



# AMITY UNIVERSITY

MADHYA PRADESH

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

## 17.2.4 Collaboration for SDG Best Practice

**Through international collaboration and research, review comparative approaches and develop international best practice on tackling the SDGs.**

Amity University Madhya Pradesh (AUMP) actively advances the global Sustainable Development Goals (SDGs) through strategic international collaborations, comparative research, and scalable institutional practices. Its Memoranda of Understanding (MoUs) with International Universities have strengthened AUMP's institutional capacity in sustainable technology transfer, social innovation, policy co-development, and inclusive education.

These global partnerships are complemented by AUMP's continuous engagement ecosystem that fosters knowledge exchange between academia, industry, civil society, and local communities. Signature initiatives—including TEDxAUMP ("Viksit Bharat – Reimagine India"), the Rise AUMP Business Plan Competition, World Schizophrenia Day (Community Mental Health Dialogue), and Manolaas Ke Navrattan (Happiness and Resilience Festival)—serve as platforms for collective problem-solving and cross-sectoral SDG dialogue.

Operational frameworks such as the University Duty Officer (UDO) system and the Sustainable Campus and Community Engagement Model further demonstrate how AUMP institutionalises SDG best practices in governance, safety, environmental stewardship, and social responsibility.

Through its collaborative initiatives, AUMP functions as a living laboratory of SDG implementation, promoting global–local knowledge transfer, interdisciplinary research clusters, and replicable models for policy and educational reform. These efforts reinforce Amity University Madhya Pradesh's role as a regional and international contributor to SDG 17 – Partnerships for the Goals.

List of International MoUs (AUMP)

<b>Sr.No</b>	<b>MoU signed with</b>	<b>Organization Address</b>	<b>National/ International</b>	<b>Initiated by (Name of Dept)</b>
1	MAPUA University	Philippines	International	Amity Business School
2	Pepperdine University, School of Law	24255 Pacific Coast Hwy, Malibu, CA 90263, United States	International	Amity Law School
3	Al Falah University - UAE	AFU Campus, Dubai, UAE	International	Amity School of Communication
4	Singapore Polytechnic International (SPI) statutorily incorporated educational institution	500 Dover Road (T11C32) Singapore 139651	International	Amity School of Engineering & Technology
5	AIMST (Asian Institute of Medicine, Science and Technology)	Malaysia	International	Amity Institute of Pharmacy

Note: List of MoUs applicable to Amity Universe is enclosed in evidence

#### SDG 17.2.4 Best Practice Activities (2023–24)

<b>S. No.</b>	<b>Event Name</b>	<b>Link / Reference</b>
1	<b>“Contributing to the Community” - Sustainable Campus and Community Engagement for SDG Implementation</b>	<a href="#">Best Practice 7.2.1 (1).pdf</a>
2	<b>“University Duty Officer” - Ensuring Safety, Discipline, and Responsive Governance</b>	<a href="#">Best Practice 2.pdf</a>
3	<b>Manolaas Ke Navrattan (20–22 March 2024)</b>	<a href="#">Manolaas Ke Navrattan 2024</a>
4	<b>Learning Through Movies (05 June 2024)</b>	<a href="#">Learning Through Movies</a>

5	Rise AUMP 2024: Business Plan Competition (15 May 2024)	<a href="#">Rise AUMP 2024: "Business Plan Competition"</a>
6	TEDxAUMP on “Viksit Bharat – Reimagine India” (01 March 2024)	<a href="#">TEDxAUMP on Viksit Bharat Reimagine India</a>
7	World Schizophrenia Day 2024 – “Celebrating the Power of Community Kindness” (24 May 2024)	<a href="#">World Schizophrenia Day "celebrating the power of community kindness"</a>

### **1. Sustainable Campus & Community Engagement – “Contributing to the Community” (AIP, 06 October 2023)**

AUMP integrates sustainability into institutional operations through structured community outreach programs conducted in collaboration with local NGOs. These initiatives promote environmental stewardship, health awareness, and resource-sharing, enabling AUMP to serve as a regional hub for SDG-aligned social responsibility.

### **2. University Duty Officer (UDO) Governance Framework – Model for Safety & Institutional Preparedness**

To ensure campus-wide safety, discipline, and responsive management, AUMP introduced the UDO system, a structured governance mechanism that provides round-the-clock monitoring, student/staff assistance, and emergency coordination. This framework is a replicable administrative model for SDG 16 (Peace, Justice & Strong Institutions).

### **3. ‘Manolaas Ke Navrattan’ – Happiness & Mental Resilience Model (20–22 March 2024)**

A three-day campus-wide celebration promoted mental well-being, social cohesion, and inclusive participation. Over 150 faculty, staff, and students engaged in reflective dialogue and creative performances promoting emotional resilience and community positivity. The initiative represents an innovative SDG 3 mental health engagement practice that can be shared with partner universities.

### **4. Learning Through Movies – Reflective Pedagogy for Critical Thinking (05 June 2024)**

This activity engaged 49 postgraduate students in experiential learning by analysing films to derive lessons on decision-making, empathy, and leadership. The initiative acts as a creative pedagogy model for integrating SDGs into higher education.

#### **5. Rise AUMP 2024 – Business Plan Competition (15 May 2024)**

Through mentorship from industry leaders, investors, and startup founders (IIT/IIM alumni), student entrepreneurs developed SDG-linked business solutions in sustainability, innovation, and social enterprise. The platform advances SDG 8 (Decent Work & Economic Growth) and serves as a transferable model for entrepreneurship-based SDG engagement.

#### **6. TEDxAUMP – “Viksit Bharat: Reimagine India” (01 March 2024)**

A globally branded knowledge-sharing platform, TEDxAUMP convened armed forces heroes, educators, innovators, and creators to discuss peace-building, innovation, national development, and civic responsibility. It reinforces global-local collaboration in shaping future-ready youth for SDG advocacy.

#### **7. World Schizophrenia Day – “Celebrating the Power of Community Kindness” (24 May 2024)**

Organised by AIBAS, this event used interactive performances and awareness dialogues to dismantle mental health stigma and promote empathy-driven community action. The initiative exemplifies SDG 3 (Good Health & Well-Being) through social inclusion and responsible education.