



AMITY UNIVERSITY

RAJASTHAN

SDG-15: LIFE ON LAND

1. Institutional Commitment & Vision

Amity University Rajasthan (AUR) is committed to advancing **SDG-15: Life on Land**, which focuses on conserving terrestrial ecosystems, restoring biodiversity, promoting sustainable land use, and strengthening environmental stewardship. Aligned with the **UN 2030 Agenda, National Mission for a Green India, National Biodiversity Action Plan**, and **Amity Sustainability Vision 2030**, the university integrates biodiversity conservation and ecological responsibility into:

- Curriculum & experiential learning
- Community-based environmental awareness
- Student and faculty training programmes
- Collaboration with government, schools, and civil bodies
- Campus sustainability & green-landscape initiatives

AUR encourages **eco-conscious leadership** by cultivating values of conservation, responsible resource management, and environmental ethics.

2. Institutional Actions & Sustainability Practices

AUR advances SDG-15 through:

- Biodiversity-focused seminars, workshops & sensitization drives
- Student & community outreach on land conservation & safety
- Hands-on scientific training related to environmental biotechnology
- Campus green initiatives (plantation drives, waste management, composting)
- Promoting ecological safety, first-response training & life-skills
- Encouraging research on biosciences & environmental protection

These efforts build awareness about **ecosystem restoration, scientific innovation, and community empowerment** to protect natural resources and life on land.



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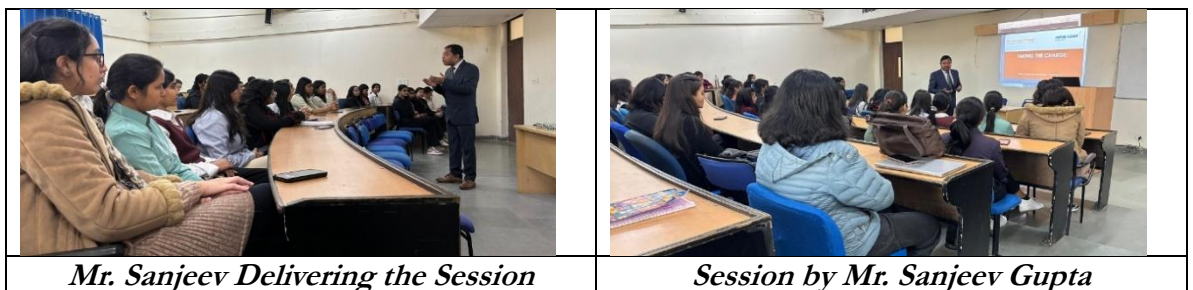
3. Key Activities & Expanded Descriptions (2024-25)

1. The Faculty Development Programme titled “An Introduction to the World of Investments – An Investor Awareness Initiative” was organized by Amity Business School on 27th January 2025 at Auditorium A Block. The session, coordinated by Dr. Anupam Jain and convened by Prof. Deepali Bhatnagar, was attended by 60 students and 7 faculty members. The guest speaker, Mr. Sanjeev Gupta, Freelancer Trainer at NSE Academy with 23 years of professional experience in the financial sector, delivered an insightful lecture on the fundamentals of financial markets, investment options, and wealth-building strategies. The session helped participants understand the difference between saving and investing, various financial instruments, and the benefits of long-term investments. Faculty members gained insights useful for curriculum enrichment, researchers identified new areas for financial research, and students developed confidence in responsible investing. Follow-ups have been initiated for student internships, placements, and future collaborative activities, with plans to organize more such sessions under Mission: Connect and Mission: Synergy of Brains.



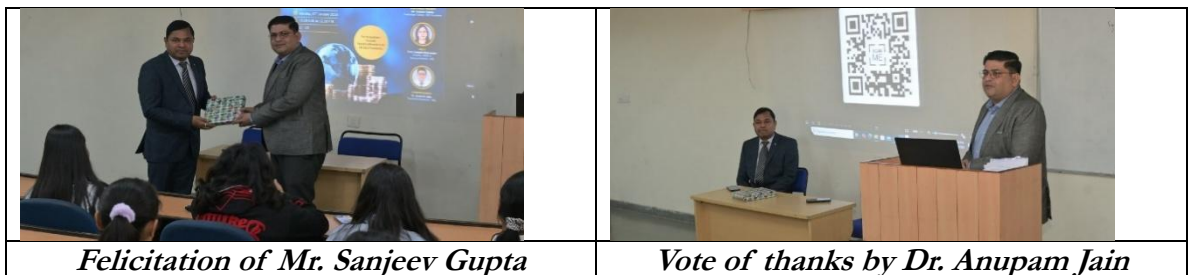
Flyer Projector

Welcome note to Mr. Sanjeev Gupta



Mr. Sanjeev Delivering the Session

Session by Mr. Sanjeev Gupta



Felicitations of Mr. Sanjeev Gupta

Vote of thanks by Dr. Anupam Jain



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2. A two-day workshop titled “Skill Development Programme for Providing Hands-on Training in Multidisciplinary Areas of Biotechnology for Entry-Level Students” was organized by the Amity Institute of Biotechnology, Amity University Rajasthan, on 5–6 September 2024 at the Moot Court, Block D. The event, led by Prof. Vinay Sharma (PI) and Dr. Sanket Kaushik (Co-PI), was attended by 68 students from DPC School, Manoharpur. The workshop featured eminent experts including Dr. Vishwa Mohan Katoch (Former DG, ICMR), Prof. P.C. Trivedi (Former Vice-Chancellor), Prof. Nilima Kumari (Banasthali Vidyapith), and Dr. Vishvanath Tiwari (Central University of Rajasthan), along with internal experts from AIB. The sessions covered topics such as biotechnology for human welfare, photosynthetic measurement techniques, protein purification, and career opportunities in biotechnology. The workshop aimed to build scientific capacity among school students by exposing them to modern biotechnological tools and techniques. It successfully enhanced awareness, motivation, and interest in biotechnology as a career path while also fostering potential future collaborations with the invited experts.
3. On 11th April 2025, Amity Traffic Safety Cell organized a 1-day training on Road Safety and Self-Defence for female students at Block-A Auditorium, attended by 350 students and 20 faculty members. The session, led by Dr. L. N. Pandya, Mr. Rajkumar Rajpal, and constables Sheela & Babita, focused on CPR, basic life-saving skills, self-defence, and traffic safety awareness. Participants gained practical knowledge to handle emergencies and enhance personal safety. Future plans include similar training programs for students, staff, and nearby villagers, along with free CPR training at SMS Hospital for interested students.

4. Alignment With THE Impact Ranking Indicators

Indicator Code	Theme	AUR Contribution
15.1.1	Biodiversity, ecosystem training	School-level biotechnology workshop
15.2.1	Community awareness	Road-safety & ecosystem safety outreach
15.3.1	Promotion of sustainable use of land	Scientific eco-education, student sensitization
15.4.1	Partnerships for natural conservation	Collaboration with scientific & civil bodies
15.5.1	Institutional sustainability actions	Training, awareness, ethical investment education



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7. Future Roadmap (2025-2030)

AUR aims to expand SDG-15 initiatives through:

- Campus biodiversity park & plant species mapping project
- Rural eco-education modules for schools & panchayats
- Workshops on wildlife protection & conservation biotechnology
- Sustainable campus plantations & seed-bank initiative
- Annual SDG-15 exhibition & student research showcase