



# AMITY UNIVERSITY — RAJASTHAN —

## **SDG-9: Industry, Innovation & Infrastructure**

### **1. Institutional Commitment & Vision**

Amity University Rajasthan (AUR) is committed to driving innovation-led growth, digital transformation, entrepreneurial capacity building, and infrastructure-enabled learning, aligned with:

- UN SDG-9: Build resilient infrastructure & foster innovation
- India's Startup India, Digital India, Make in India, and Atmanirbhar Bharat missions
- NEP-2020 focus on research, industry integration, innovation culture & incubators

Through cutting-edge infrastructure, state-of-the-art labs, innovation clubs, start-up accelerators, and industry partnerships, AUR nurtures future-ready technocrats, entrepreneurs, innovators, and problem solvers.

### **2. Innovation Ecosystem & Infrastructure**

- Institution Innovation Council (IIC)
- Entrepreneurship & Start-up Cell
- Amity Innovation Incubator
- Specialized labs for AI, Cybersecurity, HPC, Data Science, IoT, & Biotechnology
- Frequent industrial visits, hackathons, ideathons, & accelerator programs
- Mentorship & angel-network connect for student start-ups
- Industry MoUs supporting research, internships, and skill development

AUR's campus operates as a live technology & innovation ecosystem, supporting knowledge creation, commercialization, and future workforce readiness.

### **3. Key SDG-9 Programmes & Activities**

#### ***3.1 Workshop: Effective Sales & Marketing Strategies for Start-ups*** (16 Jan 2025)

- 75 Students have participated
- Resource Person: Dr. Ashutosh Kumar (Vice-President, IIC-AUR)
- Hands-on guidance on:
  - Digital marketing, regional consumer behavior
  - WhatsApp/Instagram marketing funnels
  - Start-up pitch crafting & customer-centric design



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**Outcome:** Students gained tools to build early-stage venture strategies & market-fit models.

### **3.2 Industry Visit: Apna Ghar — Social Innovation Insight** (30 Sep 2024)

**Led by:** Sambal Foundation Director, *Mr. Sanjay Bhansali*



*Women Practicing Om Chanting*



*Laughter Therapy*

Focus on:

- Social infrastructure & service delivery
- Empathy-led innovation & community-centric interventions
- Wellness activities & NGO operational exposure

**Outcome:** Students developed **social innovation perspective**, emotional intelligence & community engagement skills.

### **3.3 The Whack Hackathon 3.0** (26–27 Nov 2024)

300+ participants; **Guests:** Prof. Toolika Gupta (IICD), Prof. Rahul Banerjee (LNMIIT)

Highlights:

- 30 teams solving real-world problems
- Prototype building, mentorship, rapid-ideation sprints
- Funding guidance & innovation methodology

**Outcome:** Strengthened problem-solving, teamwork, and product-innovation capabilities.



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*Poster*



*Group Photograph*

### 3.4 Cybersecurity School Outreach (2 Sep 2024)

**Led by:** Prof. (Dr.) Swapnesh Taterh & Mr. Amit Kumar Singh

Covered: AI-morphing risks, SIM cloning, online fraud, youth cyber-safety

**Outcome:** Improved digital safety literacy for rural students (9–12th).



*Poster*



*Session by Dr. Swapnesh*

### 3.5 Industry Talk: Website Security (12 Aug 2024)

50 students

**Speaker:** Mr. Vijesh Saini, CEO, Kistechno Software

Focused on:

- Secure coding, cyber-threat response
- Real-time hacking case studies

**Outcome:** Skill enhancement for cybersecurity industry roles.



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## 3.6 Industrial Visit: SAS India & ONGC Experts Interaction (25 Nov 2024)

Speakers: Dr. Prashant Rai, Dr. Sharad Saxena & team

Focus areas:

- Gen-AI, Machine Learning, Analytics Lifecycle
- BI Applications in PSU sector (ONGC case studies)

**Outcome:** Internship pathways, MoU for MBA BA program, future exchange opportunities.

	
<i>Students at SAS Institute</i>	<i>Prashant Rai Conduction session for students</i>
	
<i>Students group photo with Prashant &amp; Freddy</i>	<i>Students session with GM ONGC</i>

## 3.7 Industrial Visit: Kistechno Software Pvt. Ltd., Jaipur (17 Sep 2024)

MCA & Data Science students

Exposure to:



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- Enterprise web & mobile development
- Agile workflow, coding pipelines, deployment cycles

**Outcome:** Real-industry exposure & recruitment connect.

### 3.8 Industry Expert Talk: *Event Planning Tools & Best Practices* (6 Sep 2024)

**Speaker:** Mr. Rahul Partyideaz (Event Coach & Entrepreneur)

Topics:

- Technology in event design
- Vendor management, client-communication & on-ground execution

**Outcome:** Internship opportunities and real-event project mapping.



### 3.9 French Literature & Creativity Session — *Hotel Jaipur Inn* (31 Aug 2024)

**Speaker:** French Author *Ms. Pamela Renault*

Focus:

- Francophone literature, creative publishing
- Women in writing; global self-publishing

**Outcome:** Initiation of **international literary collaboration plan** with future workshops.

### 3.10 Session: *Startup Planning & Legal-Ethical Frameworks* (2 May 2025)

**Experts:** Dr. Sanket Kaushik & Dr. Akhilesh Kumar



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Covered: IP basics, validation cycles, business planning, regulatory compliance

**Outcome:** Biotech-oriented start-up orientation & incubation drafts.

### 3.11 MBA Visit to SAS Institute (Aerocity, Delhi) (31 Jan 2025)

Industry mentors: SAS & ONGC Experts

**Outcome:** Signed MoU for Data Analytics programs; internship & placement pipelines.

<p><i>Prashant Rai Conduction session for students</i></p>	<p><i>Students at SAS institute</i></p>
<p><i>Students group photo with Prashant &amp; Freddy</i></p>	<p><i>Students session with GM ONGC</i></p>

### 3.12 Workshop: Innovation in Startup Journey (5 Feb 2025)

**Speakers:** Prateek & Payal Jain (Vigor E-Bike Founders)

Topics: Resilience, sustainability, design-thinking, market adaptation

**Outcome:** Real founder-case exposure & sustainable tech orientation.

### 3.13 Biotech Sector Entrepreneurial Landscape Seminar (3 Feb 2025)

276 participants

**Speaker:** CEO, Rapture Biotech Group — Mayank Raj Bharadwaj

**Outcome:** Roadmap for **Biotech Incubation & Internship program (MoU planned).**



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### ***3.14 Emerging Tech & Digital Transformation Industry Talk (20 Mar 2025)***

70 students

**Speaker:** Ms. Shruti Deora, Barclays, Pune

Covered: AI, cloud, blockchain, automation, chatbot stack

**Outcome:** Corporate readiness & curriculum upgrade plan.

### ***3.15 Print Design & Media Layout Workshop (4 Apr 2025)***

**Speaker:** *Mr. Bharat Pahuja*, Senior Graphic Designer, Dainik Bhaskar

**Outcome:** Skill benchmarking, design-portfolio critique, internship dialogue.



*Mr.-Bharat Pahuja explaining to students about the layout elements in the layout design*



*Participants are taking tips for layout design from resource person*

### ***3.16 E-Summit 2025 — Innovation & Entrepreneurship Festival (11–13 Feb 2025)***

1700+ participants

Components: Startup panels, networking sessions, pitch opportunities

**Outcome:** Elevated innovation culture & founder-mentor connects campus-wide.



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<p align="center"><i>Poster</i></p>	<p align="center"><i>E-Summit Inaugural Ceremony Address by Distinguished Guest</i></p>
<p align="center"><i>Group Photo</i></p>	<p align="center"><i>Panel</i></p>

### 3.17 IDEATHON 6.0(16–17 Apr 2025)

600+ participants

**Guests:** Industry, Defense, Government (Joint Commissioner, Defense leaders)

**Outcome:** Shift mind-set from jobseekers to job-creators.

<p align="center"><i>Poster</i></p>	<p align="center"><i>Welcoming the guest</i></p>



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### **3.18 Capital-Raising & Financial Strategy Workshop (21 Apr 2025)**

70 participants

**Lead:** Prof. (Dr.) Manju Kaushik

Outcome: Practical knowledge on **seed funding, pitch decks, compliance.**

### **My Story – Entrepreneur Motivation Series**

4 Feb 2025

**Speaker:** *Mr. Tathagat*, Founder Pyob & Bragfit

Outcome: Startup mentorship program pipeline + bootcamp plan.

## **6. Future Roadmap**

- Introducing EV & Green Mobility Lab
- AI-powered infrastructure automation & digital campus expansion
- Start-up demo day program with investor network
- Patent & IP filing support hub for students & faculty

AUR is evolving into a regional innovation powerhouse empowering students to become creators, innovators, and industry leaders.