



SDG-12: Responsible Consumption & Production

1. Institutional Commitment & Sustainability Framework

Amity University Rajasthan (AUR) is committed to **SDG-12**, integrating sustainability and resource-efficiency principles into its academic vision, operational ethos, and community engagement programs.

The university's commitment is reflected in its:

- Sustainable campus design, recognized by LEED-UK green campus standards.
- Alignment with India's National Resource Efficiency Policy and Swachh Bharat Mission
- Focus on smart resource management, waste minimization, & circular economy practices

Our university actively cultivates environmental accountability and responsible consumption values among students, faculty, and administrators through policies, awareness programs, and live sustainability models.

2. Green Campus & Resource Management Initiatives

Amity University Rajasthan follows rigorous environmentally responsible protocols across campus operations:

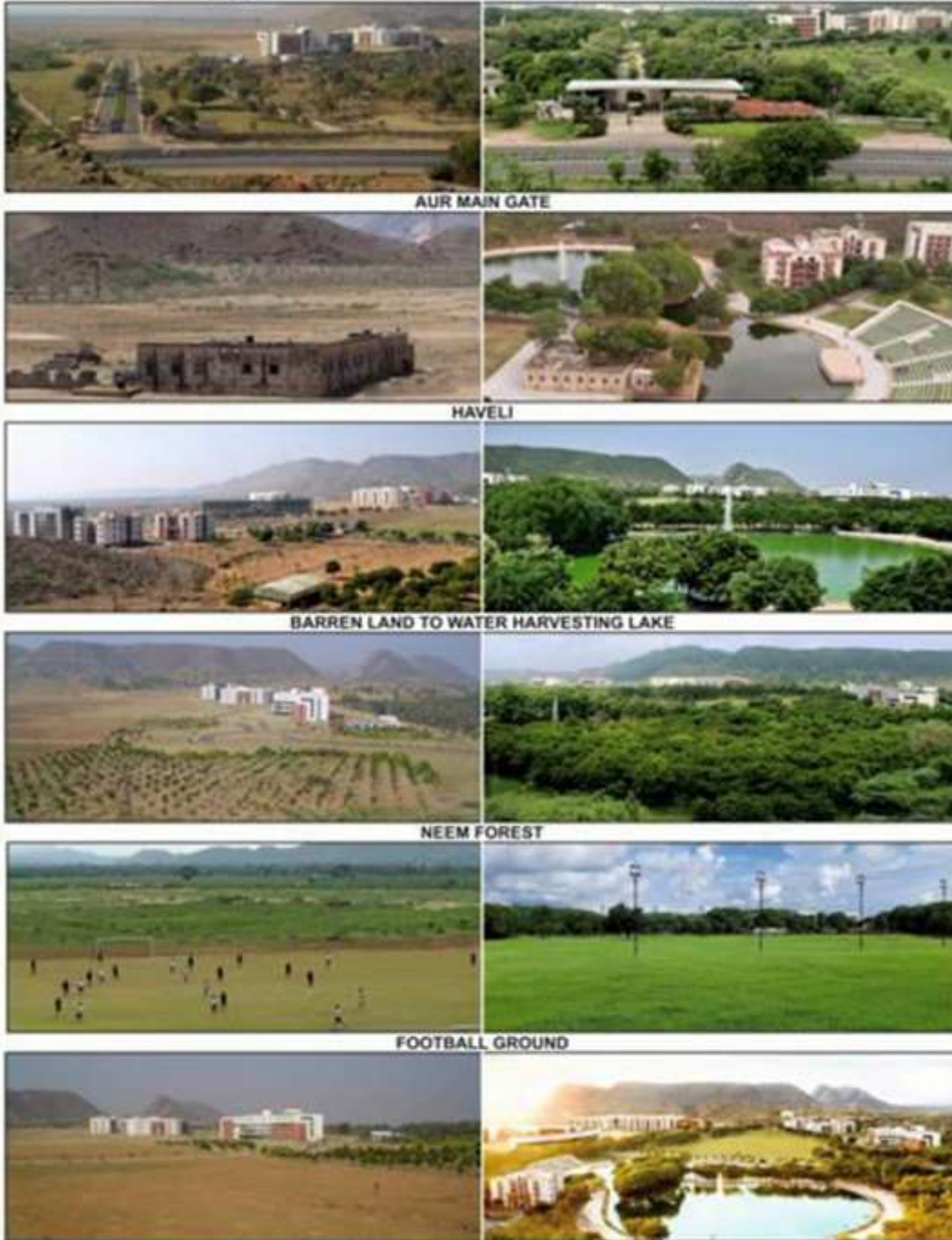
Sustainability Pillar	Initiatives
Energy & Carbon	Transition to renewable & low-carbon systems; energy-efficient campus design
Water Conservation	Sewage Treatment (STP) & Effluent Treatment (ETP) plants. 100% treated water reuse for landscape
Solid Waste	Segregation, composting, and controlled disposal
E-waste & Hazardous Waste	Responsible disposal through Government-approved e-waste vendor
Plastic Elimination	Plastic-free campus implementation & enforcement policies
Green Landscape	Large-scale plantation, biodiversity belt & habitat development
Audits & Recognition	External Green Audit; commended by UGC, Govt. of India



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The university has transformed its premises from **barren land** into a **green, thriving ecosystem**, demonstrating **ecological restoration** through **planning, biodiversity enhancement, and water reuse technology**.



Amity University Barren land to Green Oasis



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3. Key Activities & Outreach Programs

3.1 Plantation Drive – “Ek Ped Maa Ke Naam”

28 August 2024

Students, NSS volunteers, faculty & community participants

AUR organized a **symbolic and emotionally driven plantation drive**, dedicated to motherhood and environmental nurturing. The initiative promoted:

- Environmental responsibility through personal emotional connection
- Community participation in plantation and habitat development
- Carbon absorption & biodiversity support in and around campus



This activity reinforced the value of **nature stewardship and generational responsibility** aligned with SDG-12 and SDG-13.

4. Waste & Resource Circularity Practices

AUR maintains a comprehensive waste-management ecosystem:

- **Liquid waste** treated and reused via STP/ETP
- **Organic waste composting** for landscape enrichment
- **E-waste & hazardous waste** collected and processed via authorized facility
- **Plastic-reduction enforcement** and monitoring mechanism
- Regular training for students and staff on waste segregation and circular consumption



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This reflects the university's leadership in **zero-waste campus vision** and responsible material cycles.



Water Management System at Amity University Rajasthan



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5. Future Roadmap (2025-2030)

AUR will advance its sustainability mission through:

- Net-Zero Campus Implementation Plan
- Creation of Sustainability Innovation Hub
- Expansion of biodiversity belt & campus oxygen corridor
- Adoption of smart IoT-based waste-tracking and water monitoring
- Green curriculum & certifications on circular economy
- Scaling plantation drives and community eco-literacy programs

Conclusion

AUR stands as a model for environmentally conscious institutional development, consistently working toward sustainable consumption, zero-waste systems, and circular resource use, while nurturing responsible global citizens and contributing to India's national sustainability agenda.