



AMITY UNIVERSITY

MADHYA PRADESH

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

17.4.3: Education for SDGs in the Wider Community

Have dedicated outreach educational activities for the wider community, which could include alumni, local residents, displaced people.

Local community Outreach

Amity University Madhya Pradesh (AUMP) promotes a comprehensive model of education that combines a high-quality academic experience with social accountability and sustainable development. The educational philosophy of AUMP closely connects with some of the United Nations' Sustainable Development Goal (SDGs) inclusive growth, environmental sustainability, health awareness, innovation, and community empowerment. AUMP promotes various academic and outreach activities that focus on developing students intellectually and ethically, emotionally, and socially. The events vary from seminars and workshops to social projects and international conferences spread throughout the academic year. Each event speaks to AUMP's ongoing commitment to creating a learning ecosystem that connects classrooms to communities and connects theory to practice. Each event connects to AUMP's vision of developing socially responsible citizens of the globe who create, innovate, and contribute for the common good.

The university's commitment to Education for Sustainable Development (ESD) is demonstrated through a range of multidisciplinary programs to stimulate awareness, participation, and empowerment. The Workshop on Intellectual Property Rights (IPR) was an example, organized by Amity Business School. The purpose of the Workshop was to raise awareness among students of the legal and ethical issues involved in protecting innovations, creations, and inventions. The Workshop emphasized the importance of understanding patents, copyrights, and trademarks to build awareness around innovation and entrepreneurship. It also provided a pathway for students to turn their creative ideas into real products and businesses, resulting in advancing SDG 9 (Industry, Innovation, and Infrastructure) and SDG 8 (Decent Work and Economic Growth).

Education for SDGs in the Wider Community reflects the commitment of higher education institutions to extend sustainability knowledge beyond the campus and actively engage with the broader society in achieving the United Nations Sustainable Development Goals (SDGs). At Amity University Madhya Pradesh (AUMP), this commitment is embedded in its mission to be a catalyst for positive societal change through community outreach, knowledge dissemination, and civic engagement. The university recognizes that

education for sustainable development must not be limited to the classroom but should be part of a wider effort to empower communities with the knowledge and tools needed to build a sustainable future. AUMP organizes various extension and outreach activities designed to create awareness about critical global challenges such as climate change, clean energy, gender equality, waste management, water conservation, public health, and inclusive development. These initiatives involve students and faculty working in collaboration with schools, rural communities, NGOs, government bodies, and industry partners to deliver workshops, training sessions, awareness drives, and social campaigns aligned with the SDGs.






One of the university's flagship practices is conducting SDG literacy workshops and sustainability awareness camps in nearby villages and government schools. These sessions are often student-led under faculty guidance, where core ideas of the SDGs—such as clean water and sanitation (SDG 6), quality education (SDG 4), gender equality (SDG 5), and climate action (SDG 13)—are explained using local languages, visuals, and interactive activities. This not only bridges the knowledge gap in rural areas but also fosters leadership, empathy, and real-world problem-solving skills among students. In addition, the university celebrates SDG-related global observances such as World Environment Day, Earth Day, and International Day of Education through panel discussions, exhibitions, and competitions that invite participation from schools, community groups, and the public.





AUMP also collaborates with municipal authorities and civic bodies to promote environmental awareness through cleanliness drives, waste segregation workshops, tree plantation programs, and e-waste collection campaigns. These efforts support urban sustainability goals and instill a sense of environmental responsibility within the wider community. Moreover, the university encourages interdisciplinary research and consultancy projects where faculty and students address local sustainability challenges in areas like water harvesting, renewable energy adoption, and community healthcare access—thus directly contributing to the local implementation of SDGs.




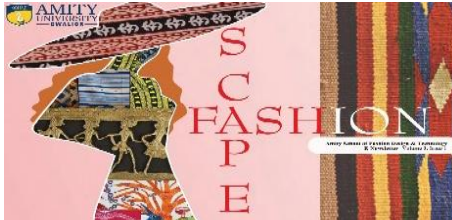

Furthermore, the university uses digital platforms to host webinars, public lectures, and open-access content on SDG-related themes, making education for sustainability more accessible beyond campus boundaries. These online events are often attended by members of civil society, educators, professionals, and young learners from various regions, further amplifying the university's impact. In essence, AUMP's efforts under Indicator 17.4.3 highlight the transformative role of education not just in shaping individual learners but in building empowered, informed, and sustainable communities. Through consistent outreach and partnerships, the university ensures that the values of the SDGs are not only taught but actively lived and shared with the wider community.

In support of promoting entrepreneurship and sustainable and scalable business models, the Agribusiness Incubator Visit was exposure for MBA students to the startup ecosystem in the agricultural sector. The students were introduced to incubation centers, maker spaces and innovation labs, and how those groups support and connect young entrepreneurs to investors and collaborators. As part of the experiential learning, the

students were encouraged to look beyond traditional business models and think about ways to marry economic growth with environmental sustainability, contributing to the capabilities of SDG 2 (Zero Hunger) and SDG 12 (Responsible Consumption and Production).

5	Donate to Innovate	https://www.instagram.com/p/DCoJeCZvWWc/?utm_source=ig_web_copy_link&igsh=	
6	Poster Making and Storytelling Competition – National Unity Day	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=13399&Events=Events	
7	Poster Making Competition on Mental Health – ABS	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=13345&Events=Events	<p>Poster Making Competition</p> 
8	World Pharmacist Day 2023 – Amity Institute of Pharmacy	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=13283&Events=Events	<p>World Pharmacist Day</p> 
9	MODEL UNITED NATIONS 6.0– Amity Law School (24–25 August 2023)	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=14182&Events=Events	<p>MODEL UNITED NATIONS 6.0</p> 

10	G20 NATIONAL YOUTH CONCLAVE 2023 - Amity Law School (6 September 2023)	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=14180&Events=Events	<p>G20 NATIONAL YOUTH CONCLAVE 2023</p> 
11	National Lecture Programme on "Green Yoga and the Art of Living with Nature"	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=13057&Events=Events	 <p>International Day of Yoga</p>
12	International Yoga Day Celebration	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=13009&Events=Events	
13	TEDx AUMP - 26 April 2023	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=12874&Events=Events	 <p>Lt. Gen. V.K. Sharma AVSM Retd. Hon'ble Vice Chancellor AUMP inaugurated the TEDx AUMP 2023</p>

14	'Aash – A Way from Destitute to Happiness'	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=13433&Events=Events	
15	Voluntary Blood Donation Camp – NSS Unit AUMP	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=12827&Events=Events	<p>National Service Scheme (NSS): Blood</p> 
16	International Conference on Gender and Politics in Media and Literature	https://www.amity.edu/gwalior/event-detail-normal.aspx?Event=13910&Events=Events	
17	Fashion Scape (E-Newsletter)		
18	Workshop on Madhubani Painting	https://www.instagram.com/p/DCoJeCZvWWc/?utm_source=ig_web_copy_link&igsh=	

Details of the event:

1. QUIZ Competition, International Women's Day

Amity Institute of Social Sciences organised a quiz competition for the students at the university to celebrate International Women's Day 2024 on March 7, 2024, from 2:15 p.m. to 3:15 p.m. The general knowledge-based questions tested the students' knowledge on current affairs, politics, administration, geography, culture, history, arts and literature, economy, society, sports, etc. related to the women of India as well as the world. Now, it is a time to celebrate the achievements of women, whether social, political, economic, or cultural. The celebration of the day is to make people more aware of the importance of Women's Day.

2. Workshop on IPR - Amity Business School

Amity Business School held a workshop on Intellectual Property Rights (IPR) on 19-20 December 2023 with the aim of improving students' awareness and understanding of patenting, copyrights and trademarks. The workshop stressed the importance of protecting new ideas, as well as encouraging awareness of entrepreneurship and research among management students through hands-on experience and interacting with experts in the field.

3. Agribusiness Incubator Visit – Amity Business School

MBA students went on a visit (15 December 2023) to agribusiness incubator (a startup incubator) to learn about startup opportunities, investor linkages and the startup ecosystem. This experience helped students grasp not only what an incubator does but also what makerspace is (as incubators often utilize market space) and the significance of innovation and agriculture entrepreneurship while providing real life experience linked with business building and sustainable practices.

4. CPR Awareness Program – Amity Institute of Pharmacy

On 6 December 2023 Amity Institute of Pharmacy organized a Cardiopulmonary Resuscitation (CPR) awareness program to promote understanding among students and staff about lifesaving techniques in emergencies. The initiative has allowed staff and students to promote health awareness, the significance of community service and be educated for scenarios that require quick and decisive responses in medical emergencies.

5. Donate to Innovate - Amity Institute of Social Sciences under the mandate of Institute Innovation Council (IIC), an initiative of MOE, Govt of India organized an 'innovate to donate' event on November 22, 2024. The event was held from 1 pm onwards in the D D nagar area in Gwalior. There was a total of about 50 participants for the duration of the

event. The students of Amity University distributed notebooks, books, stationery, etc. to students.

6. Poster Making and Storytelling Competition – National Unity Day

To commemorate National Unity Day on 31 October 2023, Amity Institute of Social Sciences hosted a poster making and storytelling competition under the theme, “Unity of India.” The event was aimed at instilling patriotism, creativity and instilling the values of national integration among students.

7. Poster Making Competition on Mental Health – ABS

Amity Business School hosted a poster making competition focused around mental health and holistic wellness. The students examined the psychological dimensions of well-being, self-awareness and emotional equilibrium, as well as advocating for and fostering open discourse regarding mental health challenges both academically and personally.

8. World Pharmacist Day 2023 – Amity Institute of Pharmacy

Amity Institute of Pharmacy celebrated World Pharmacist Day on 25 September 2023 by way of a health check-up camp, plantation of medicinal plants, social media campaigns, and poster competition. The celebration recognized the critical role of pharmacists in promoting health-care and community services.

9. MODEL UNITED NATIONS 6.0 – Amity Law School (24–25 August 2023)

Amity Law School organized a two-day legal awareness program on 24–25 August 2023 at AUMP's B Block. The programme provided opportunities for students to discuss about contemporary legal issues, reinforcing their foundation in law, justice and governance.

10. G20 National Youth Conclave 2023- Amity Law School (6 September 2023)

Amity Law School held a legal workshop on 6 September 2023, which promoted experiential learning in the field of legal studies. This event emphasized legal literacy, ethical obligations/legal responsibilities in relation to their role as professionals, and the development of civic engagement among law students.

11. National Lecture Programme on "Green Yoga and the Art of Living with Nature"

Amity Business School hosted a two-day national lecture series titled "Green Yoga and the Art of Living with Nature" from 20 to 21 July 2023 to promote and endorse a balanced, healthy, holistic lifestyle that enhances mental stability and promotes harmony with the natural environment, while abiding by sustainable approaches to wellness modalities.

12. International Yoga Day Celebration

Amity University Madhya Pradesh celebrated World Yoga Day 2023 with several opportunities to recognize, practice, experience and promote yoga for mindfulness: alongside expert demonstrations, and wellness discussions. The celebration promoted fitness and mindfulness while discussing the significance of yoga in developing, practicing and achieving sustainable health, as well as achieving inner peace.

13. TEDx AUMP - 26 April 2023

Amity University organized an Intellectual Property Rights (IPR) awareness workshop to celebrate World IPR Day which occurs on 26 April. The program raised awareness around innovation, the protection of those innovations, patents and ownership, and advised students to protect their research outcomes.

14. 'Aash – A Way from Destitute to Happiness'

On April 21, 2023, the Amity School of Fashion Design & Technology inaugurated their social venture, 'Aash – A Way from Destitute to Happiness,' at Paridhan: A Fashion Show, to promote social entrepreneurship and empowerment of marginalized communities beyond the realm of sustainable fashion.

15. Voluntary Blood Donation Camp – NSS Unit AUMP

A voluntary blood donation camp organized by the NSS Unit of AUMP was inaugurated on March 29, 2023. The student and staff participation was overwhelming and in support of collective social action and humanitarian service within the community, which goes to save lives.

16. International Conference on Gender and Politics in Media and Literature

The Amity School of Communication and Amity School of Social Sciences organized an International Conference on Gender and Politics in Media and Literature on February 9-10, 2023. The scholars presented the representation of gender, equality, and sociopolitical divergences across literary and media platforms.

17. Fashion Scape (E-Newsletter)

Fashion Scape is the official e-newsletter of the Department of Fashion Design at Amity University Madhya Pradesh, created to showcase the creativity, innovation, and sustainability-driven mindset of our students and faculty. This platform highlights key events, workshops, student achievements, exhibitions, and industry collaborations that reflect the evolving landscape of fashion education. From sustainable fashion projects to design thinking challenges and community outreach initiatives, Fashion Scape captures the vibrant spirit of the department. It also serves as a window into how fashion intersects with social responsibility, cultural expression, and the Sustainable Development Goals, particularly SDG 12: Responsible Consumption and Production. Through each edition,

we aim to inform, inspire, and connect readers with the transformative journey of fashion at AUMP.

18. Workshop on Madhubani Painting (31st August 2023): The workshop's goal was to introduce students to folk art of India and the concept of behind making this art form. Students from 1st, 3rd, and 5th Semester participated enthusiastically. The workshop was attended by a total of 22 students. The workshop focused on folk art of Bihar which is Madhubani Painting. Sir gives students a brief overview of Madhubani painting and its purpose. He explained to students that King Janaka, ruler of Mithila Kingdom in the 8th or 7th century BCE, requested an artist to represent the wedding of his daughter, Sita, to Prince Rama. And since then, whenever any house of Mithila celebrated a happy occasion, people drew Madhubani paintings on the walls of their houses.