



SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL OF
MEDIA, FILM AND
ENTERTAINMENT**



CREATING
ACHIEVERS
IN MEDIA, FILM AND
ENTERTAINMENT



28 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.



ON THE DOCKET

Sharda University	02
Sharda School of Media, Film and Entertainment	04
About Faculty	06
Sharda Scholarship	09
Eminent Media & Film Personalities who visited Sharda	10
Shooting @SU Campus	11
Webinars	12
Industry Tie-ups	14
Focus	16
Workshops & Industry Visits	17
Top class learning facilities	18
Community Radio Station 90.8 FM (DAVP Empanelled)	20
Sharda TV	21
World-class Infrastructure	22
Programmes Details	24
B.A. (Journalism & Mass Communication)	26
B.A. (Film & Television & OTT Production)	27
B.Sc. (Animation, VFX and Gaming Design)	28
B.A. (Digital & Mass Media) - with ABP Network	30
M.A. (Journalism & Mass Communication)	31
M.A.- Media Management with ABP Network	32
M.A. (Advertising, Public Relations and Corporate Communication)	33
Internship & Placement	34
Star Achievers	36
Views	38
Life at NCR	
Regional Reach-Sharda Counselling Centre	

CONTENTS

CONTENTS



SHARDA UNIVERSITY

Beyond Boundaries



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

Sharda University over the years has 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 259+ global academic partnerships. Sharda University offers a truly international learning environment & produces achievers across the globe. That's why it is said,

"The World is Here, Where are You?"

PRESTIGIOUS RECOGNITIONS & ACCREDITATIONS



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



Awarded



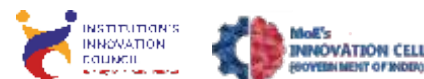
SHARDA UNIVERSITY
QS I-GAUGE 2020



Rated by



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



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



PROUD TO BE PLACED IN
EXCELLENT BAND



ARIA RANKING 2021



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
- » MESC (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.

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.

Placement Partners



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.



Prof. (Dr.) Ritu S. Sood

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

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, Australia, South East Asia among others.

“

“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.”

”



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. Mehak Jonjua, Professor

Ph.D. (Journalism), MA (English), MJMC

I am a journalist, researcher, author, & mentor. My professional journey began as a reporter with the Squamish Chief in BC, Canada. Then, I joined as a financial reporter with Manchester Stalwart Capital Mgmt. in the United States, demonstrating versatility in journalistic endeavours. My areas of research are multidisciplinary, sociology, journalism, & literature.



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

Over 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. Rajni Yadav, Assistant Professor

Ph.D. (Journalism & Mass Communication)

Ph.D. from Indira Gandhi National Open University, New Delhi & M.Sc. degree in Journalism, Mass Comm., & Advertising from Punjab Technical University and is a qualified candidate in the National Eligibility Test (NET) conducted by the University Grants Commission (UGC). Over 9 years of experience in academia.



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.



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.



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).



Dr. Jai Kishon Goswami, Assistant Professor

Ph.D. (Journalism & Mass Communication)

He has a B.Sc. in Computer Maintenance from Ranchi University, an MA in Journalism & Mass Communication from Dev Sanskriti Vishwavidyalaya (Gold Medalist), an MA in English Literature, & a Ph.D. in Journalism & Mass Commu. from Ranchi, Jharkhand. He has published more than 15 research papers in national & international journals of repute & contributed a book chapter to date.



Mr. Pawan Kumar Singh, Assistant Professor

M.Sc. (English) & Diploma (Animation and VFX)

Over 15 years of experience in 2D Animation, Graphic Design & Web Design, Motion Graphic etc. I have completed Master degree in English and Diploma in Animation and VFX from Arena Multimedia in 2007. Since then I am regularly becomes a Faculty in different famous Franchise of MAAC and ARENA Centers in Delhi.



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

JMC, MBA, Ph.D

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. Rashid Hashmi, Professor

Ph.D. (Mass Communication)

Over 20 years in Broadcast, Digital & Print Media. Before joining Sharda University he was working as an Executive Editor & Senior Anchor in leading national news channel India News. During his TV NEWS career of almost two decades he worked in various roles in Dainik Jagran Newspaper, ETV, Total TV, FM News & India News.



Dr. Atul Arora, Assistant Professor

Ph.D. (Mass Communication)

Over 12 years of teaching experience, has previously been affiliated with Bharatiya Vidyapeeth University, Delhi, Jagannath University, Haryana, Vivekananda Institute of Professional Studies, Madhubala Institute of Commu. & Electronic Media & Other affiliated colleges of GGSIPU, Delhi. In the research has contributed to 10 research papers in international & national journals of repute.



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.



Dr. Utsav Krishan Murari, Assistant Professor

Ph.D. (Mass Communication & Media Studies)

Over 4 years of industry experience. He has published two edited book, 14 research papers, and articles in various international and national journals of repute. He has also published 14 book chapters with different themes. He is also an advisory member of Saarthi Entertainment Delhi, a creative media production start-up.



Mr. Mohammad Ashraf Ali, Assistant Professor

MA, UGC NET

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



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.



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. Preeti Singh, Assistant Professor

Ph.D. (Journalism & Mass Communication)

Over 15 years of Academic experience in Media Education. She is a University of Delhi Graduate, M. Phil. and Ph.D. in Journalism and Mass Commu. on the University Research Scholarship basis and qualified UGC-NET Examination as well. She is a 'Vaani' Certified Radio Comper by Staff Training Institute, 'Prasar Bharati', Delhi.



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.



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.



Mr. Sandeep Shukla, Senior Technical Officer

P.G. Diploma in Journalism

Completed B.A.(Hons.) Political Science, from University of Delhi and P.G. Diploma in Journalism, from Indian Institute of Mass Communication (IIMC), An accomplished Electronic Media Journalist with more than 23 years of experience in Broadcast & Digital Media. Sandeep Shukla is a postgraduate diploma from Indian Institute of Mass Communication (IIMC) New Delhi.



Dr. Shishir Kr. Singh, Assistant Professor

PhD., M. Phil

Over 11 years of teaching & industry experience. He has contributed significantly as a resource person in State Council of Educational Research & Training & has also made a documentary for the Central Police Force of the Ministry of Home Affairs, Gov. of India & also played a major role as a media mentor for the Adobe Youth Voice project with the American India Foundation & research 15 International/National research paper is published.



Mr. Faiz Haider, Assistant Professor

Ph.D. (Journalism & Mass Communication)

Over 7 years of combined industrial and academic experience to mentor aspiring game designers. He was previously affiliated with Chandigarh University as an Assistant Professor and was a visiting faculty at Unity-Veda College of Animation, Lucknow. His academic specialties include Game Design, Level Design, 3D Modelling, Texturing, and Lighting.



Mr. Sharad Sharma, Senior Technical Officer

Mass Communication

He is a highly accomplished professional who has received special education in 3D animation & visual effects along with building a strong foundation in commerce. His role advantages from his deep knowledge of technology and pedagogical expertise as an Autodesk Certified Trainer and Professional.



“ Pick up a camera. Shoot something. No matter how small, no matter how cheesy, no matter whether your friends and your sister star in it. Put your name on it as director. Now you're a director. Everything after that you're just negotiating your budget and your fee. ”



FULFILLING CAREER DREAMS THROUGH SHARDA SCHOLARSHIP



7515 students studying with Scholarship and Freeship worth Rs. 37.15 crore in 2023-24



TYPES OF SCHOLARSHIP

- **Academic** Scholarship
- **Defence** Scholarship
- **Sports** Scholarship
- **Sharda University Staff's Ward** Scholarship
- **Innovative Idea** Scholarship
- **Sibling** Scholarship
- **JKPMSSS** Scholarship
- **CUET** Scholarship
- **SGI Alumni** Scholarship
- **Art & Culture** Scholarship
- **Mission Shakti** Scholarship



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

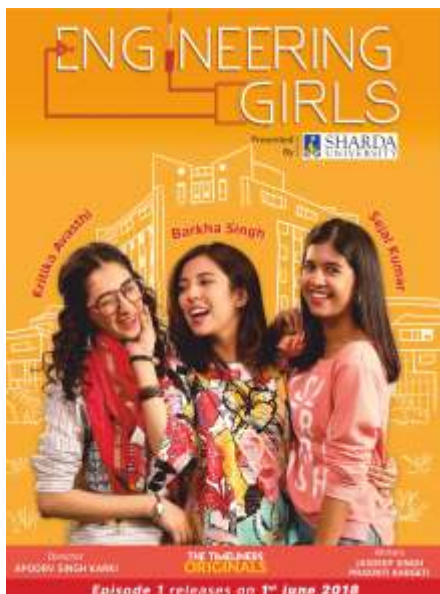
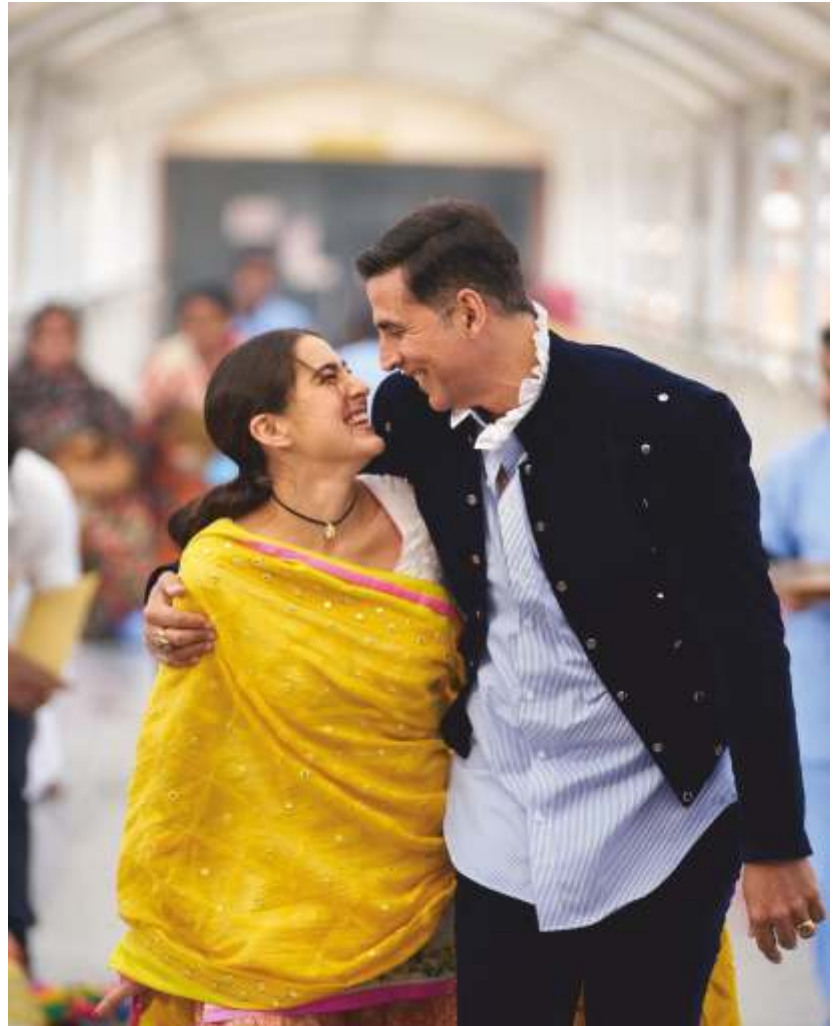
SHOOTING @SU CAMPUS

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 aspiring for careers in film, TV, and OTT production acquire practical skills by working closely with esteemed directors in the industry.

Engaging in projects like Anand L. Rai's "Atrangi Re." & Rohit Shetty's "Indian Police Force" among others provides invaluable educational experiences.



SHARDA UNIVERSITY
SHARDA SCHOOL OF MEDIA, FILM & ENTERTAINMENT ORGANISES A WORKSHOP ON
"USE OF GENERATIVE AI IN MEDIA TECHNOLOGY"

GENERATIVE AI

LET'S TALK ABOUT THE FUTURE

27 OCT 2023
3:00-4:00PM
VENUE: 307 BLOCK 3 (HYBRID MODE)

QR Code

SPONSER:

DR. JANNES PUNYA

Event Co-ordinators:
Faculty Co-ordinator:
Dr. Raj & Asha Grewal, Asst. Professor, SSME,
Mr. Agam Verma, Sr. Technical Officer, SSME

Student Co-ordinator:
Mr. Prateek Singh, Student, B.Sc. Animation
Ms. Anu Bhatnagar

SHARDA UNIVERSITY Beyond Boundaries

organising

Industry Expert Session on
TRANSFORMING CAREER PROSPECTS & CHALLENGES IN PUBLIC RELATIONS AND CORPORATE COMMUNICATION INDUSTRY IN THE DIGITAL AGE

27th October, 2023
10:30 AM - 12:00 PM
<https://meet.google.com/mep-mxkm-pit>

Convener:
Prof. (Dr.) Ritu S. Sood
Dean, SSME

Co-convener:
Dr. Preeti Singh
Associate Professor, SSME

Speaker
Mr. Anand Prakash
Group Head,
Adfactors Pvt. Ltd.

SHARDA UNIVERSITY
MAJJI FILM PRODUCTIONS ALONG WITH
SCHOOL OF
MEDIA, FILM & ENTERTAINMENT
PRESENTS

Kahani Ka Rangmanch

Play: न हूँ, न हों

(Adaptation of **खपलवाट** by Bhishm Sahni)

Thursday, 28th February 2023 | 1:00 PM (Annual Convocation Auditorium)

Panelists:

- Mr. Suresh Khatu
- Col. Anand Bhatnagar
- Prof. Dr. Ritu S. Sood
- Prof. Sangeeta Sood
- Mr. Anand Mishra

SHARDA UNIVERSITY

SSMFE in collaboration with
ALUMNI ASSOCIATION
SOMM (MCHOPES)

Is organizing an
online webinar on

"THE PEN AS A BRIDGE: THE ROLE OF YOUNG JOURNALISTS IN FOSTERING CROSS-CULTURAL COMMUNICATION"

21 JULY 2023 from
02:00 PM ONWARDS

Dr. Mahesh Kumar
Faculty Fellow, SSME

SHARDA UNIVERSITY

Sharda School of Media Film and Entertainment
In Association with MKIFF

Organizing

MEFT FEST 2.0

Powered by NEAT IMMIGRATION

30th - 31st January, 2024

Competitions: Photo Exhibition, Mukhad Karak, Dance (Group & Solo),
Bhangra, Face Painting, Ed Hues, Open Mic, Campus Brawl

REGISTER NOW | LIMITED SLOTS

Last Date of Registration: 25th January, 2024
Date of Event : 30th January, 2024

Faculty Coordinator:
- Dr. Anand Grewal
- Dr. Preeti Singh
- Mr. Sankar Prasad

Student Coordinator:
Anshika Singh, Neha Singh, Anshika Singh,
Lakshya Singh, Anshika Singh,
Tanishka Singh

SHARDA UNIVERSITY

SHARDA SCHOOL OF
MEDIA, FILM & ENTERTAINMENT

"Fact and Data Verification to Combat Fake News."

20th September 10:30 am

Mr. Nimesh Kapoor,
Principal Scientist, Head - Publications
Division and Science Films Division,
Vigyan Prastha

Convener:
Dr. Ritu Sood

Co-Convener:
Dr. Mahesh Kumar & Dr. Dhruv Sahrawat

vidyadaan
Institute 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 &
Educationalist, Chairman - NESC

June 3rd | 05:30PM

Register Now

Support by SHARDA UNIVERSITY

For Enquiry Call us:
+91 76704 57861
northregion@vidyadaan.org
www.vidyadaan.net

Register Now for Webinar <https://bit.ly/356eoG4>

SHARDA UNIVERSITY

SHARDA SCHOOL OF
MEDIA, FILM & ENTERTAINMENT

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/356eoG4>

SHARDA UNIVERSITY

"ANCHORING TECHNIQUES"

ANCHORING
WORKSHOP

CHIEF GUEST:
**PRİYANKSHA
CHATURVEDI**
(Anchor & Producer at News 18)

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

SSMFE 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 & 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. Y. K. Gupta, Pro Chancellor of Sharda University with Mr. Bhupendra 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 Media Entertainment & Skill Council (MESc) Mr. Subhash Ghai



Dean SSMFE Sign MoU with CMS Vatavaran

FOCUS ON ORGANISING EVENTS, SEMINARS,



Renowned Bollywood Director Mr. Rohit Shetty



Mr. Sayeed Ansari, Editor & Anchor AAJTAK



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



SSMFE collaboration with Jagran Film festival



Student with Juhi Babbar (Recorded Theater Actor)



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



SSMFE collaboration with Jagran Film Festival



Dean SSMFE sign MOU



Kiran Sharma Chopra, CEO, Punjab Kesari



Renowned film director Mr. Mahesh Bhatt



Renowned Bollywood Director Mr. Avinash Arun



Iranian film Producer and Actor Behrooz Chaihel 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)**



3

**WELL-EQUIPPED
PRODUCTION CONTROL
ROOM (PCR)**

4

**MAC VIDEO
EDITING LABS**



5

HIGH END AUDIO & VIDEO EQUIPMENT



6

PROFESSIONAL SONY VIDEO CAMERAS, CANON CAMERAS & DRONE SHOOT

7

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



8

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 PATEKI : Innovation based programmes/Science & Technology/Unkown Facts
6. QANOONI SALAH : Programme on legal awareness
7. HAUNSLE KI DAGAR : 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 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.



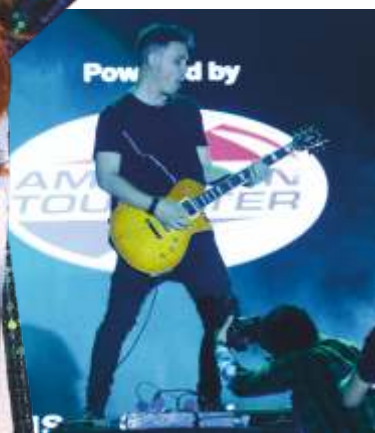


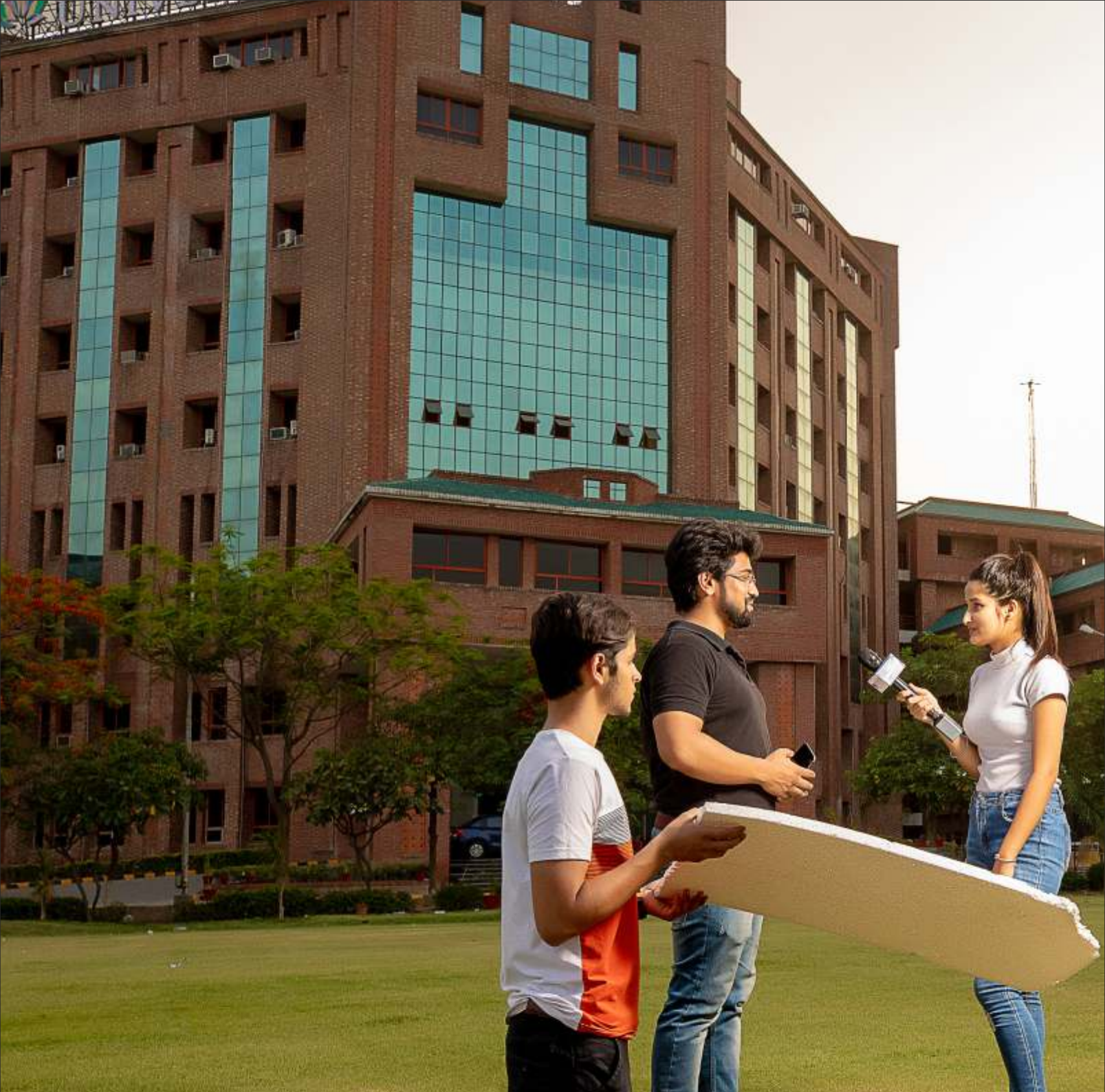
CAMPUS LIFE





@SHARDA





MEDIA & FILM PROGRAMMES DESIGNED FOR SUCCESS

Sharda School of Media, Film and Entertainment (SSMFE) 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. - Journalism & Mass Communication	3 years
B.A. (Hons./Research) - Journalism & Mass Communication	4 years
B.A. - Film Television & OTT Production	3 years
B.A. (Hons./Research) - Film Television & OTT Production	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
B.A. (Digital & Mass Media) - with ABP Network	3 years
M.A. - Journalism & Mass Communication	2 years
M.A.- Media Management with ABP Network	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

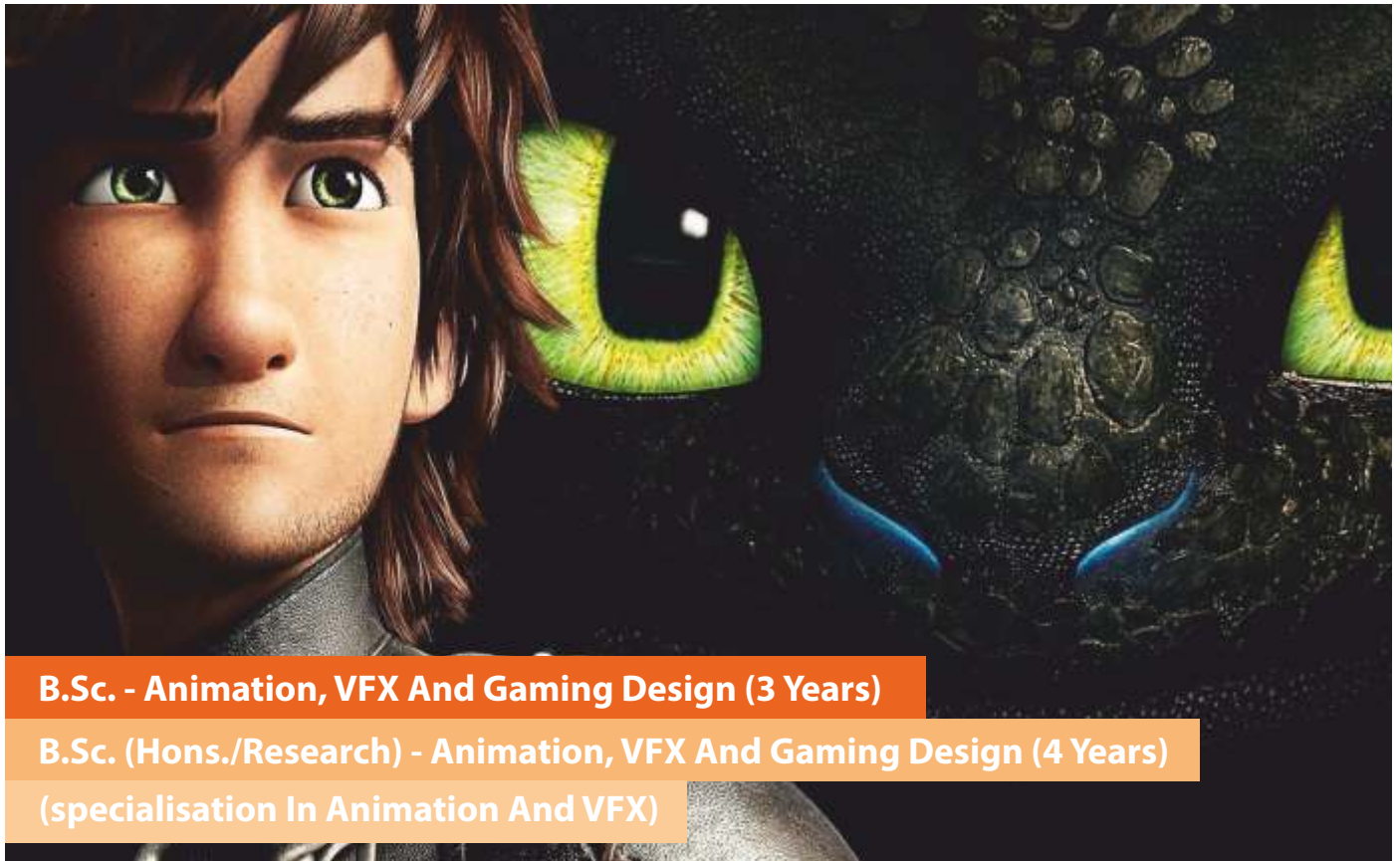
Senior Secondary (10+2) with 50% marks & proficiency in English Communication.

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.



**B.A. - DIGITAL & MASS MEDIA
WITH ABP NETWORK**

The B.A. (Digital & Mass Media) program in collaboration with ABP Network offers students a unique opportunity to gain industry-specific knowledge and practical skills from one of the leading media networks. This program provides a comprehensive overview of the digital and mass media landscape, with a specific focus on the expertise and insights provided by ABP Network. Additionally, the collaboration with ABP Network allows students to gain exposure to real-world industry practices through internships, guest lectures, and industry projects. This practical experience will enhance their understanding of the media industry and prepare them for future careers. By combining academic rigor with industry collaboration, the B.A. (Digital & Mass Media) program in collaboration with ABP Network provides students with a unique and comprehensive learning experience that prepares them for success in the digital and mass media field.

ELIGIBILITY

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

DISCIPLINES

- Content Creator/Writer
- Content Marketing Specialist
- Video Editor
- Graphic Designer
- Web Developer
- Journalist
- Advertising Account Executive

- Public Relations Specialist
- Multimedia Journalist
- Digital Strategist
- Media Analyst
- Web analytic specialist
- Digital Marketing Specialist
- Social Media Manager

PROGRAMME OUTLINE

- **Specialized Knowledge:** Graduates will have a deep understanding of digital media and mass communication concepts, theories, and practices. They will be familiar with the latest trends, technologies, and platforms in the industry.
- **Technical Skills:** Students will acquire practical skills in media writing, reporting, digital content creation, social media management, multimedia production, web design, & more.
- **Critical Thinking and Analysis:** The program emphasizes critical thinking and analysis skills, enabling students to evaluate media content critically, assess the credibility of sources, and analyze media effects and influences.
- **Communication Skills:** Graduates will have strong written and verbal communication skills, essential for effective storytelling, journalism, public relations, & digital marketing.
- **Media Ethics and Legal Knowledge:** Students will understand the ethical considerations and legal frameworks governing media production, distribution, & consumption.
- **Creativity and Innovation:** The program fosters creativity and innovation, encouraging students to develop original ideas, concepts, & projects in digital media production, advertising, and storytelling.



**M.A. - JOURNALISM AND
MASS COMMUNICATION**

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. - MEDIA MANAGEMENT WITH ABP NETWORK

The MA in Media Management in collaboration with ABP Network offers a comprehensive curriculum that delves into the intricacies of managing media organizations effectively. This programme is for students who are looking for advanced education and specialized training in the field of media management. It is designed for individuals who have a strong interest in media, communication, and leadership, and who aspire to pursue managerial roles within the media industry.

ELIGIBILITY

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

DISCIPLINES

- Media Manager
- Digital Media Strategist
- Marketing Manager
- Content Producer
- Media Consultant
- Media Analyst
- Media Sales Manager
- PR Specialist
- Marketing Manager, Copywriter or Visual Storyteller.
- Media Planning Manager
- TV Producer
- A/V (Audio-Video) Editor
- Corporate Communications Head
- Channel Head

PROGRAMME OUTLINE

- This course offers a forward-looking and entrepreneurial approach, providing you with the opportunity to contribute to shaping global contemporary discourse on Media Management.
- The curriculum encompasses various aspects such as business management, marketing, media strategy, entrepreneurship, innovation, leadership, and media practice. It aims to enhance understanding of management processes, including project management, milestone reporting, decision-making, and budget management, as well as core business practices like intellectual property and finance.
- Students will have the chance to collaborate with professionals from the creative media industries, to develop expertise in different user contexts and professional settings. This includes working with diverse media businesses and consumers, including emerging areas.
- Career Readiness: The program prepares students for careers in various fields, including journalism, digital media production, advertising, public relations, marketing, social media management, and more.



M.A. - ADVERTISING, PUBLIC RELATIONS & CORPORATE COMMUNICATION

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

STAR ACHIEVERS - PLACEMENT



Ms. Nisha Khadka
B&C Medical College Teaching
Hospital & Research Centre



Mr. Shamim Zakaria
Xinhua News Agency



Mr. Ganesh Paelāy Gurung
Bhutan Foundation in
Washington DC



Mr. Luv Malik
ABP Network



Mr. Niropum Sakia
Actor in Xur Bahini & Musafir
TV Mini Series



Mr. Alok Shukla
Actor in
SAB MOH MAYA HA



Ms. Mansi Singh
Media & Entertainment
Skills Council



Ms. Rashi Sharma
Rouge Communications



Ms. Sayma Chaudhary
Jasper Colin Research



Ms. Shreya Ghimre
Rasta Ventures Pvt. Ltd.



Ms. Turvi Singh
University of Leeds



Mr. Apoorv Chaudhary
Founder
Tom a content-first, Creative Studio



Mr. Kalim Ahmad
ALT News



Mr. Pranjal Tiwari
Mindforce



Mr. Afzal Adeeb
UNICEF



Ms. Zerin Hossain
Filmmaker



Mr. Shriyansh Shukla
Social Network Group Limited



Mr. Rohit Ojha
Aaj Tak



Mr. Shubham Kumar
One India Hindi



Mr. Mohmadul Hasan
News Nine



Mr. Manvendra Yadav
TV9



Ms. Neha Farheen
Aaj Tak



Mr. Aman Tyagi
News Nation



Mr. Prince Rai
Inshorts



Ms. Shatakshi Swami
Zee Bihar Jharkhand



Ms. Sharmin Hossain
JCI Dhaka North



Mr. Prashant Vats
Aaj Tak



Mr. Sahil Sharma
Founder & Director- Holotech



Mr. Shree Kumar Bajpayee
Hindustan Hindi



Mr. Mohit Mudgal
TV9 Digital



Mr. Sagar Baisoya
Founder-Ali Baba Caves Lounge



Ms. Priyamvada Budhalakoti
Filmmaker

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, 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 & mass communication and thereafter a brief stint in news reporting.



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.



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

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.



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

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.

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 & wisdom to go out and face the world with the values taught.



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.



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.



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.



Mr. Lubega Louis Augustine, B.Sc. Animation & VFX (2016-2019)

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. Bharat Rai, B.Sc. Animation & VFX (2016-2019)
Sampoorn Career Solution Pvt. Ltd.**

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.



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.

GREATER NOIDA. HUB OF EDUCATION IN DELHI-NCR.

Situated adjacent to New Delhi, Greater Noida is one of the fastest developing educational hubs. Home to some of the leading universities in India, Greater Noida sees lots of international students pursuing their career dreams.

India's first ISO 9000-2000 certified city, Greater Noida is amongst the cleanest, greenest and most well planned cities of India. Greater Noida is amongst the selected cities of the world, chosen for F1 Grand Prix Race.

Sharda University campus at Knowledge Park III is the largest in Greater Noida & the entire NCR.

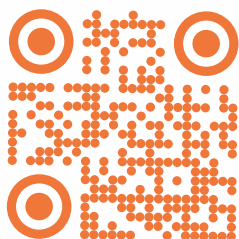


“

Greater Noida integrated township is shaping up as India's smartest city, the National Capital Region's most modern urban development centre and its fastest-developing centre of attraction. It has emerged as a modern model of far-sighted town planning.



Regional Reach- Sharda Counselling Centres



SHARDA UNIVERSITY CAMPUS
Plot No.32, 34, Knowledge Park III,
Greater Noida, UP-201310
E-mail: admission@sharda.ac.in
Website: www.sharda.ac.in
Helpline: **0120-4570000**
Ph.: **0120-4060210/11**

AIZAWL

admission.aizawl@sharda.ac.in
+91-9311211519, +91-8826998009

BHOPAL

admission.bhopal@sharda.ac.in
+91-7428292470, +91-9205471858

BHUBANESWAR

admission.odisha@sharda.ac.in
+91-8448897664, +91-8826998009

BENGALURU

admission.bengaluru@sharda.ac.in
+91-8929321600

CHENNAI

admission.chennai@sharda.ac.in
+91-9205471858, +91-8826998009

DEHRADUN

admission.dehradun@sharda.ac.in
+91-9205883454, +91-9205471858

DIMAPUR

admission.dimapur@sharda.ac.in
+91-8448897662, +91-8826998009

GUWAHATI

admission.guwahati@sharda.ac.in
+91-9205883450, +91-8826998009

HYDERABAD

admission.hyderabad@sharda.ac.in
+91-9205883452, +91-9205471858

ITANAGAR

admission.itanagar@sharda.ac.in
+91-8448897663, +91-9205883450

IMPHAL

admission.imphal@sharda.ac.in
+91-8448897661, +91-9205883450

KOLKATA

admission.kolkata@sharda.ac.in
+91-9205883455, +91-8448198392

KOCHI

admission.kochi@sharda.ac.in
+91-8800398726, +91-8826998009

LUCKNOW

admission.lucknow@sharda.ac.in
+91-9205883451, +91-8448198397

PATNA

admission.patna@sharda.ac.in
+91-9205883453, +91-8448198394

RANCHI

admission.ranchi@sharda.ac.in
+91-8448198391, +91-9205883459

RAIPUR

admission.raipur@sharda.ac.in
+91-8448198398, +91-8448198397

SHILLONG

admission.shillong@sharda.ac.in
+91-8448897662, +91-8826998009

SIKKIM

admission.sikkim@sharda.ac.in
+91-9205883458, +91-8826998009

SRINAGAR

admission.srinagar@sharda.ac.in
+91-8800398724, +91-8826998009



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



📱 **SSMFE**

Follow us on Social Media platforms



[ShardaUniversity](https://www.facebook.com/ShardaUniversity)



[sharda_uni](https://twitter.com/sharda_uni)



[sharda_university](https://www.instagram.com/sharda_university)



[school/sharda-university](https://www.linkedin.com/school/sharda-university)



[shardauniversity](https://www.youtube.com/shardauniversity)

Disclaimer: All material in this brochure is the copyright of Sharda University. The University makes every effort to ensure that all the information contained here is accurate. The information and material contained in these pages, and the terms, conditions and descriptions therein are subject to change as the Information Brochure has been prepared well in advance. Please note the updated information available on the University Website before you make any informed decision.