



Life Below Water

Amity University Madhya Pradesh (AUMP) is in a landlocked region, the institution recognizes that the protection of aquatic ecosystems—rivers, lakes, wetlands, and groundwater—forms an essential component of global sustainability. The university's commitment to SDG 14: Life Below Water is evident through its integrated efforts in research, education, policy advocacy, and community engagement that target the conservation of water resources and the prevention of pollution in freshwater systems.

AUMP's primary contribution lies in research and technological innovation aimed at improving water quality and sustainability. The Amity Institute of Renewable and Alternative Energy (AIRE) has undertaken interdisciplinary projects on nanotechnology-based water purification systems designed to remove contaminants, heavy metals, and microplastics from local water bodies. These studies explore the use of sustainable nanomaterials and biopolymers to enhance purification efficiency while minimizing environmental harm. Ongoing experiments on solar-powered water treatment units further extend AUMP's applied research to rural contexts where access to clean water remains a persistent challenge. This focus on technological solutions reinforces India's commitment to SDG 6 (Clean Water and Sanitation) while directly supporting SDG 14's mandate to reduce marine and freshwater pollution.

In addition to research, curriculum integration ensures that students from engineering, environmental science, management, and social science disciplines engage with issues related to water sustainability. Courses such as Environmental Studies, Green Technologies, and Corporate Social Responsibility and Sustainability incorporate modules on aquatic ecosystem protection, water resource management, and the socio-economic impacts of pollution. This transdisciplinary approach nurtures future

professionals who are environmentally literate and capable of devising innovative solutions for water conservation and sustainable use of marine and freshwater resources.

At the institutional level, AUMP implements sustainable water management practices that reflect its internalization of SDG 14 principles. The campus operates dual sewage treatment plants (STPs) that recycle wastewater for horticultural use, drastically reducing effluent discharge. Periodic water quality audits are conducted to ensure compliance with environmental standards. The university's rainwater harvesting systems and greywater reuse mechanisms promote circular water utilization. Moreover, regular campaigns discourage the release of non-biodegradable materials into the drainage network, helping prevent contamination of groundwater and nearby water channels.

Community outreach and awareness programs are another significant dimension of AUMP's SDG 14 contribution. Through the National Service Scheme (NSS) and Unnat Bharat Abhiyan initiatives, students engage in rural awareness drives that emphasize the importance of clean water, watershed management, and conservation of local ponds and streams. The Eco-Club and SDG Cell organize seminars, essay competitions, and clean-water campaigns, especially around World Water Day and World Environment Day, to instill environmental stewardship among students and residents. These efforts aim not only to inform but to inspire behavioral change toward sustainable water use.

Furthermore, the university collaborates with regional environmental bodies to advocate for sustainable waste management and anti-pollution strategies that indirectly protect aquatic habitats. By promoting responsible consumption, waste segregation, and eco-friendly campus operations, AUMP ensures that its ecological footprint on water systems remains minimal.

AUMP's implementation of SDG 14 transcends geographical constraints. Through a combination of research, education, operational sustainability, and social outreach, the university demonstrates that even a landlocked institution can meaningfully contribute to the preservation of aquatic life and the protection of global freshwater ecosystems. Its holistic approach exemplifies preventive conservation—protecting water resources before degradation occurs—and reinforces the principle that sustainable management of water is a shared responsibility critical to both human well-being and planetary balance.