



AMITY UNIVERSITY

— RAJASTHAN —

SDG 1: No Poverty

1. Commitment and Institutional Framework

Amity University Rajasthan (AUR) is deeply committed to SDG 1 – Eradicating poverty in all its forms everywhere. The university aligns its strategies with the UN 2030 Agenda, Government of India’s National Action Plan for Sustainable Development, and Amity’s Sustainability Vision 2030. AUR’s approach integrates education, research, and community engagement to foster equitable economic growth and social inclusion.

The university advances SDG 1 through multi-sector initiatives that provide scholarships, livelihood opportunities, and entrepreneurial training for economically disadvantaged groups. AUR works with NGOs, social organizations, and local bodies to promote rural development, skill enhancement, and employment generation, ensuring that no learner or community is left behind.

AUR’s academic and research ecosystem includes dedicated departments and centres—such as the Corporate Resource Centre (CRC) and the Yunus Social Business Centre (YSBC)—which connect students and researchers with industry partners for assured career progression and inclusive growth.

Key initiatives include:

- Merit-cum-Means Scholarship Scheme for students from low-income families.
- Student Support Cell for national and international scholarship facilitation.
- Industry-sponsored Ph.D. scholars (Biome Technologies and Genomix Carls USA).
- Financial support for students presenting research at conferences.
- Regular workshops and exhibitions that encourage creativity, innovation, and self-reliance through product development and marketing.
- Regional skill-development programmes for rural women and youth, focusing on domestic utilities and apparel production.
- Livelihood projects generating employment and income for local communities.

2. Key Programs and Events (2024–2025)

A. Workshop-cum-Diwali Article Sale Event 2024

Organized by the *Amity School of Fine Arts* on 22–23 October 2024, the event involved 40 students creating and selling handmade diyas, lanterns, and crafts. The initiative promoted entrepreneurial learning, financial literacy, and self-sufficiency, helping participants gain real-time market exposure and confidence in income generation.



B. Cake Mixing Ceremony (13 November 2024): The Cake Mixing Ceremony was held in the Bakery & Confectionery Lab on 13th November 2024 with a total participation of 60 attendees comprising faculty members, students of ASH, and BBA Event Management students. The traditional pre-Christmas celebration consisted of students mixing fruits, nuts, spices, and soaking them for plum cake production. Besides the festive experience, the activity allowed practical skill development in bakery operations and seasonal food production. Students prepared plum cakes and sold them within the university to learn product pricing, customer handling, and profit generation.

C. Industry Expert Talk on "Role of Sound & Lights in Event": Conducted on **16 October 2024** by Mr. Jitendra Tyagi (Sales Director, Jodhpur), this online session engaged **50 students** from hospitality and tourism programs. The expert **offered** hands-on insights, internship opportunities, and industry-linked skill enhancement, improving employability among youth.



D. Design India Interior Expo 2024 Jointly organized by *ASFA* and *ASAP* from **2–5 August 2024** at Birla Auditorium, Jaipur, with **200+ attendees**. Students interacted with sustainable design firms and learned about **eco-friendly interiors and circular-**

economy models. The event enhanced **industry networking, green job awareness,** and **career prospects,** directly linking academic learning with livelihood empowerment.

- E. Proposal Writing workshop:** Conducted by *Amity School of Hospitality* and led by Mr. Prince Pandey (Director, Machis 360, Delhi), the session trained **70+ students** in proposal drafting, sponsor engagement, and event execution. The programme directly contributes to **SDG 1** by equipping students with skills for **self-employment and income generation.**



- F. Webinar on ‘Budget 2025: Key Takeaways & Post-Budget Analysis’:** Delivered by Dr. Gurpreet Singh (Jindal School of Government & Public Policy), this session for **60 students and 8 faculty** promoted **economic literacy and policy understanding** regarding employment generation, inequality reduction, and welfare initiatives—core pillars of SDG 1.



- G. Webinar on “Rural Market Imperfections in India:** Featuring Dr. Namrata Thapa (Consultant, NITI Aayog), this programme engaged **45 students and 8 faculty** in discussions on market inefficiencies, credit access, and farmer income disparities. It built awareness of **inclusive policy reforms** for sustainable rural livelihoods.



H. Webinar on “Impact of Financial Liberalization on Economic Growth and Development”: Led by Ms. Ananya Joshi (Elizabeth School of London), the webinar demonstrated how financial reforms and liberalization generate **jobs, investment avenues, and socio-economic mobility**. The session guided students on **international education and career pathways**, reinforcing financial resilience and employability.

3. Future Roadmap (2025–2030)

- Establish five Community Innovation Hubs in adopted villages of Rajasthan.
- Develop Digital Financial Literacy and Rural Entrepreneurship Portal in partnership with industry and government.
- Publish Annual SDG Impact Reports with data visualization and benchmarking.