



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Policy to Support Women in Underrepresented Subjects

Amity University Madhya Pradesh is committed to fostering gender balance across all disciplines, particularly in subjects where women are traditionally underrepresented. To this end, the University implements a structured support system that includes:

- **Guest Lectures:** Inspiring guest lectures and interactive sessions are conducted by professionally successful women who have excelled in traditionally male-dominated professions, serving as role models for aspiring students eg Tessa Thomas,
- **Female Faculty and Mentorship:** Female faculty members and mentors are assigned to guide and encourage women pursuing studies in male-dominated fields, offering both academic and personal support.
- To mitigate any sense of isolation in traditionally male dominated subjects such as Mechanical Engineering, certain classes of Value-Added Courses are merged with other courses with more girl students.

Through these measures, the University aims to create an inclusive, encouraging, and empowering learning environment that supports women to thrive in all disciplines.



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Amity School of Fashion Design & Technology, AUMP

“Workshop on Business Start-up”

16th January 2024 **(Tuesday)**

The Amity School of Fashion Design and Technology Department at Amity University Madhya Pradesh has successfully advanced the Amity Innovation Incubator initiative. On Startup Day, a workshop was organized from 2:30 p.m. to 3:30 p.m. on 16th Jan 2024 on the topic ‘Business startup’. The workshop was conducted by Ms. Sabina Chaulagain, a Senior Lecturer at IEC College of Art and Fashion in Nepal and a business owner, and coordinated by Ms. Madhavi Tomar, Assistant Professor at Amity School of Fashion Design and Technology.

The workshop commenced with an introduction to Ms. Sabina Chaulagain, who provided insight into her embroidery business. Throughout the workshop, she guided students on identifying viable business ideas, brainstorming and evaluating potential business ideas, and understanding market potential and fit with skills and interests. Additionally, she touched on small business, scaling up startups, social startups, and entrepreneurship. Market research and analysis were emphasized as crucial components for understanding the target market, identifying potential customers, and analyzing the competitive landscape to differentiate one’s business. Ms. Sabina underscored the importance of creating a comprehensive business plan, including details on the business model, marketing strategy, financial projections, and operational plan. Furthermore, she highlighted financial management, budget creation, cash flow management, and securing funding for startups, providing an overview of different financing options.

The workshop aimed to offer practical, actionable advice and resources to assist students in transforming their business ideas into successful ventures. The session was highly interactive, and the students thoroughly enjoyed the workshop with a total of 30 students in attendance.



Glimpse of the workshop





08th Mar 2024 (Friday)

Empowering Women Through Fashion

Amity School of Fashion Design & Technology (ASFDT), AUMP organized a workshop on **'Empowering Women Through Fashion', 08th Mar 2024**. The main objective of the workshop was to equip women with basic skills in sewing and to foster entrepreneurial skills for self-employment opportunities.

The outreach program aimed at empowering poor women through skill development in Basic skills in sewing was highly successful. The participants received training in basic sewing techniques, fashion design principles, and entrepreneurship. Workshops from our B.des fashion design students (ASFDT, AUMP) equipped them with essential skills, while one-on-one mentorship fostered personal growth. As a result, 80% of participants reported improved sewing and design abilities, with 30% securing jobs in local garment factories and 20% starting small businesses selling handmade garments. The workshop also promoted sustainability awareness, with many women incorporating recycled materials into their designs. Overall, the workshop enhanced women's employability and self-esteem but also cultivated a sense of community and sustainability.





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