



AMITY UNIVERSITY
MADHYA PRADESH



Responsible Consumption and Production

Ensure sustainable consumption and production patterns



Paridhan-The Annual Fashion Event" being organised by Amity School of Fashion Design Technology (ASFDT)

On the 10th of May 2024, the Amity School of Fashion Design & Technology (ASFDT) at Amity University Madhya Pradesh transformed its campus into a spectacular nexus of creativity and purpose with its annual fashion show, 'Paridhan'. More than just a display of

sartorial excellence, the event served as a dynamic platform for budding designers to showcase their meticulously crafted collections and technical prowess as part of their course curriculum, marking the culmination of their academic journey.

The evening was graced by distinguished dignitaries, with Ms. Divya Chauhan, Chairperson of ASFA, ASFT & ASPA, AUUP, presiding as the Chief Guest. The Guests of Honour, renowned Fashion Designer Mr. Asif Shah from Indore and celebrated Fashion Icon and Lifestyle Influencer Ms. Richa Shivhare, added significant prestige to the occasion. The event was further honoured by the august presence of the Hon'ble Pro Chancellor, Lt Gen V.K Sharma, AVSM (Retd.), the Officiating Vice Chancellor and Pro Vice Chancellor, Prof. (Dr.) Anil Vashisht, the Pro Vice Chancellor Research, Prof. (Dr.) M.P. Kaushik, and the Head of Institution, ASFDT, Mrs. Anshu Singh Choudhary.



The show commenced on a traditional note with the blessings of Maa Saraswati, followed by a captivating welcome dance. The hosts then familiarized the audience, participants, and the panel of judges with the rules and assessment structure, setting the stage for a fair and transparent competition. The judging panel, comprising Mr. Ajay Randive, Incharge Manager of Mrignaini, Gwalior, Madhya Pradesh Emporium, and Ms. Mradalin Sailor, Miss

Asia Continent 2022, World Peace Ambassador, and Miss Vivacious Winter Queen 2022, brought a wealth of experience and insight to the proceedings.



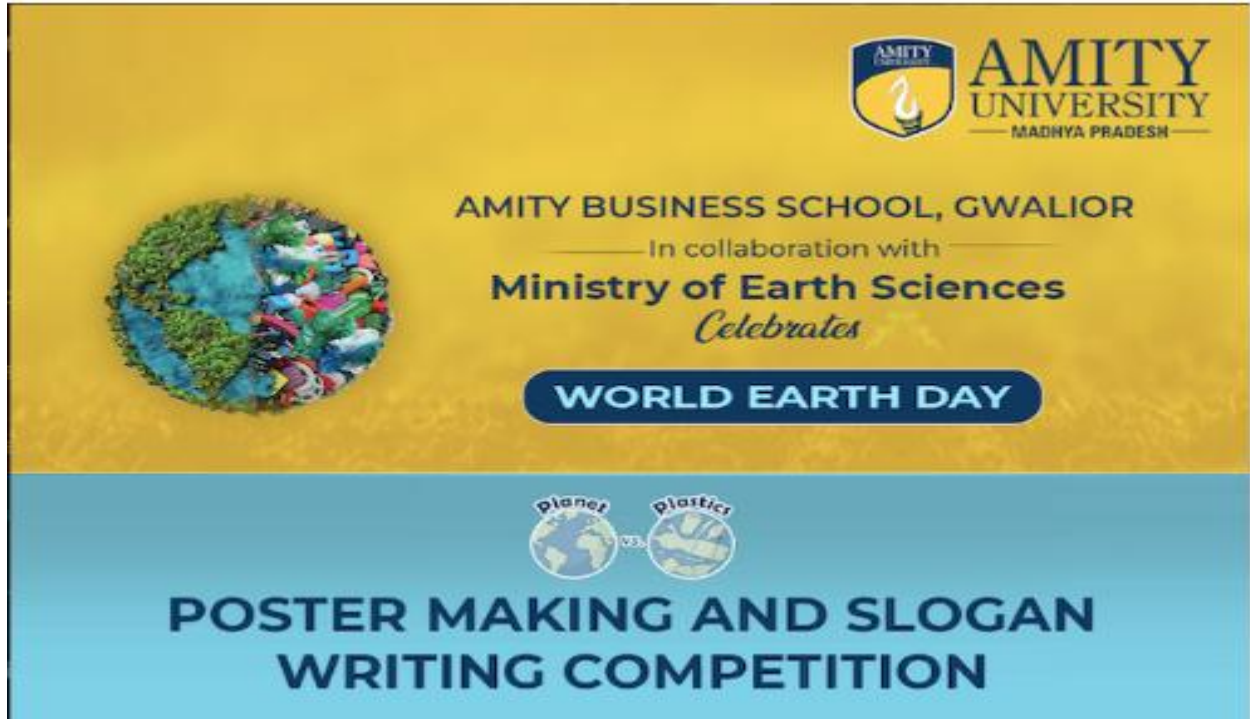
The main attraction was the final graduation design collection by the students of B.Des Fashion Design. After a year of intensive research into current trends, the budding designers unveiled their creative visions through diverse and thought-provoking themes. The runway came alive with collections titled **‘Wabi Sabi- Whispers of White Serpent’**, **‘Orikata’**, **‘Hanbok Harmony- Recreation of Korean Tradition’**, **‘The Spirits of Malabar’**, **‘Celestial Nymph - Beauty isn't a Size’**, **‘Enchanting Fusion – Ashtmangal meets Drag Royalty’**, and **‘Carnival Chroma’**. Each collection was a testament to the students' innovation, cultural appreciation, and technical skill.



After a fair and interactive judgment process, the evening's accolades were awarded. The title of **Best Designer 2024** was conferred upon **Ms. Varuna Rajput**. **Ms. Sonam Barnwal** was honoured with the award for the **Best Innovative Collection 2024**, and **Ms. Namrata Dhingra** received the award for the **Best Theme 2024**.



'Paridhan' successfully transcended the conventional fashion show format, emerging as a powerful launchpad for the next generation of designers. It not only highlighted their academic growth but also underscored ASFDT's commitment to nurturing creative talent poised to make a significant impact on the fashion industry.



Poster Making Competition themed प्लास्टिक मुक्त भारत (Plastic-Free India), organized by Amity Business School marked Earth Day

On a bright morning of April 22nd, 2024, the foyer of Block-D at Amity Business School in Gwalior transformed into a vibrant hub of environmental consciousness. From 10:00 AM onward, the space buzzed with creative energy as seventy-seven students gathered to celebrate Earth Day through a Poster Making Competition with the powerful theme of "प्लास्टिक मुक्त भारत" (Plastic-Free India).

Under the thoughtful guidance of event coordinators Dr. Kishan Singh Rathore, Dr. Minakshi Tripathi, and Dr. Shweta Saxena, and with the dedicated support of student volunteers Ananya Agrawal, Augustya Chaturvedi, Pragya Sahu, and Ritika Mudgal, the event became much more than an art competition. It evolved into a dynamic and creative platform directly addressing the core principles of Sustainable Development Goal 12: Responsible Consumption and Production.



As brushes met paper and colours began to flow, the foyer walls gradually filled with compelling stories that gave visual form to the abstract concepts of SDG 12. The posters were not just artworks; they were powerful critiques of a linear "take-make-dispose" economy and vibrant blueprints for a circular one. Students illustrated the haunting journey of plastic waste, effectively highlighting the consequences of *unsustainable* production systems. More importantly, they painted visions of hope—showcasing innovative alternatives to single-use plastics, championing the power of mindful consumer choices, and visually mapping a path toward reducing waste and pollution, which are central targets of SDG 12.



The competition served multiple profound purposes, all orbiting the sun of responsible resource management. It stimulated creativity in addressing environmental concerns, celebrated our planet's diversity while acknowledging the urgent need for conservation, and fostered a strong sense of community engagement. Most significantly, it provided an effective platform to translate the global mandate of SDG 12 into a tangible, urgent call to action that every student could understand and relate to.

The sheer quality and depth of the entries made the judges' task a challenging one, necessitating a separate day for deliberation. The following day, April 23rd, witnessed the Prize Distribution Ceremony, where the campus community reconvened to celebrate the most impactful creations. The atmosphere was filled with anticipation as the winners were announced:

- **First Prize:** Ms. Aarohi Sharma (BBA II Sem)
- **Second Prize:** Mr. Harshit Goyal (BBA IV Sem)
- **Third Prize:** Ms. Anjali Singh ([B.Com](#) II Sem)



The ceremony was a fitting culmination to an event that perfectly demonstrated how to localize a global goal. The entire initiative, conducted under the guidance of Honourable Officiating VC Prof. (Dr.) Anil Vashisht, stood as a perfect example of institutional synergy, aligning Amity's core ethos with the national guidelines and the broader 2030 Agenda for Sustainable Development.



The true success of the event was that it made SDG 12 visible, relatable, and actionable. The lasting outcomes were the enhanced awareness about sustainable consumption patterns, the creation of powerful advocacy tools that would continue to promote the message across campus, and the crucial behavioral nudge it provided. The competition was a conscious, collective step towards building a community of environmentally responsible citizens, proving that through creativity and education, we can indeed ensure sustainable consumption and production patterns for a cleaner, greener India.