. Has directed a health show for ETV as well as many documentaries & short films.

Mr. Archan Mitra, Assistant Professor & Media-in-charge

MA, UGC-NET, Ph.D. (Pursuing)

10+ years teaching experience in the field of media. Worked at IIM Kashipur, Uttarakhand, and also as a researcher for World Bank project. He is an environmental communication researcher with many National and International awards to his credit. He is also a Certified Science communicator and social media analyst.



Dr. Ranu Tomar, Assistant Professor

MA, M.Phil, Ph.D.

Ph.D. from the School of Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai. She earned her M.Phil. from the Centre for Jawaharlal Nehru Studies, Jamia Millia Islamia, New Delhi. Her academic research work and interests cover Gender, Media, Communication, and Feminist Research Methodology.

Mr. Vipin Sharma, Assistant Professor

Masters in Drawing and Painting

He takes workshops and demonstrations of watercolor and pre-production in institution and universities. As a pre-production faculty he has served in many popular animation institutions. He is having 12 years of academic experience especially in Animation Pre-production.



Dr. Shrinkhala Upadhyaya, Assistant Professor

M.Sc. (Development Communication), Ph.D.

Ph.D from Bowling Green State University, USA. Her specialization area is Development Comm. and her research as well as teaching interests include Development and Health communication; Media and CSR; Media Research; Communication Theories; Communication Skills; and Intercultural Communication.

Dr. Utsav Krishan Murari, Assistant Professor

MMC, Ph.D.

Ph.D. from Central University of South Bihar, Gaya, Bihar. His specializations subject comprises Development Communication, Health Communication, and New Media. Published 08 Book chapters and 12 research paper, articles in various International and National Journals of repute.



Mr. Saniuddin Khan, Assistant Professor

MA (VFX & Animation), UGC-NET & JRF

Multi-disciplinary Artist and Academician. Over 7 years of combined industry and academics work experience in the field of Visual Communication, Animation film making and Photography. An alumna of AJK Mass Communication Research Centre and Faculty Of Fine Arts, Jamia Millia Islamia.

Mr. Praveen Jain, Assistant Professor

MA History, PG Diploma in Cinema (Editing) from Film and Television institution of India, Pune

9 years of experience in Media and Academics Associated with renowned State and National Film Institute as an Lecturer SIFT(Rohtak) and Assistant Professor (FTII, Pune).



Ms. Kiran Panchal, Assistant Professor, Programming Head, Suno Sharda 90.8 FM

MAMC, M.Phil, Ph.D. (Pursuing)

With around 10 years of teaching and industry experience, Ms. Panchal has worked with many Community Radio Stations as Programming Head along with All India Radio as Radio Presenter and Drama Artist.

Md. Shamsul Haque Ansari, Assistant Professor

Post Graduate in Computer Applications, UGC-NET

Rich experience of around 15 years in academics. He is also pursuing Ph.D from Jamia Millia Islamia, University, New Delhi. His area of research is communication security. He is having various publications in reputed journals and conferences.



Mr. Pradeep Pandey, Assistant Professor

B.Tech. in Information Technology

He is having more than 10 years of experience in Game development companies like Reliance Games, Octro, Gameshastra (Vroovy Games) and worked on Various genres like Racing, Shooting, Strategy, RPG, Action, Card Games, Puzzle Games etc.

EMINENT MEDIA & FILM PERSONALITIES WHO VISITED SHARDA UNIVERSITY



Anand L Rai



Akshay Kumar



Dhanush



Rohit Shetty



Muzaffar Ali



Shoma A Chatterji



Bhuvan Lall



Malkit Singh



Aabhimanyu Kak



Behrooz Chaihel



Avijit



Prahlad Kakkar



Ashish Kulkarni



Mohit Soni



Peter Levitan

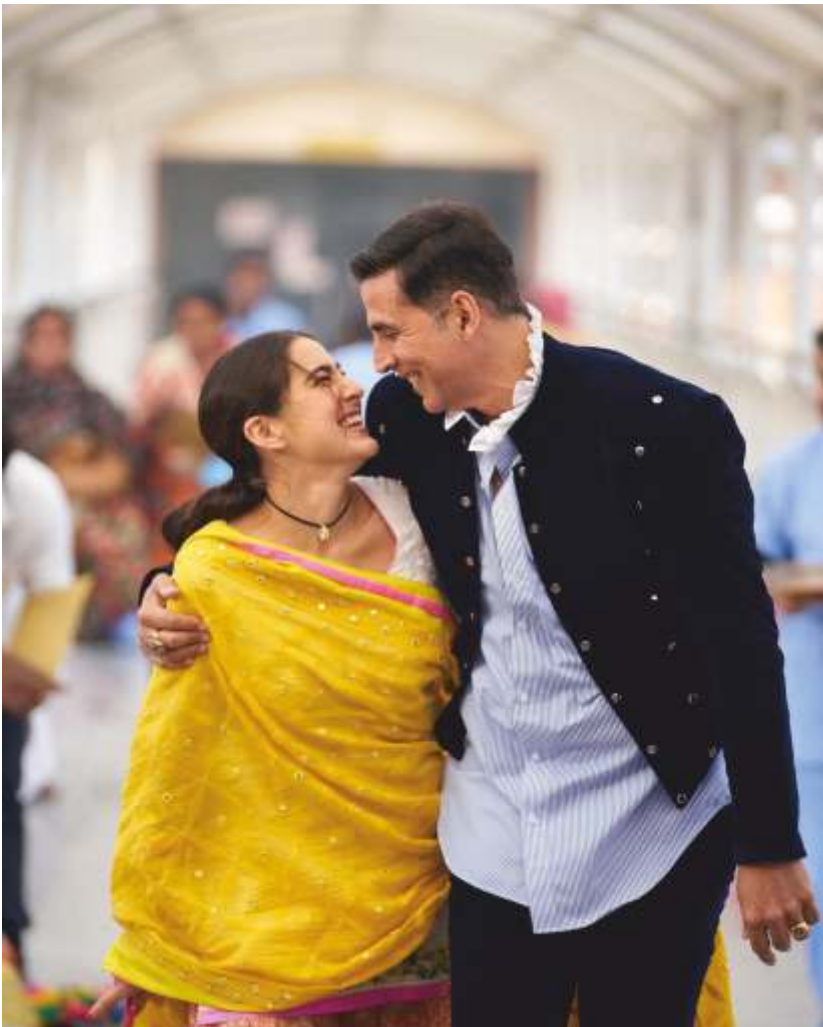
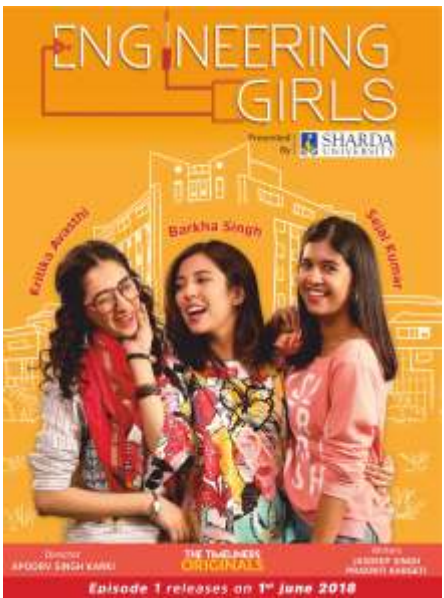


Vivek Vaswani

SHOOTING @SU CAMPUS LIVE CLASSROOM FOR SSMFE STUDENTS

SSMFE Students get hands-on training in the essentials of film making by renowned directors visiting the Campus

Sharda School of Media, Film and Entertainment (SSMFE) students interested in a career in films got a great chance to work on the sets of Anand L. Rai's Atrangi Re at the Sharda University campus. It was a golden opportunity for the students to work together with industry experts like Anand L. Rai and Akshay Kumar.



100+ WEBINARS

SHARDA UNIVERSITY
Beyond Boundaries

School of Media, Film & Entertainment
along with Sputnik News Agency
Invites you to workshop on

COMMUNICATION SKILLS AND TEAM WORK IN MEDIA

SPEAKER **CO-SPEAKER** **CONVENOR** **COORDINATOR**

Ms. Maria Kuznetsova
Prof. (Dr.) Ritu S. Sood
Ms. Neha Bhushan

23rd April 2021 | 13:30 - 15:30 (IST)

SHARDA UNIVERSITY
Beyond Boundaries

SMFE EDUCATION
DEEKSHARAMBH
2022

19th Sep 2022
9:30 am

ROBO YATRA

Experience the world of robotics and get a chance to win prizes and giveaways!

SHARDA UNIVERSITY
Beyond Boundaries

SCHOOL OF MEDIA, FILM AND ENTERTAINMENT
organizing a Special Lecture on

FUTURE CAREER PROSPECTS IN HIGHER EDUCATION ABROAD

APRIL 11 2022

SPEAKER
Mr. AMIT BAJAJ
Managing Director, VISAINDIA LTD
SYDNEY, AUSTRALIA

CONVENOR
PROF. (Dr.) RITU S. SOOD
Dean, SMFE

MODERATOR
PROF. SANJEEV SOOD
(SMFE)

COORDINATOR
DR. ARVIND KUMAR PAI
SCHOOL COORDINATOR & ASST. PROFESSOR, (SMFE)

VENUE - VIDYADARAN AUDITORIUM, (B-6), BLOCK-3, SHARDA UNIVERSITY

SHARDA UNIVERSITY
Beyond Boundaries

SCHOOL OF MEDIA, FILM & ENTERTAINMENT
organizing a Special Lecture on

WRITING PROPOSALS FOR RESEARCH GRANTS

14 March 2022 | 02:00 pm to 3:00 pm | G Meet

SPEAKER
Prof. R.G. Suresh
Vice-Chancellor,
National University of
Technology, Surathkal,
Mangalore

CONVENOR
Prof. R.G. Suresh
Vice-Chancellor,
National University of
Technology, Surathkal,
Mangalore

MODERATOR
Prof. S.S. Prasad Rao
Vice-Chancellor,
National University of
Technology, Surathkal,
Mangalore

COORDINATOR
Dr. Arvind Kumar Pai
SCHOOL COORDINATOR & ASST. PROFESSOR, (SMFE)

VENUE - VIDYADARAN AUDITORIUM, (B-6), BLOCK-3, SHARDA UNIVERSITY

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Mangalore

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National University of
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Mangalore

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VENUE - VIDYADARAN AUDITORIUM, (B-6), BLOCK-3, SHARDA UNIVERSITY

SHARDA UNIVERSITY
Beyond Boundaries

MAHARAJA FILM PRODUCTIONS ALONG WITH
SCHOOL OF
MEDIA, FILM & ENTERTAINMENT
invites you to

Kahani Ka Rangmanch Plays: न हूँ, न हों

(Adaptation of **साहिली** by Bishim Sahni)

19th Sep 2022 | 9:30 am

SHARDA UNIVERSITY
Beyond Boundaries

SCHOOL OF MEDIA, FILM & ENTERTAINMENT
organizing a

Four Days Gaming Event

ZEST VALORANT CUP

26th - 29th March 2022 | Online

Biggest Gaming Competition
Hosted by SMFE, Open for all.

1 Lakh Prizepool

Free Registration (Limited Slots)
Last date for registration 24th March 2022
Registration Link: <https://forms.gle/P9Y7YH8825e5g7>

Faculty coordinators:
Pradeep Pandey - +91-9953548298 pradeep.pandey@sharda.ac.in
Arjun Mitta - +91-8772201936 arjun.mitta@sharda.ac.in

Student coordinators:
Arjun - +91-7084478467
Ujjwal Dutt - +91-817808416

SHARDA UNIVERSITY
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SCHOOL OF MEDIA, FILM AND ENTERTAINMENT
organizing

"MEET THE ACTOR"

An Interactive Session with the Actor

on Tuesday 12th April 2022
from 1:30 PM onwards
Venue: Anand Swaroop Auditorium

CONVENER
Prof. (Dr.) Ritu S Sood,
Dean, SMFE

COORDINATOR
Dr. Divya,
Assistant Professor, SMFE

CO-COORDINATOR
Dr. Arvind Kumar Pai,
School Coordinator and
Assistant Professor, SMFE

S SHIV
Director

PARDEEP NAGAR
Actor
(Bhaakal Season 2)

ASHOK SHITAL
Director

RAJESH BHATTI
Actor

SHARDA UNIVERSITY
Beyond Boundaries

SCHOOL OF MEDIA, FILM AND ENTERTAINMENT
organizing

MEFT FEST

Media Entertainment Films and Television Fest 2022

The Annual Media Entertainment, Film And Television Fest 2022 of SMFE,
Sharda University in association with MMFF

COMPETITIONS: Nukkad Natak, Dance, Mobile Photography, Short Story Writing, Open Mic, Rangoli, Kite Making, RJ Hunt, Mono Act, Face Painting

REGISTER NOW! LIMITED SLOTS

DATE: 23rd - 24th November, 2022
VENUE: Block -7, Sharda University, Knowledge Park III, Greater Noida

LAST DATE OF REGISTRATION
22, November, 2022

STUDENT COORDINATOR
Ms. Divya Pandey - +91 9953548298
Ms. Arjun Mitta - +91 8772201936
E-Mail: meftfest@gmail.com

vidyadaan
An Initiative of Media and Entertainment Skills Council

Exclusive Webinar on
Let's change our crisis into new opportunities

By **Shri. Subhash Ghai**
Renowned Indian Film Director,
Producer, Screenwriter &
Educationist, Chairman - MESC

June 3rd | 05:30PM

Register Now

vidyadaan@mescindia.org [+91 76784 57861](tel:+917678457861)

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Beyond Boundaries
SCHOOL OF MEDIA, FILM & ENTERTAINMENT

SHARDA UNIVERSITY
Beyond Boundaries

SCHOOL OF MEDIA, FILM & ENTERTAINMENT
DEPARTMENT OF MASS COMMUNICATION

SPECIAL LECTURE ON
CHANGING PARADIGMS OF ADVERTISING & MASS COMMUNICATION IN DIGITAL LANDSCAPE

MR. PETER LEVINTAN

Date: 29 January 2020 (Wednesday) **Time:** 10:30 AM to 11:30 AM
Venue: Auditorium 014, Block III, Sharda University

SUPPORTED BY: SHARDA NEWS शारदा समाचार

SHARDA UNIVERSITY
Beyond Boundaries

SCHOOL OF MEDIA, FILM & ENTERTAINMENT
DEPARTMENT OF MASS COMMUNICATION

SPECIAL LECTURE ON
WHAT MAKES A SUCCESSFUL JOURNALIST

PROF. SUZANNE FRANKS

Date: 04 February, 2020 (Tuesday) **Time:** 10:30 AM to 11:30 AM
Venue: Auditorium 014, Block III, Sharda University

SUPPORTED BY: SHARDA NEWS शारदा समाचार

SHARDA UNIVERSITY
Beyond Boundaries

SCHOOL OF MEDIA, FILM & ENTERTAINMENT

First Virtual National Students Conference on
MEDIA & COMMUNICATION - FOSTERING RESEARCH CULTURE AMONG UNIVERSITY STUDENTS

7th JUNE 2022
Google Meet
Registration Link: www.shorturl.at/hqFM

FOR INQUIRY, PLEASE CONTACT: DR. MUKTA MATHURIA, 9111111111

vidyadaan
An Initiative of Media and Entertainment Skills Council

Exclusive Webinar
Join Us!

To know the endeavours of
OSCAR WINNER INDIAN SOUND DESIGNER
Dr. Resul Pookutty

May 1st, 2020 | 12:30 PM

Register Now for Webinar <https://bit.ly/35aeaG4>

For Enquiry Call on:
+91 76784 57861
northregion@mescindia.org
www.vidyadaan.net

SHARDA UNIVERSITY
Beyond Boundaries

SCHOOL OF MEDIA, FILM & ENTERTAINMENT
DEPARTMENT OF MASS COMMUNICATION

INVITES YOU FOR A WEBINAR
DIGITAL FILM MAKING AS PROFESSION

9th May 2020 | 11:00 AM - 12:30 PM

SPEAKER
Prof. Saugandha Sood
Assistant Professor,
Department of Mass Communication,
Sharda University

MODERATOR
Prof. Dr. Ritu S. Sood
Dean, SMFE

COORDINATOR
Dr. Mukta Mathuria
School Coordinator, Department of Mass Communication,
Sharda University

INDUSTRY
TIE-UPS

MoU with Media and Entertainment Skill Council, Govt of India

Sharda School of Media, Film And Entertainment, Sharda University partnered with the prestigious Media and Entertainment Skill Council, Govt of India to introduce under graduate, postgraduate and diploma courses along with various skill based programmes for Film, Digital Media Entertainment Sector, driven by the industry and led by NSQF (National Skills Framework) based courses. The MoU in this regard was exchanged in December 2019 between Prof. Dr. Ritu Sood, Dean - SMFE, Sharda University and Hon'ble Sh. Ramesh Pokhriyal, Minister of Human Resource Development, Govt. of India in presence of Sh. Subhash Ghai (Chairman - MESC) and over 100 other dignitaries from Media & Education fraternity.



SSMFE ties up with SPUTNIK News Agency

Department of Mass Communication, SMFE has tied-up with SPUTNIK News Agency, a Russian media outlet. Sputnik provides the media support for the various events in the department through its media resources.



MoU with Inshorts newsapps. Prof. Ritu Sood, Dean SSMFE with CEO n Co-Founder Mr. Azhar Iqbal.

The MoU signed is for the placements and internship of SSMFE students so that they are well versed with the new media technologies.



Mr. P K Gupta, Chancellor of Sharda University and Chairman of SGI, at the Community Radio Station-Suno Sharda 90.8 FM.



Mr. Y. K. Gupta, Pro Chancellor of Sharda University with Mr. Bupendra Kainthola, Former Director of prestigious Film and Television Institute of India, Pune & current Director General, Press Information Bureau.



Mr. Y. K. Gupta, Pro Chancellor of Sharda University with Eminent Film maker and Former Chairman of MESC, Mr. Subhash Ghai.



Upcoming VR Lab in SSMFE

FOCUS ON ORGANISING EVENTS, SEMINARS,



Renowned Bollywood Director Mr. Rohit Shetty



Mr. Sayeed Ansari, Editor & Anchor AAJTAKE



Smt. Rakhee Gupta Bhandari (IAS)
Principal Resident Commissioner of Govt. of Punjab



Suzan Alphonse Dumo,
Director General of SSBC, South Sudan



Famous Punjabi singer Mr. Malkit Singh



Atrangi Re Movie Director Anand L Rai



RJ Naved, Radio Mirchi 98.3 FM



RJ Kurafati Nitin 92.7 FM



RJ Sarthak, RJ at 104.8 ISHQ FM



Mr. Rahul Makin, Radio Jockey Fever 104FM



RJ Raunac 'BAUAA' - the famed RJ of Red FM



RJ Vidit, from Radio Mirchi, New Delhi

WORKSHOPS & INDUSTRY VISITS



Students at International Jagran Film Festival



Students visit at Aaj Tak News



Mr. Bhuvan Lall-an Award-winning Filmmaker,
International Entrepreneur & Investor



Bollywood Actor Pradeep Nagar



Dr. Munish Jindal; Assistant Innovative Director,
Ministry of Education Innovation Cell, Govt. of India



Renowned Bollywood Director S.Shiv



Renowned film director Mr. Mahesh Bhatt



Renowned Bollywood Director Mr. Avinash Arun



Iranian film Producer and Actor Behrooz Chahel
an internationally award winning film maker
premiered his film 'The Truck'



Mr. S Venkat Narayan, Noted Indian journalist
and President, Foreign Correspondents Club



Mr. Peter Levitan, renowned Advertising
Business Development Consultant



Jaideep Ahlawat visited Sharda University

TOP CLASS
LEARNING FACILITIES

1 PROFESSIONAL CAMERAS
WITH MODERN LIGHTING
EQUIPMENT



2 HIGH-END STATE-OF-THE-ART
TV STUDIO
(MULTICAM SETUP)



4 MAC VIDEO
EDITING LABS



5 HIGH END
AUDIO & VIDEO
EQUIPMENT



6 PROFESSIONAL SONY
VIDEO CAMERAS AND
CANON CAMERAS



7 DRONE SHOOT



8 MULTIMEDIA LAB EQUIPPED WITH
ADOBE MASTER COLLECTION, QUARK
EXPRESS PRO, 3D MAX, MAYA ETC.



9 SUNO SHARDA 90.8 FM
RADIO STUDIO





Greater Noida Ka Apna Radio Station 90.8 FM



Suno Sharda 90.8, Greater Noida's only community radio, was launched in December 16, 2015. It is a non-profit community radio station that serves the information requirements of residents in the surrounding area in the languages and formats that are best suited to the local environment. Suno Sharda is empanelled with the Directorate of Audio & Visual Publicity, Ministry of Information & Broadcasting, Government of India. Students come to the station for internships, not just from Sharda University, but from across the North India. People from the community are also encouraged to make radio shows at the station. Programming on Suno Sharda 90.8 MHz includes health, culture, law, local content, agriculture, women's empowerment, sanitation, social issues, legal education, folk music and real-life inspirational stories among others.

Signature programmes of Suno Sharda 90.8

1. RADIO OPD : Interviews with Doctors
2. PADEGA INDIA BADEGA INDIA : Educational programmes
3. RAAGINI : Regional Music
4. MERI SAKHI : Programmes related to women issue
5. BAAT PATE KI : Innovation based programmes/Science & Technology/ Unknown Facts
6. QANOONI SALAH : Programme on legal awareness
7. HAUNSLER KIDAGAR : Programmes in association with NGOs
8. ZINDAGIEK SAFAR : Programmes on inspirational stories who have carved a name from themselves.

Partners: Suno Sharda 90.8 has worked with and been supported by a variety of governmental and non-governmental partners



SHARDA TV



Sharda School of Media, Film and Entertainment launched Sharda TV on 16th December 2019. At present Sharda TV is presented through its personal YouTube channel which would further be extended to a television channel of its own. The objectives of Sharda TV are to provide a platform for practicing the technicalities of broadcast media, get exposure of a TV studio environment and also promote activities of Sharda University. The Dean of SMFE, Dr. Ritu S. Sood stated that she wants her students to learn beyond classroom teaching and improve themselves to become independent and successful media persons in the future.



Publications



WORLD-CLASS INFRASTRUCTURE

Sharda University campus combines modern teaching and study spaces on 63 acres of landscaped greenery. At Sharda, you will study in a clean, healthy environment that combines the benefits of an active global lifestyle with the resources of an international University. When you want to work together and make new friends you'll find yourself in a welcoming community filled with people from various countries. Our campus includes academic support, accommodation, sports, culture and entertainment-everything you need.

LEARN

BROWSE THROUGH LACS
OF BOOKS IN LIBRARIES

EXERCISE

STAY FIT AT THE ON-CAMPUS
GYMNASIUM

EXPERIENCE

GUEST LECTURES, EVENTS &
ACTIVITIES IN AUDITORIUMS
& SEMINAR HALLS

RESEARCH

HI-TECH LABS & RESEARCH
CENTRES

EXPLORE

ONE OF NORTH INDIA'S
BIGGEST EDUCATIONAL
HUBS

CONNECT

STAY CONNECTED 24X7
THROUGH SEAMLESS
WI-FI NETWORK

EAT

DISCOVER MULTI-CUISINE
OUTLETS ON CAMPUS

PLAY

RELAX BY PLAYING MANY
OUTDOOR & INDOOR GAMES

SHARDA LAUNCHPAD FEDERATION.

SUPPORTING ENTREPRENEURS



AN EARLY STAGE INCUBATOR AND
ENTREPRENEURIAL ECOSYSTEM



Sharda Launchpad Federation, a sec 8 entity established in year 2013 promoted by Sharda University aims to support the shared vision of Government of India and University towards building a bit more vibrant culture of innovation and entrepreneurship for campus, city and nation. With a house of thousands of learners, researchers, academicians and practitioners of several disciplines of learning, Sharda Launchpad Federation as a dedicated professional platform enables potential individuals, teams and early stage start-ups to access need based resources , domain expertise, Technology and business mentorship, vast entrepreneurial stakeholders network and a dynamic ecosystem to advance the entrepreneurial journey and build scalable market ready sustainable ventures of future.

SLPF as an entrepreneurial ecosystem is a dedicated facility with approx. 7000 sq.ft of area, contemporary working space with necessary technology infrastructure led by a dedicated full time leadership team to consistently advance the purpose of the incubator and design platforms to encourage, mentor and support promising ideas/early stage start-ups. The incubator as an entrepreneurial ecosystem, is working towards expanding to sector agonistic support system though prime focus areas of start up support are-Agriculture, Healthcare, Drones, EV's, Block Chain, IoT Application and SDG aligned innovations.

Ecosystem partners and associates

The incubator is widely connected to vast pool of internal and external ecosystems, organisations, Experts, Mentors, Investors and Funds to accelerate the start-up success.

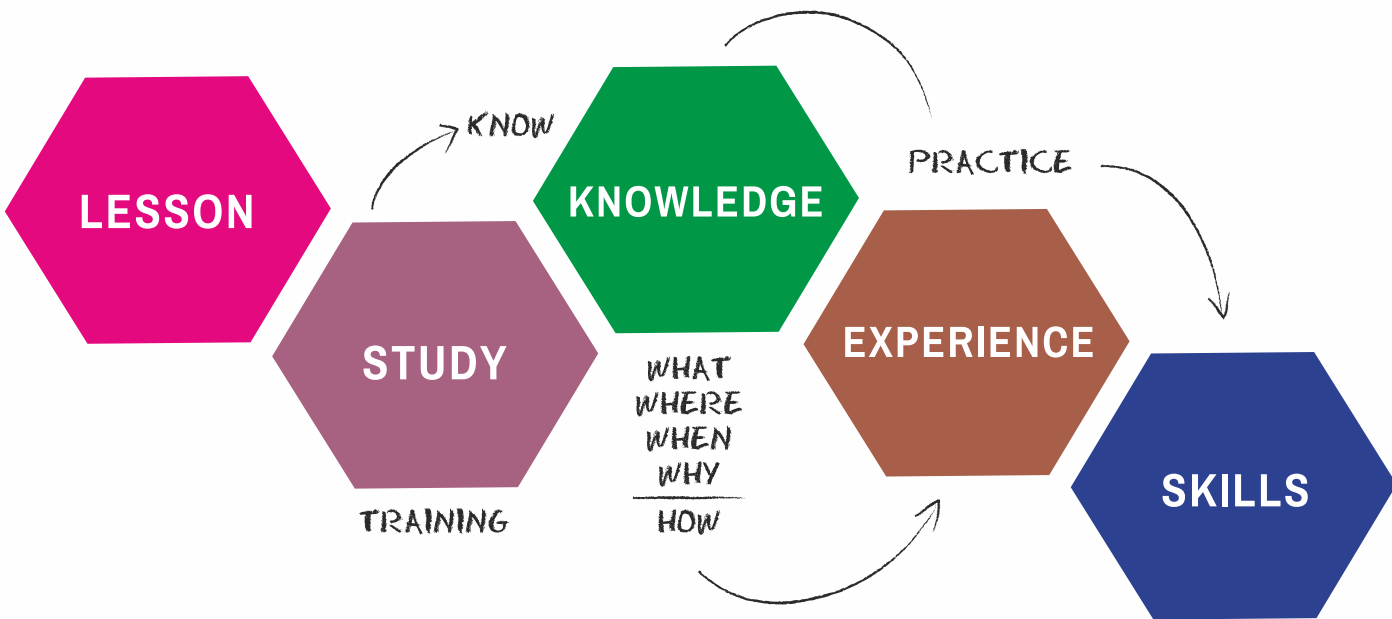
Ecosystem Partners



Learn more about current projects, stakeholders and programmes at <https://launchpad.sharda.ac.in/events-list>

SHARDA SKILLS

ENHANCING COMPETENCIES TO EXCEL



Sharda Skills is the training and skill building department of Sharda University which is involved in imparting life skills to students and professionals both within and outside the campus. Sharda Skills has a team of Industry Proven Subject Matter Experts and Professionals such as Certified Psychologists, Psychotherapists and Masters having cumulative training and teaching experience of more than 2 decades in some of the leading corporates of the country.

Sharda Skills training programmes revolve around developing resilience, tenacity, creativity, problem solving, multitasking, crisis management, team skills, communication skills and personality development etc. These programmes have been made an integral part of credit base courses and the trainers of Sharda Skills put their heart and soul in nurturing every student and help them to become a better and confident human being.

Sharda Skills also imparts specific skill(s)/skillsets which can be pursued either as a hobby or for employment, business, and entrepreneurial reasons.

Sharda Skills also provides coaching and mentoring to students who want to prepare for various competitive exams like UPSC, CAT, GRE, GMAT, SSC, IBPS etc within the campus after University hours.



FULFILLING CAREER DREAMS THROUGH SHARDA SCHOLARSHIP

Upto 100% Scholarship

**3666 students studying with Scholarship
and Freeship worth Rs. 23.16 crore in 2022-23**

Sharda University's focus is to help those who are brilliant in academics but don't have the means. Sharda scholarships are specifically designed to suit personal needs of every student, allowing them to explore their passion and contribute in building a knowledge empowered India.

Most of the scholarships are merit based. However, support is also available to students belonging to economically weaker sections of the society. Scholarship is granted on annual basis and continuation in second and further years of the programme is subject to scholarship policy.

Upto 100% Scholarships granted based on Academic Merit:

The students on their satisfactory performance in Sharda University Scholastic Aptitude Test (SUSAT), Personal Interview (PI) and depending on their merit in qualifying exams, shall be eligible for the grant of merit scholarships.

For details, visit: www.sharda.ac.in/scholarship



ACADEMIC SCHOLARSHIP

Merit based Scholarship offered to students as per details mentioned hereunder.

CUET SCHOLARSHIP

CUET Scholarship is awarded by the University based on CUET Scores. Scholarship Percentage would be announced in due course of time based on CUET result timeline. Visit www.sharda.ac.in for update on Scholarship.

INNOVATIVE IDEA SCHOLARSHIP

10% to 100% Scholarship based on innovation ideas that get selected by the University committee. Ideas may be sent to ideas.scholarship@sharda.ac.in

SGI ALUMNI SCHOLARSHIP

On their admission in Master Degree programmes (other than Medical, Dental & Nursing) will be eligible for the award of fee waiver equivalent to 25% of their Tuition fee of first year. Last date to avail SGI Scholarship is 15th July 2023. University Scholarship Policy (2024-25) would be applicable from 2nd year. onwards.

DEFENCE SCHOLARSHIP

5% Scholarship for Children of Military/Para Military/Govt. Security Forces, Serving & Retd. Defence Personnel on tuition fee of 1st year in all courses except Medical, Dental, Nursing & Pharmacy.

SIBLING SCHOLARSHIP

Fee waiver of 5% in 1st year for student whose sibling is pursuing education at the university. Proof of relation is required.

ART & CULTURE SCHOLARSHIP

Upto 100% Art & Culture Scholarship based on exemplary student performance in class XI & XII. Scholarship % would be decided by Art & Culture Committee.

SPORTS SCHOLARSHIP

The students who have excelled in sporting activities at National & State Level will be eligible for Sports Scholarship from 10% to 100% on tuition fee in 1st year. For updated & detailed information on the nature of Sports and the Eligibility criteria you may visit the University campus or our website www.sharda.ac.in *Applicable for achievements in 2022-23 & later.

SHARDA UNIVERSITY STAFF'S WARD SCHOLARSHIP

As one of the employee welfare schemes, Sharda University offers tuition fee waiver to ward of Sharda's staff as per University policy.

BIHAR STUDENT CREDIT CARD SCHOLARSHIP

University facilitates students seeking loan via Bihar Student Credit Card through DRCC.

MISSION SHAKTI SCHOLARSHIP

Sharda University is proud to contribute to the Mission Shakti 2023 programme by offering a 50% Admission Fee Waiver to meritorious female applicants. No wonder, Sharda is Delhi-NCRs only pvt. University with 43% female students.

Scholarships granted based on Academic Merits:

The students on their satisfactory performance in Sharda University Admission Test (SUAT), Personal Interview (PI) and depending on their merit in qualifying exams, shall be eligible for grant of the following merit scholarships:

All UG (SSMFE) Programmes:

% Marks in #SSE or Equivalent Examination (overall)	Scholarship %		
	Gold	Silver	Bronze
95.00 and above	100	100	100
90.00-94.99	60	50	40
85.00-89.99	40	30	20
80.00-84.99	20	10	10
75.00-79.99	10	5	5

All PG (SSMFE) Programmes:

% Marks in Graduation (overall)	Scholarship %		
	Gold	Silver	Bronze
95 and above	100	100	100
90-94.99	60	50	40
85-89.99	40	30	20
80-84.99	20	10	10
75-79.99	10	5	5

Under Scholarship policy the following date parameters are applicable, Gold-upto 15th June, Silver- till 15th July, Bronze- till 30th July.





MEDIA & FILM PROGRAMMES DESIGNED FOR SUCCESS

School of Media, Film and Entertainment (SMFE) programmes are designed to prepare students for all aspects of media practice. From the moment students arrive, they are considered members of the media community and are challenged to meet the expectations of all.

PROGRAMMES OFFERED BY SHARDA SCHOOL OF MEDIA, FILM AND ENTERTAINMENT

B.A. - Film Television & OTT Production	3 Years
B.A. (Hons./Research) - Film Television & OTT Production	4 Years
B.A. - Journalism & Mass Communication	3 years
B.A. (Hons./Research) - Journalism & Mass Communication	4 years
B.Sc. - Animation, VFX and Gaming Design	
- Specialisation in Animation & VFX	3 years
- Specialisation in Gaming Design	3 Years
B.Sc. (Hons./Research) - Animation, VFX and Gaming Design	
- Specialisation in Animation & VFX	4 Years
- Specialisation in Gaming Design	4 Years
M.A. - Journalism & Mass Communication	2 Years
M.A. - Advertising, Public Relations and Corporate Communication	2 Years
Ph.D. in Mass Communication (Full Time/Part Time)	Min. 3 years



B.A. - Journalism & Mass Communication (3 Years)

B.A. (Hons./Research) - Journalism & Mass Communication (4 Years)

The Bachelor's Degree programme in Journalism and Mass Communication is exclusively designed to prepare students for continuously evolving media & communication industry. After successfully completing their BA-J&MC, the students will be ready to take on jobs as Radio Jockeys, Anchors, TV Broadcasters, Reporters, Copy Editors, Creative/Script Writers, Advertising Executives and PR/Corporate Communication Professionals.

ELIGIBILITY

Senior Secondary (10+2) with 50% marks & proficiency in English Communication.

DISCIPLINES

- Video recording production & Broadcasting
- Digital and convergent media
- Radio Broadcasting, Programming & Podcasting
- Photography
- Advertising & PR
- Entrepreneurship
- News Bulletin Management
- Indian Polity & Society
- Media Research
- Media Law & Ethics
- Media Planning & Management
- Data Journalism
- Mobile Film maker

PROGRAMME OUTLINE

- The course outline is prepared to offer a perfect blend of theoretical knowledge & practical exposure to the students.
- Each semester has perfect balance of theory and practical (jury) subjects.
- Students are encouraged to prepare portfolio, short films, and research projects as their assignments.
- Classroom and outdoor exercises are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on training/experience to the students.
- Special efforts are taken to improve speech and personality development of the students.



B.A. - Film Television & OTT Production (3 Years)

B.A. (Hons./Research) - Film Television & OTT Production (4 Years)

The Bachelor's Degree programme in Film & Television Production aims to transform students into highly skilled workforce in the disciplines relating to Feature Films, Documentaries, Short Films, Corporate Films, Ad films, Digital Audio Visuals Productions, Television and Broadcasting industry. The programme is carefully structured to offer students a foundation for a strong career in film industry, digital as well as broadcasting industry. After successfully completing the B.A. (Film & Television Production), the student will be ready to grab opportunities as Film and Documentary producer, AD film maker, Corporate video production professional etc.

ELIGIBILITY

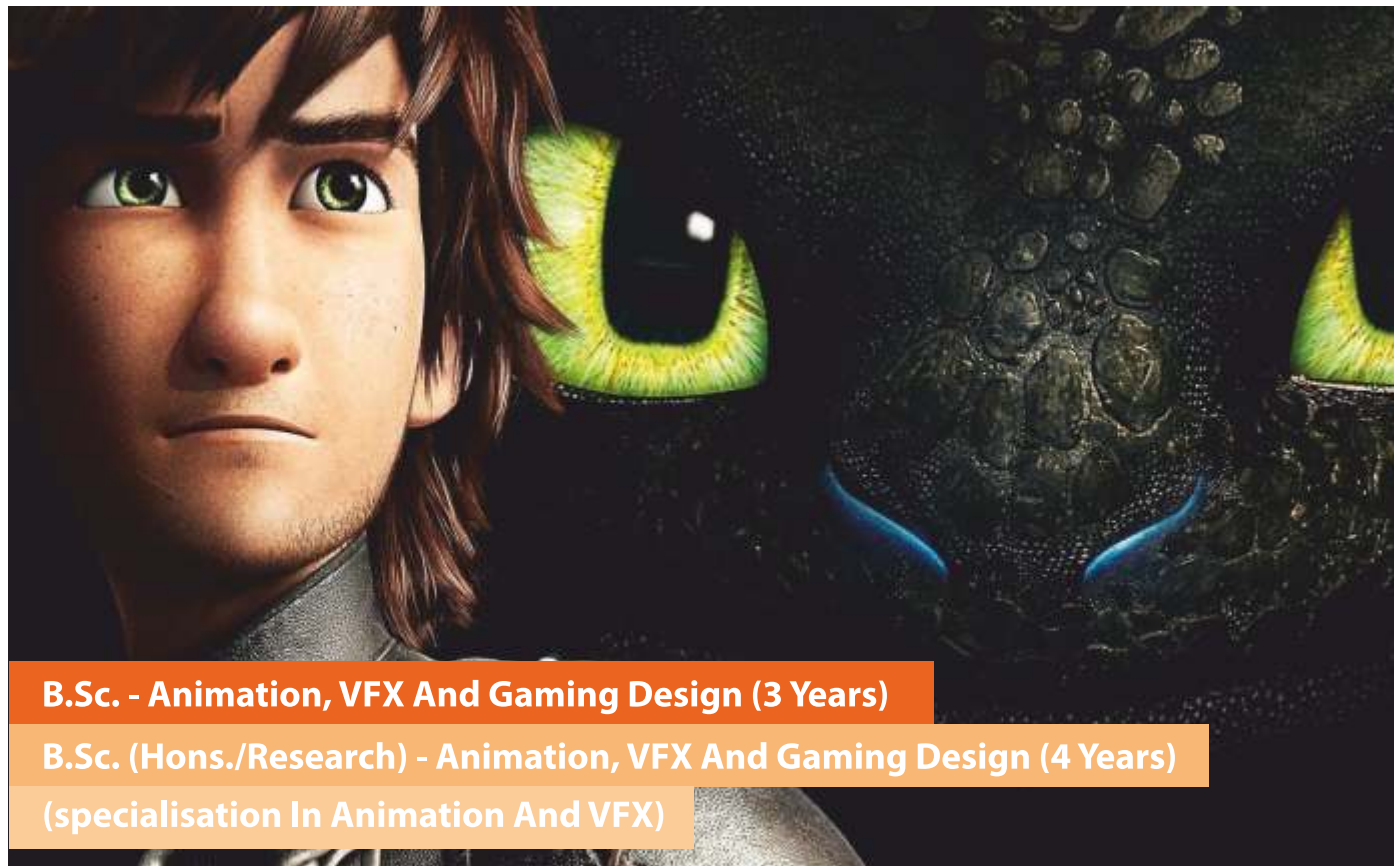
Senior Secondary (10+2) with 50% marks & proficiency in English Communication.

DISCIPLINES

- Video recording, production & broadcast
- Film direction, production and management
- Cinema Appreciation
- Audio Production & Radio Broadcast
- Anchoring & Presentation techniques
- Creative writing
- Digital AD Films and Video Production
- Theatre and Acting
- Playback/Studio Sound and Mixing
- Motion Picture photography & Lighting
- Advance Studio and Location Lighting Technique
- Multi camera setup and live streaming

PROGRAMME OUTLINE

- The programme allows the students to learn conceptual and practical aspects of Filmmaking, Television and Broadcast industry right from the beginning.
- The programme provides the finest blend of media research, theory and practical.
- Students are encouraged to prepare portfolios, short films, documentaries, radio programmes and research papers as their assignments.
- Classroom learning and outdoor exercise / field visits are organized to enhance their media communication skills.
- Regular industry interactions, news channel visits are planned to provide hands on experience to the students.
- Renowned national and international guest speakers are invited to offer valuable training and suggestions to the students at regular intervals to update them with the latest in the field.



B.Sc. - Animation, VFX And Gaming Design (3 Years)

B.Sc. (Hons./Research) - Animation, VFX And Gaming Design (4 Years)
(specialisation In Animation And VFX)

India's entertainment industry is mammoth in size, with over 800 TV channels and thousands of multiplex screens, and with this there is huge demand for digital content as well. From the times when India was an outsourcing destination for animation and VFX services to the times when there is huge demand for digitally manipulated content in the country's market, we have come a long way. In the age of the internet, the trend is expected to continue and aspirants who want to nurture their creative skills and bring astonishing visuals on the screen are expected to have knowledge and training in new-age software along with strong foundational knowledge in art. B.Sc. Animation and VFX programme offered by Sharda University is specially designed to ensure that students receive the right training to be successful in their careers.

The programme aims to help the students understand the fascinating world of Animation, VFX and Motion Graphics for film, broadcast and other media pads.

ELIGIBILITY

Senior Secondary (10+2) with 55% marks and proficiency in English Language.

DISCIPLINES

- Art & Design Fundamentals
- Script & Storyboard
- 2D & 3D Animation
- 3D Modeling & Texturing
- Character Rigging & Animation
- Lighting & Rendering

- Photography & Cinematography
- Motion Graphics
- Editing & Compositing
- Matchmoving
- Visual Effects Techniques

PROGRAMME OUTLINE

- The programme aims to help the students understand the fascinating world of animation, VFX and motion graphics for film, broadcast and other media pads.
- The programme will train the students in two specific domains.
- First, they will understand basic story and design concepts related to Pre-production for Animation, VFX and Gaming.
- Secondly, they will attain the special skill sets in creation of Artwork for Production and Post-Production.
- In addition to introducing students to the world of 3D digital art and VFX visualization, this programme exposes students to industry-relevant software.
- At the end of the programme, Students are exposed to industrial training for know about the real world experience.



B.Sc. - Animation, VFX And Gaming Design (3 Years)

B.Sc. (Hons./Research) - Animation, VFX And Gaming Design (4 Years)
(specialisation In Gaming Design)

The programme aims to help the students understand the about the artistic gaming and narrative principles that make interactive experiences that professional game developers use in production environment. The duration of this programme is 3 years (6 Semesters). In addition, this programme exposes students to Industry relevant software. On successful completion of the programme, students can continue their learning further to a professional level developing games, interfaces, and other interactive experiences using the latest technologies like augmented reality/virtual reality.

ELIGIBILITY

Senior secondary(10+2) with 50% marks and proficiency in English communication.

DISCIPLINES

- Visual Design
- Game Pre-Production
- Computer Programming for Games
- UI/UX Design
- 2D & 3D Game Design & Development
- Digital Art
- Level Design
- Game Environment
- AR & VR
- Game Publishing.

PROGRAMME OUTLINE

- The programme will train, nurture and combine students' creative imagination with latest technologies to create games and experiences.
- The programme will focus heavily on student's communication skills, team work, critical and creative thinking and problem solving skills.
- The programme educates the students in the areas of digital media, digital arts, HCI, History and Theory of Games/Gaming, 2D and 3D graphics, simulation and modeling, user interface design, storytelling and narrative architecture, current best practices/developments in game design, on-line games, casual games, mobile games, educational games, serious and strategy games, and massively multi-player games etc.



The Masters Degree programme in Journalism and Mass Communication aims to transform students into highly skilled media & communication professionals. The programme is carefully structured to offer the students a foundation for a strong career in media industry as well as media research. After successfully completing their MA-J&MC, the students will be ready to grab job opportunities as Radio Jockeys, Anchors, TV Broadcasters, Reporters, Copy Editors, Creative/Script Writers, Advertising Executives and PR/Corporate Communication Professionals.

ELIGIBILITY

Bachelors Degree in any discipline with 50% marks, with creative instincts & proficiency in English Communication.

DISCIPLINES

- Advanced Television Journalism, Production & Broadcasting
- Advanced Radio Broadcasting
- Print Journalism
- Digital Media
- Data Journalism
- Photography
- Media Research
- Media Laws & Ethics
- Media Planning & Management
- Advertising, PR & Corporate Comm.
- Development Communication

- Contemporary & International Affairs
- Data Journalism
- New Media Tools
- Smartphone Film Making

PROGRAMME OUTLINE

- The programme allows the students to choose from specializations in the third semester.
- The programme provides specialization in three broad areas such as, Broadcast Media, Print & Online Media and Advertising & PR.
- The programme outline is prepared to offer a perfect blend of theoretical knowledge & practical exposure to the students.
- Each Semester has perfect balance of theory and practical subjects.
- Students are encouraged to prepare portfolio, short films, documentaries, radio programmes and research projects as their assignments.
- Classroom learning and outdoor exercises/Field visits are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on experience to the students.
- Personality Development Assistant is added advantage of this programme.



M.A. in Advertising & Public Relations is a specialized Master's degree programme which is designed to equip students with specialized skills to be Effective Communicators, Advertisers, PR professionals and Qualified Media Professionals. The programme is specifically designed to cater the requirements of rapidly changing advertising and PR industry.

ELIGIBILITY

Bachelor's Degree in any discipline with 50% marks, with creative personality & proficiency in English Communication.

DISCIPLINES

- Mass Communication
- Applied Advertising
- Media Productions
- Media Ownership
- Marketing Research
- Marketing Management
- Media Planning & Management
- Consumer Behavior
- Service & Retail Marketing
- Corporate Social Responsibilities
- Digital Marketing
- Campaign Management
- Integrated Marketing Communication
- Advertising, PR & Corporate Communications- Theories & Concepts
- Applied Public Relations & Corporate Communications

PROGRAMME OUTLINE

- The programme has been designed by top academicians and renowned Ad & PR professionals to ensure up-to-date coursework for the students.
- The specialized programme ensures broader career opportunities for the students in the relevant field.
- Students are encouraged to prepare advertising & PR Portfolio, Ad Films, Corporate Films and market research projects as their assignments.
- The programme outline is specifically planned to offer integrated marketing communication exposure to the students.
- Classroom and outdoor exercises are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on experience to the students.
- After successfully completing the degree, students will be able to take on challenges of Advertising, PR and Corporate Communication Sector.

INTERNSHIP & PLACEMENT

SSMFE maintains healthy and cordial relationships with a large numbers of media organisations, academics institutions & other industry professionals. As per our modern practical-centric curriculum, it allows our graduates to get a flavour of the real working atmosphere of media industry. Faculty members themselves are involved in the placement process. Balaji Films, CNN-IBN7, News 18, NDTV, Rediff fusion, India TV, Rajshri Production, Mudra group, Percept, PTC, India News, Big Synergy etc. are some of the companies who have provided on-job training & placements to our students. SSMFE has witnessed more than 90% placement after BA-J&MC & MA-J&MC.

OUR RECRUITERS

CULTURAL SOCIETY OF SHARDA UNIVERSITY

The Cultural Society of Sharda University is formed of 9 Clubs, where each of the clubs will be operated by student coordinators and board members under the supervision of faculty coordinators. The cultural society will be governed overall by the following functionaries:

- The Dean of Students' Welfare
- The Associate Dean of Students' Welfare
- Faculty Advisors of Cultural Society

FINEARTS CLUB

The Fine Arts Club brings out the hidden artistic talents of our students, cultural programmes are conducted during Independence, Sports and college day function. Students participate in Inter & Intra-College competitions. The purpose is to encourage students to express their thoughts and emotions through art.



DRAMATICS CLUB

The Dramatics Club is for students who are interested in Performing Arts. The Club offers acting education, a creative outlet for theatrically minded students, and a variety of theatrical productions for the students to enjoy. In the past students from the Club brought accolades for the University in various events.

MUSIC CLUB

Music Club caters to the passion of student providing quality facilities like instruments, dedicated music room and a plethora of events. It serves as a platform for musicians of all genres and skill levels to showcase their talent at various events like Sufi Night and Voice of Sharda, etc. held at Sharda University.



DANCE CLUB

The Club was established with the mission of bringing out the hidden talents of students and also provides them a stage where they can showcase their dancing talent and interest. The Club provides lot of opportunities in the form of competition and workshops for igniting the spark of interest present in the budding technocrats and honing their skills towards showcasing their talents.

FASHION CLUB

The Fashion Club aims to bring students together who have a passion for the fashion industry by participating in local and regional fashion events. Club members work with Fashion Merchandising students to help with events and activities on and off campus. The Club has hosted fashion shows, fashion showcases, and window dressings of local businesses.



DIVERSITY CLUB

Sharda University has a diversified group of students from across 80+ nationalities. The Diversity Club is dedicated in raising awareness of the various cultures among all students. Throughout the year various events are organized by the students to explore different cultures like Rejoice 3D, Festivals of Light, etc.

LITERARY CLUB

The Club aims to foster love for language, enhance literary creativity and provide an avenue for self-expression beyond the school curriculum. It is also to develop and hone the literary skills of students and inspire them to develop a taste for literature by conducting various workshops. The Club also initiates competitions in extempore, essay writing, creative writing, poetry writing, debate, elocution, quiz and reading to enhance the speech and oratorical skills.



PHOTOGRAPHY CLUB

Photography Club of Sharda provides a platform where talent meets creativity and gives rise to productivity. Students are engaged in various activities that challenge their imaginative capabilities, assist in sharpening their photographic skills, and present an opportunity for students to learn from each other.



ENVIRONMENTAL CLUB

The main purpose of the Environmental Club is to educate on sustainable practices, to implement change in the best interest of the environment, and to include all persons working to improve the future of our earth by conducting significant workshops and seminars.

VIEWS THAT SPEAK EXCELLENCE



Mr. Shamim Zakaria, Correspondent, Global News Channel, China

The delicate years of my school life dashed off learning thoughts like 'an aimless person is like a rudderless boat tossing in an ocean.' Alas! it was not until I joined Sharda University, I realised it is only a rudderless boat that has the liberty to float resolutely at will. Only a rudderless boat can dance to the blithe breeze, play with the maddening waves - all thanks to this glorious institution called Sharda University – it's value based education, practical oriented curriculum, most engaging classroom modules, faculty of astounding wisdom and the university's erudite ambience that never ceases to enchant. Graduating with a bachelors degree in journalism and mass communication and thereafter a brief stint in news reporting, I eventually went on to complete my post gradation in International Journalism from University of Sussex, United Kingdom on a scholarship. Currently, I am working for the international desk of a global news channel in China. Sharda University helped me gain enough of every gratifying experience to keep me smiling for another thousand lifetimes.



Ms. Priyamvada Budhalakoti, Gold Medalist (BA-J&MC), Producer & Writer, Salmon & Co.

Since March 2017, I have been associated with Salmon & Co, a digital agency as a Producer and Writer. Here, I am a part of the creative process right from ideating, pitching to the clients, handling the process of production, pre-production to post production, including finalizing the budgets.

Earlier I was working with Big Synergy Media Ltd. as an Assistant Director with the fiction team. I was associated here in the creative process of conceptualizing web series and TV Shows for various channels like SONY, Star, Zee, and digital platforms like

Balaji's ALT. Sharda University has been an important part of my growth. Mass Communication Department and its faculty members have been my constant support and strength in helping me realize my potential and dreams. The three years I spent here has given me strength and wisdom to go out and face the world with the values taught.



Mr. Bangwe Naviley Chisenga, BA-J&MC, First Secretary, Press & Tourism, High Commission of Zambia in India

Sharda University in Greater Noida is a life transforming higher learning institution ready to prepare students for challenges and opportunities of the 21st century. My experience as a Journalism and Mass Communication student is such that everyday has been an opportunity to learn an actual practical skill. The lecturers are down to earth and can be accessed anytime to help you succeed. The notes are readily available through LMS which helps you to study anywhere any time. Try Sharda today.



Ms. Insha Khurshid, BA-J&MC

Pursuing Mass Communication from Sharda University was a dream come true. The learning I acquired at Sharda helped me to find internship at the Ministry of information and Broadcasting. Getting training here has raised my confidence level.



Ms. Nasrin Akter (Zerin)

"Angrezi mein kehte hain" was my first Bollywood movie as an Assistant Director. This project was initiated during my final year of graduation in Sharda and I was involved with pre production and post production. I am fortunate enough to start my career in India from NDTV channel and then with this concept based movie with a lot of learning from experienced personalities. Sharda is a key which helped me a lot to go beyond boundaries in excelling my skill set.



Ms. Deepika Sharma, Account Executive, Maverick Innovations

I enjoyed each and every moment spent in Sharda University. I had spent three long years in that University, where I learnt how to grow and grow. I did my Bachelors of Journalism and Mass Communication from Sharda University. Whenever I look behind, I cherish each moment which I had lived there. A girl who has just passed her 12th standard does not know what is good for her career, but here in Sharda University I always got motivated from my teachers. They always supported me in my projects. They were always standing behind me in my toughest phase of life where I didn't know what to do in my career. Professors always treated us like their own family.



Mr. Lubega Louis Augustine, B.Sc. Animation & VFX (2016-2019)
Placed In:-Self Employed

What I am today, all the due credit goes to my Faculties & Mentors. They are the guiding forces who encouraged me to be an Independent Film Maker when I was confused between a Job or to be a Film Maker. Today I have been creating animated short series on YouTube and getting overwhelming response in my country.



Mr. Siddharth Mathur, B.Sc. Animation & VFX (2016-2019)
Placed In:- FourTimeNine Multimedia Productions Pvt Ltd, New Delhi

My four years at Sharda University have been excellent and a memory to cherish for a lifetime. I am thankful to all of my Faculty members who have encouraged me to take the appropriate path to build a career which I have dreamt of.



Ms. Mansi Seth, Content Writer & Social Media Manager, Aquarius Media

Choosing Journalism and Mass Communication course at Sharda University is the best choice I have made till date. The course structure and learning pattern teaches us a lot. The faculty of the department gave us both theoretical and practical knowledge of the media field. The support and encouragement helped me to cross all the obstacles. With their support, efforts and teaching knowledge, I got the opportunity to work with the best media houses like Hindustan Times and Hindu newspaper which gave a kick start to my career as a journalist and writer. And, now I am working as an Associate Editor with a web health portal 'Mynahcare.com'. I always embrace my whole journey with the university and faculty. I will definitely recommend everyone to be a part of this.



Mr. Bharat Rai, B.Sc. Animation & VFX (2016-2019)
Placed In:-Sampoorn Career Solution Pvt. Ltd. Noida

The years spent at Sharda have been full of learning opportunities. At the time of Admission, the only thing convinced me was Industry Driven Curricula & Mentors from Industry. The Regular Workshops & Seminars held at our college to help us with our aptitude and technical skills were of great help.



Mr. Vivek Kumar, B.Sc. Animation & VFX (2016-2019)
Placed In:-Basix Education Pvt. Ltd., Delhi

I really admire the approach of placement drive which actually gets started from 2nd last semester of the course. Every now and then we get guidance from Academic & Placement Cell to anchor our path for a better career.

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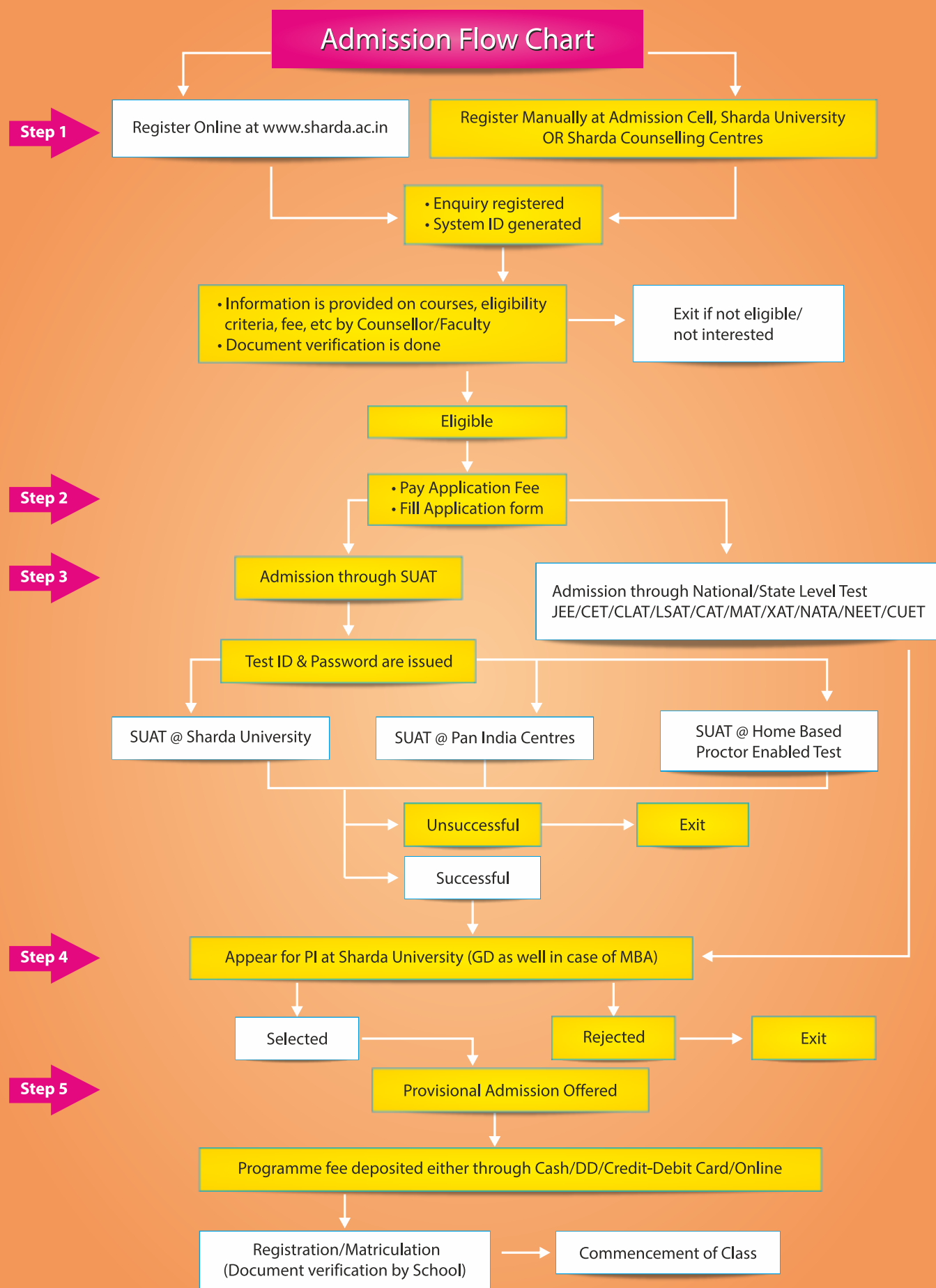
Ms. Zerine Hossain
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Ms. Priyamvada Budhalakoti
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