

Report on
SDG 4: Quality Education



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SDG 4: Quality Education

Amizone ERP and Amity Learning Management System (A-LMS)

Amizone is a robust, resilient, and comprehensive web-based ERP portal meticulously designed to serve the needs of internal stakeholders, university leadership, parents, and alumni. It offers seamless access to a wide array of academic and administrative functions, including academic records, online registration, attendance monitoring, examination management, internship and placement support, as well as e-library resources. Complementing this, the well-established Amity Learning Management System (ALMS) ensures lifelong access to educational resources for both faculty and students. ALMS facilitates a blended learning environment that integrates synchronous and asynchronous pedagogies, featuring content hosting of pre-recorded lectures, reading materials, PDFs, and presentations. Interactive tools such as discussion forums, quizzes, assignments, BigBlueButton, video conferencing, live chat, Q&A sessions, real-time attendance tracking, shared whiteboards, and other collaborative features enable personalized and sequential learning pathways tailored to diverse learner needs. Additionally, the TCS iON system has been implemented for efficient HR and employee management, encompassing leave and approval workflows, balance tracking, record maintenance, regulatory compliance, data-driven analytics, and real-time notifications, thereby enhancing operational efficiency and organizational transparency.

SAP and 3C programs

AUM offers a diverse array of international academic pathways to provide students with enriching global exposure. These include the Global Study Program (GSP), the Three-Continent Program (3C), the Study Abroad Program (SAP), and the opportunity to study at the University of London, empowering students to broaden their academic and cultural horizons through outbound international experiences. Many AUM students have successfully completed international modules through the SAP and 3C programs, gaining invaluable insights into global education systems and practices. To attract and support meritorious students, AUM offers a comprehensive range of scholarships, including On-Admission Scholarships, Merit-Cum-Means Scholarships, Continuation Scholarships, and Merit Scholarships, reinforcing the institution's commitment to academic excellence and inclusivity. In a commendable gesture of compassion and social responsibility, the Amity Education Group has established a dedicated INR 500 million scholarship fund to support students who lost one or both earning parents during the COVID-19 pandemic, ensuring that their educational aspirations are not hindered by personal tragedy.



Bharat StartUp Festival

Connecting minds across borders at the Bharat StartUp Festival! The event hosted by Amity Innovation Incubator and BSIS, was attended virtually by all Amity campuses. The Chief Guest Hon'ble Shri Sunil Kumar Sharma, Minister Electronics and IT, Government of Uttar Pradesh was accompanied by Guest of Honour Shri Awanish Awasthi, IAS(R) Chief Advisor to CM, Government of Uttar Pradesh, and Dr. Jitendra Kumar, MD, BIRAC, Department of Biotechnology, GOI. Shri Vinayak Nath, National President BSIS and Smt. Swati Nath, CEO and Secretary General BSIS, and many more distinguished experts shared industry insights. The Fireside Chat discussed the role of biotech in the startup ecosystem, while Panel Discussions covered Deep Tech and AI and the Defence Tech innovation ecosystem. Here's to shaping the future of entrepreneurship!





Should India be granted permanent membership in the United Nations Security Council?

Amity University Mumbai recently hosted a focused Round Table Conference exploring the pressing question: Should India be granted permanent membership in the United Nations Security Council? This engaging session, conducted in the university auditorium, facilitated in-depth discussions on India's evolving role in global governance, highlighting its contributions and potential impact in the international arena. The event reflects our commitment to fostering informed dialogue on global issues.





Campus Placement Drive With TATA AIG

Amity Law School's 2025 campus placement drive with TATA AIG at Amity University Mumbai. Many thanks to the dedicated **TATA AIG General Insurance Company Limited** HR team for creating opportunities in

Corporate Law for our LLM and LLB students, covering key roles like claim settlements and auto claims.



One-week Faculty Development Program (FDP)

one-week Faculty Development Program (FDP) organized by Amity Institute of Information Technology (AIIT) concluded on a high note. We were honored to host Mr. Arun Wavge, Tech PM/Scrum Master at Fidelity Information Services, who shared valuable insights on "Scrum Advances and Agile Methodologies."





Capgemini Campus Drive

We had the privilege of hosting the Capgemini Campus Team for an on-site recruitment drive. After a series of intense interviews and competitive assessments, we're thrilled to announce that 25 talented students secured core roles with Capgemini. A big congratulations to our students for their dedication. Here's to a bright future ahead with Capgemini.



Celebrated World Architecture Day

Celebrated World Architecture Day with an inspiring showcase at Amity School of Architecture and Planning. Students presented their visionary museum models, with top entries awarded certificates and a cash prize, personally announced by our Hon'ble Vice Chancellor.

The day was enriched by insights from three esteemed speakers: Architect Hemant Bhatia on project design and implementation. Structural Engineer & Conservation Architect Chetan Raikar on landmark restorations like the Taj Mahal Palace & Gateway of India. IGBC Consultant Bhavesh Mehta presented the IGBC membership certificate to Dr. Supriya Nene and shared pathways to Green Building Certification.





Guest Lecture

Date of Event : 19.09.2024

Venue : Computer Lab, A3 Block, ASAP Building
Organized by : Amity School of Architecture and Planning

Circular Economy

Urban Sanitation

Issues related to and stakeholders involved in urban sanitation

The guest lecture is sure to assist attendees with their circular economy-related projects and research, offering valuable insights and support.





Guest Lecture by TIAA Global Capabilities

Date of Event : 30 January, 2024

Venue : Seminar Hall, A-2 Building, Amity University, Mumbai

Organized by : Amity Law School in Association with CRC
Department, Amity University, Mumbai

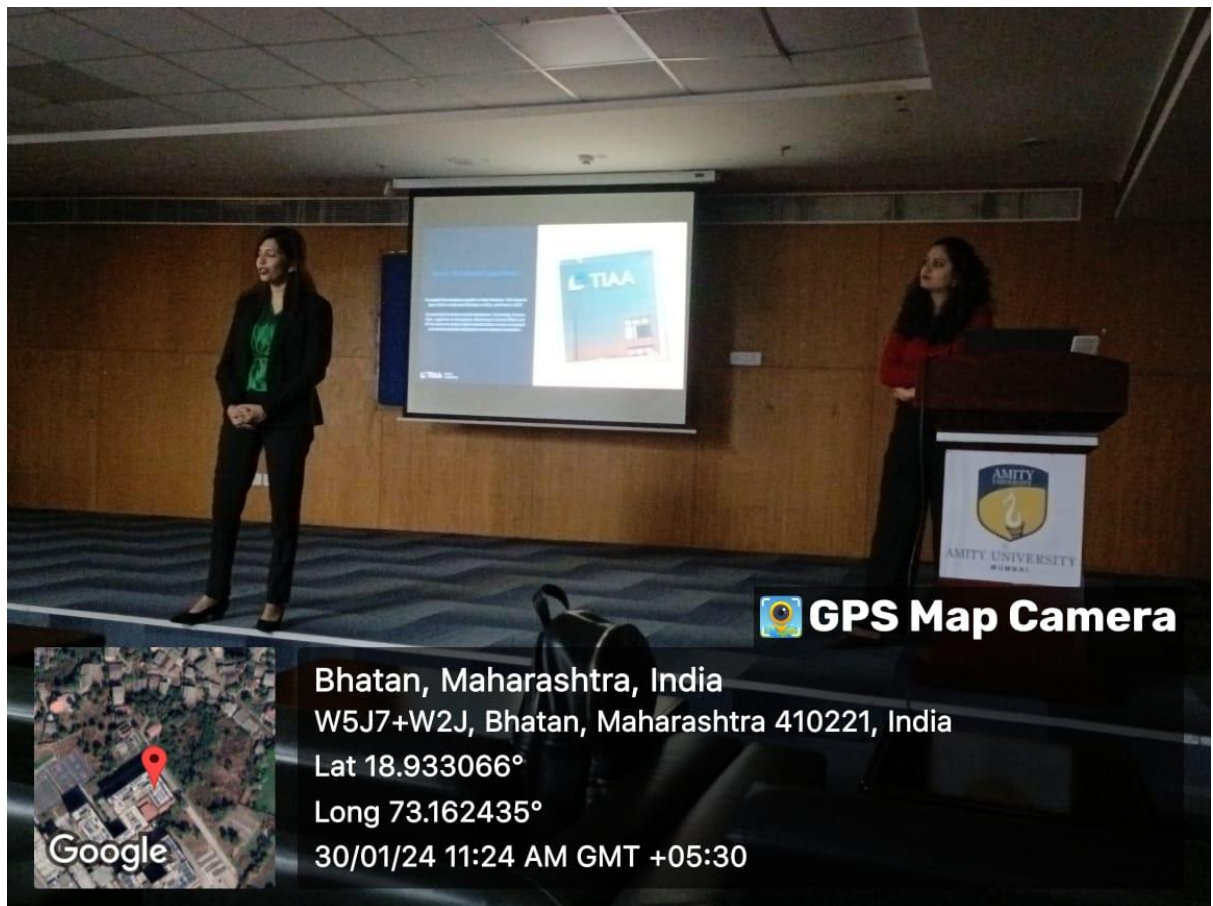
- The speakers for this event were Ms. Preeti Nair, Ms. Pratima Chandrasekhar. Ms. Preeti joined TIAA Global Capabilities in March 2022 to lead the Legal function both for the legal entity as well as the global delivery (Legal) support business. Prior to joining TIAA Global Capabilities, Ms. Preeti worked with Lehman/Nomura and assumed the role of Head of Legal for the domestic and global support businesses in February 2020. Ms. Preeti has also led the Data Privacy and Data Transfer initiatives and has been actively involved with Gender diversity and LGBTQ+ diversity networks. Ms. Pratima Preeti is an experienced lawyer across financial institutions and law firms including Kocchar & Co., Lehman

Brothers and Nomura where she has successfully provided legal advice and support on various businesses, including merchant banking, broker dealer, non-banking finance and investment management.

- Ms. Pratima joined TIAA in September 2023 to handle the employment law related matters for the LR&C function. Prior to joining TIAA, Ms. Pratima worked with Citi India and was handling employment law matters, litigations and contentious matters for the Franchise and was also the Legal Counsel for their GCC entity Citicorp Services India Private Limited. She has also worked with Asian Paints Limited and has handled their IPR matters and consumer disputes. Ms. Pratima was actively involved in providing legal advice for Citi India's social media posts and for its external participation in various forums and events and is a strong ally to the LGBTQ+ community. Ms. Pratima is a qualified lawyer and company secretary with 12 years of legal experience across multiple industries where she has successfully provided legal advice and support on various business matters.
- The guest lecture emphasized thorough preparation, including researching the company, practicing common interview questions, and mastering the resume. Key points included showcasing behavioral interview skills, technical proficiency (if applicable), paying attention to body language and communication, asking thoughtful questions, demonstrating adaptability and problem-solving, highlighting achievements with quantifiable metrics, and following up with a thank-you note. Continuous improvement through reflection and staying updated on industry trends was also highlighted for long-term success in cracking interviews.
- In light of student interest and engagement, there is a plan to host additional events, aiming to enhance awareness among law school students regarding their profession and the diverse array of interests awaiting them in the future.
- Based on the interest and the participation of the students, a plan to organize more of such events to make the students of law school aware of their profession and various field of interests that awaits them in the future.







Guest Lecture on Awareness of Consumer Protection

Date of Event : 04 March, 2024

Venue : City Office, Amity University Mumbai, Art Guild House, Pheonix Mall,
Kurla West

Organized by : Amity Law School of Amity University, Mumbai

Total Participation : 46 students



- The guest lecture motivates and inspires students to learn about the various remedies provided to the consumers and ways to avail such remedies effectively.
- The speaker for this event was Dr. Ramesh Kumar who is currently serving as an Assistant Professor at Amity Law School, Amity University Maharashtra.
- The speakers were invited based on their knowledge and expertise in the field of Consumer Law
- The speakers hold the positions respectively of Assistant Professor at Amity Law School, Mumbai
- **Legal Frameworks:** Guests emphasized the importance of understanding and enforcing existing consumer protection laws to safeguard consumer rights effectively.
- **Emerging Challenges:** Presenters highlighted the need to address new challenges posed by the digital economy, such as online fraud, data privacy concerns, and the regulation of e-commerce platforms.
- **Consumer Education:** There was an emphasis on the role of consumer education in empowering individuals to make informed choices and recognize their rights when engaging in commercial transactions.
- **Redress Mechanisms:** Novel approaches to improving redress mechanisms, including alternative dispute resolution methods and the role of consumer ombudsmen, were discussed to ensure swift and fair resolution of consumer complaints.

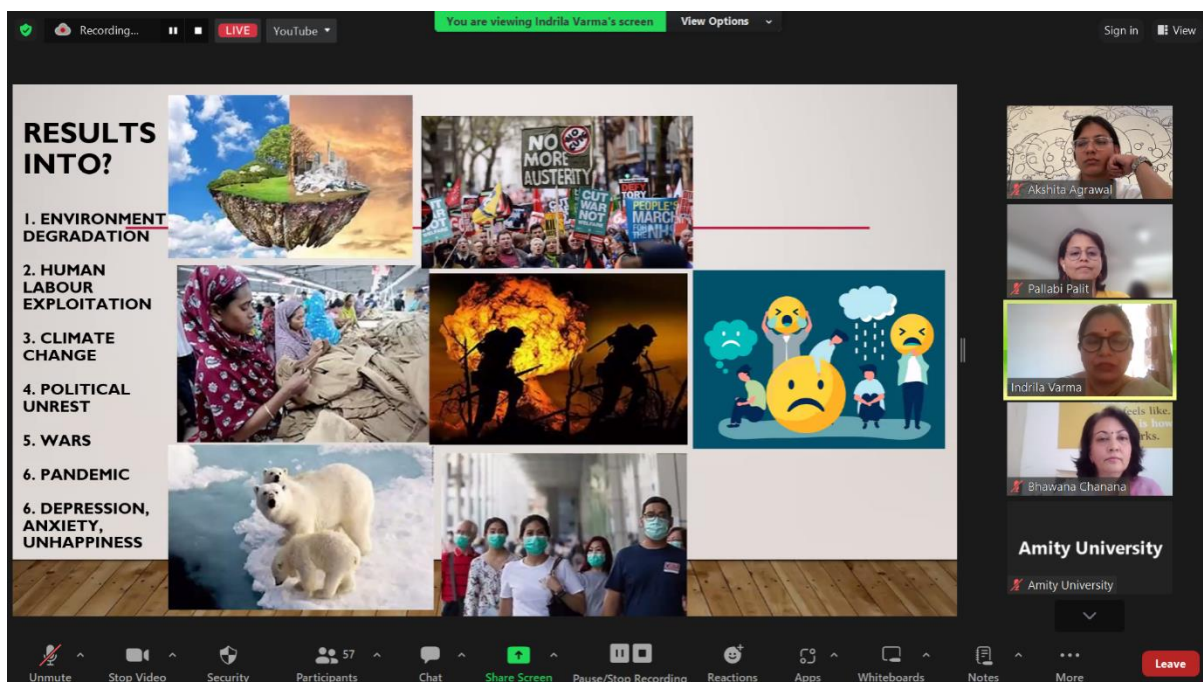
-Product Safety: Speakers stressed the importance of stringent regulations and quality standards to ensure the safety and integrity of products in the market, particularly concerning food, pharmaceuticals, and electronics.

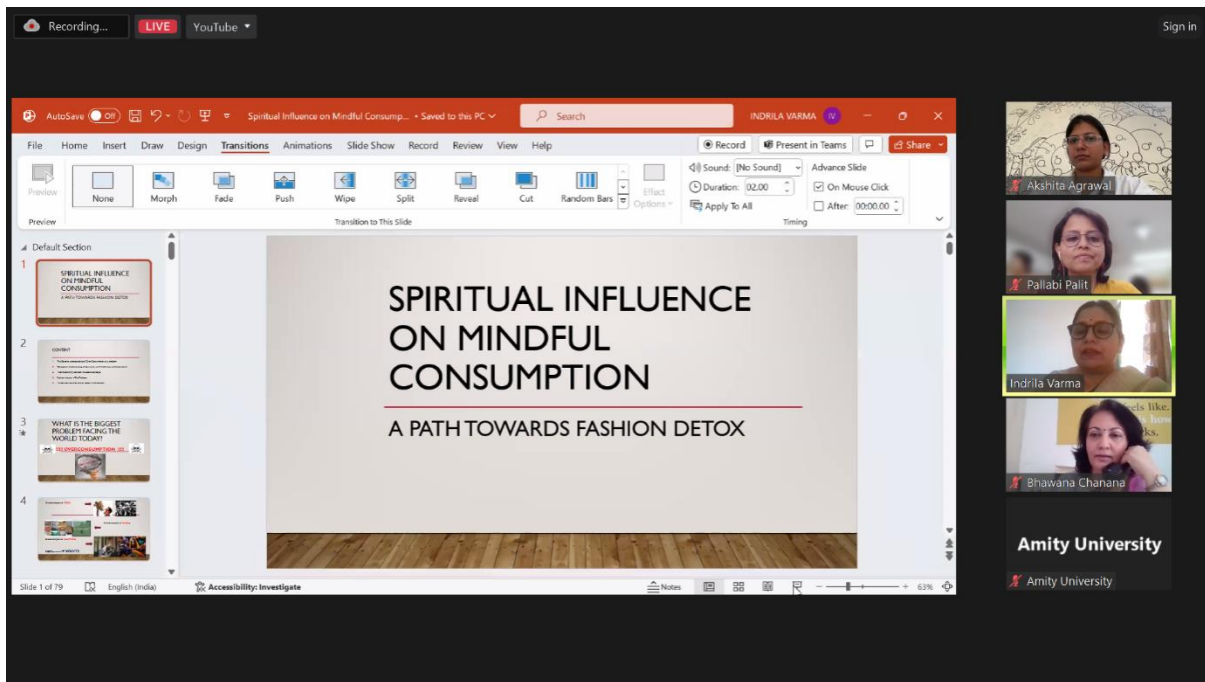
-Cross-Border Transactions: With the globalization of markets, attention was drawn to the complexities of consumer protection in cross-border transactions and the need for international cooperation and harmonization of regulations.

- Role of Technology: The seminar explored the potential of technology, such as blockchain and AI, in enhancing consumer protection efforts, while also acknowledging the challenges and ethical considerations associated with their implementation.

Spiritual influence on Mindful Consumption

ASFT conducted an online interactive talk on 9th February 2024 with Ms. Indrila Goswami Varma, an Academician & Researcher, expert in the field of Fashion Consumption. The topic of the webinar was **‘Spiritual influence on Mindful Consumption: A path towards fashion detox.’** It was an online online seminar for our students.





Overconsumption being a contemporary global issue sustainable consumption has become an emerging arena of research. To meet the challenge of overconsumption the change in values and mindset has been recognized as important. The rise of Generation Z has significant implications for the sustainable fashion market in India. Previous studies found an attitude-behaviour gap among this population, they recognized the importance of sustainable fashion while not taking an action towards This webinar aimed to identify the role of Spirituality and Mindfulness of GenZ on the sustainable behavioural trait, as well as the relationship of these two constructs on the sustainable fashion purchase intention and behaviour based on the premise of Theory of Planned Behaviour.

The said session was attended by Faculty members and students of all programmes of ASFT (Amity School of Fashion Technology) AUM (Amity University Mumbai). Objective of the program (2 lines) : Gen Z is growing up in a world facing significant environmental challenges, such as climate change, pollution, and resource depletion. Mindful consumption encourages environmentally sustainable choices, reducing the ecological footprint. Promoting mindful consumption among Generation Z is essential for fostering a generation that is environmentally conscious, socially responsible, and capable of making informed decisions that positively impact both their well-being and the world around them.

Benefit in terms of learning/Skill/Knowledge obtained (2 lines) : This session helped our students to understand the collective impact of mindful consumption habits amongst Gen Z which contributes to creating a more sustainable and resilient future. By making informed choices today, they play a role in building a world that can withstand environmental, social, and economic challenges in the long term.

- Number of Student Participants: 87
- Number of External Participants: 1
- Number of Faculty Participants: 5
- Social Media link for the flyer:
<https://www.instagram.com/p/C3wt9cKRYLF/?igsh=aWZ1aHZpMzV1bTZt>

La lumière (French Wall Magazine)

Date of Event : 08-01-2024
Venue : Room no. 715, A1 building, 7th floor
Organized by : Amity School of Languages Maharashtra
Total Participation : 30

The name of the first wall magazine in French (from ASL, AUM) is La Lumière. La Lumière means the Light. Immediately it refers to the French Philosophers of 18th century. They were the first ones to be institutionally called Les Lumières. Our talented students are also the lights of ASL as well as of the University. They will shine bright as a part of the future of the entire country. The event was organized on 8-1-2024. The students of ASL and the faculty members were there to grace the event with their presence. All the faculty members of ASL, Amity University Maharashtra, were present at the event. And the B.A. Hons. French and B.A. Hons. English students of ASL were present. The students of B.A. English Hons. And the students of B.A. French Hons. (sem 1) have contributed their original write-ups in French in form of poetries and stories. Mrs. Suchandra Ghosh (Basu) has guided the students in modifying the creative writings before finally putting up on the wall magazine.



EduVation Drive: Fuelling Entrepreneurial Spirits

Date of Event : 16th January 31, 2024

Venue : Sarswati College of Engineering, Kharghar, Navi Mumbai

Organized by : E CELL -AUM

The purpose of this awareness drive is to cultivate a culture of entrepreneurship among high school students in Navi Mumbai. Through engaging workshops, interactive sessions, and exposure to real-world success stories, the initiative aims to provide foundational knowledge and practical skills in entrepreneurship, commerce, and business. By inspiring creativity, fostering innovation, and offering networking opportunities with established entrepreneurs, the drive seeks to empower students to embrace entrepreneurship as a viable career path. Ultimately, the goal is to instill a spirit of curiosity, resilience, and forward-thinking, preparing the next generation to navigate the dynamic landscape of the business world with confidence and enthusiasm

Foundational Understanding: Acquire a comprehensive understanding of entrepreneurship, commerce, and business principles, laying the groundwork for informed decision-making.

2. Innovation and Creativity: Cultivate a mindset of creativity and innovation through exposure to real-life success stories and case studies, inspiring students to think outside the conventional boundaries.

3. Practical Skills Development: Gain practical skills such as business planning, financial literacy, and effective communication, essential for translating entrepreneurial ideas into actionable plans.

4. Inspiration and Motivation: Be inspired by engaging with successful entrepreneurs and industry experts, motivating students to explore their own entrepreneurial potential.



5. Networking Opportunities: Develop networking skills and have the chance to interact with established entrepreneurs, creating potential mentorship connections and expanding professional networks.



Accounting Workshop On S.A.P.Fico

Date of Event: 24th January 2024

Venue: City office Amity University Mumbai, Kurla-West, Mumbai

Organized by: Amity Business School

Total Participation : 26 Participants

Organizing an accounting workshop on SAP FICO was inspired by the growing demand for SAP skills in the job market, the desire to enhance financial efficiency using advanced tools, and the need for professionals to stay updated in the evolving business technology landscape.

Neeraj Kumar CEO Technoriya E- technology Pvt Ltd Founder Global IoT school. Graduated in E&TC and PG in SCM and have experience in Aviation, Telecom, and IT..He has 12 years of work experience in the Central Govt and 5 years in the Corporate domain. He is a consultant for many companies for IT (cyber security and ERP) now PSG.

- In-depth understanding of SAP FICO functionalities.
- Practical insights into implementing SAP FICO in real-world scenarios.
- Latest updates and trends in financial technology.
- Networking opportunities with industry experts and peers.

Research Initiatives: Encouraging faculty and students to undertake research projects related to SAP FICO applications in specific industries.

Feedback Analysis: Conduct a thorough analysis of participant feedback to enhance future workshops and tailor content to specific needs.

Industry Collaborations: Fostering partnerships with industry leaders for practical insights and potential internship opportunities.





Chanakya In Corporate Life Symposium By Entrepreneurship Cell

Date of Event : 19/01/2024
Venue : Amity University Mumbai
Organized by : Entrepreneurship Cell, AUM
Expert Name: Dr. Radhakrishnan Pillai
Designation: Author

The primary purpose of the Symposium is to introduce students to the concept of business conscience and to facilitate a deep understanding of Chanakya's management principles in corporate life. By doing so, we aim to inspire and empower students to apply these ancient yet relevant strategies in their future careers. Comprehensive Understanding: Gain a comprehensive understanding of Chanakya's management principles and their relevance in contemporary corporate life. Application Skills: Develop practical skills in applying Chanakya's strategies to real-world corporate scenarios, enhancing problem-solving abilities. Strategic Thinking: Foster strategic thinking by exploring the nuances of Chanakya's approach to decision-making, planning, and resource allocation. Networking Proficiency: Enhance networking proficiency by actively engaging with alumni and fellow students during the Symposium and subsequent networking sessions.



INVESTOPEDIA: LET'S INVEST by Entrepreneurship Cell Strategic Investor Challenge



Date of Event : 18/01/2024
Venue : Amity University Mumbai
Organized by : Entrepreneurship Cell, AUM
Total Participation : All AUM Students

The "Strategic Investor Challenge" organized by the Entrepreneurship Cell aims to empower participants with practical financial skills and a nuanced understanding of strategic investing. With an initial 10 lakh rupees, the event seeks to simulate real-world market dynamics, encouraging participants to make informed decisions in stocks, bonds, real estate, and startups. The objective is to cultivate a strategic mindset, honing their abilities in risk management, portfolio diversification, and adaptive decision-making. By combining competition and education, the challenge aspires to equip participants with valuable insights into the intricacies of financial markets, fostering their growth as astute investors and strategic thinkers.

The "Strategic Investor Challenge" is an engaging virtual event orchestrated by the Entrepreneurship Cell. Participants are entrusted with an initial capital of 10 lakh rupees, immersing them in the complexities of strategic investing across stocks, bonds, real estate, and startups. Through dynamic market simulations and periodic updates, the challenge cultivates practical financial skills, emphasizing risk management, portfolio diversification, and adaptive decision-making. Encouraging competition and collaboration, the event provides a platform for participants to showcase their acumen and learn from one another. The overarching goal is to foster an entrepreneurial mindset, equipping participants with invaluable insights into financial markets for strategic and informed investment decisions.



Brand Yourself Challenge

Date of Event : 30/9/24

Venue : Room no 407, 408 & 410. Amity University, Maharashtra

Organized by : Amity School of Fashion Technology, AUM

Total Participation : 180 Students of ASFT, ALS, ASFA, ALS & ASCO.

The inspiration behind taking up the subject of the 'Brand Yourself Challenge' during Innovation Week 2024 stemmed from the growing significance of personal branding in the digital era. With social media platforms playing a crucial role in shaping professional identities, the event aimed to equip students with the skills to create a cohesive and professional online presence. By focusing on platforms like Instagram, LinkedIn, and X, the challenge emphasized the need for students to strategically present their creative abilities, making a lasting impression on potential employers, collaborators, and clients. This initiative aimed to foster digital marketing and design skills, aligning with current industry trends.

Expert Name: Dr. Shalini Sharma Designation: - Assistant Professor, Amity School of Languages. Expert Name: Mr. Mahesh Ahire, Designation: - Assistant Professor, Amity School of Communication The key takeaways from the 'Brand Yourself Challenge' for both guests and attendees included the following salient points shared by the guest speakers: - Importance of Personal Branding: Emphasis on the role of a strong personal brand in differentiating oneself in the competitive job market, particularly in creative fields like fashion and design. - Effective Use of Digital Tools: Introduction to platforms like Canva and Adobe Photoshop for creating cohesive and professional visual content for social media, showcasing how these tools can be leveraged for branding. - Strategic Storytelling through Visual Design: Highlighted how visual storytelling and cohesive design aesthetics can communicate a unique personal identity and attract professional opportunities. - Industry Expectations for Digital Presence: Insights into what employers and clients look for in digital portfolios, focusing on professionalism, consistency, and creativity across various platforms like Instagram, LinkedIn, and X. - Future Trends in Digital Branding: Discussion of emerging trends in personal branding, with an emphasis on adaptability and continuous learning to stay relevant in the rapidly evolving digital landscape.

The webinar on the 'Brand Yourself Challenge' has generated significant tangible benefits for the students of Amity. It has notably enhanced students' skills in digital marketing, personal branding, and design software, equipping them with practical tools essential for success in the fashion and design industries. The webinar also provided valuable insights into industry expectations concerning personal branding and digital presence, helping attendees align their portfolios with current professional standards. Additionally, the event promoted collaboration between different departments and external experts, fostering opportunities for interdisciplinary projects and knowledge-sharing. The participation of experts from other Amity Schools further expanded networking possibilities, giving students external exposure and validation for their creative efforts.

Based on the outcomes of the Challenge, several progressive steps have been outlined for moving forward. First, there is a plan to integrate more hands-on workshops focusing on advanced personal branding techniques, which will build upon the foundational skills students have gained. Second, the curriculum will include a greater emphasis on digital portfolio development and online presence management, aligning students' work with industry standards. Third, further collaboration with external industry experts and faculty members will be encouraged to broaden students' exposure and understanding of emerging trends in personal branding. Lastly, more focused research projects and case studies on the impact of personal branding in fashion and creative industries will be initiated, providing valuable academic insights and practical applications for students and researchers alike. The contacts established with the invited guests during the seminar will be leveraged to foster long-term cooperation in alignment with the goals of 'Mission: Connect' and 'Mission: Synergy of Brains'. In the immediate term, follow-up communication will be initiated to express gratitude and explore potential areas for collaboration, such as guest lectures, workshops, and mentorship opportunities. Over the next few months, efforts will focus on organizing expert-led events and collaborative research projects that involve both faculty and students, aiming to bridge the gap between academic learning and industry requirements.





Achieving Problem-Solution Fit and Product-Market Fit

Date of Event : 23/02/24
 Venue : Online (9.30 am to 2.30 pm)
 Organized by : Amity School of Fashion Technology & IQAC, AUM
 Total Participation : Online participation of all students of ASFT
 Expert Name: **Speaker 1: Ms Sukanya Bhattacharya,**
 Organization: Founder of Prathaa- a Social and Eco Conscious Brand

As per IIC activity calendar 2023-24 the mandatory event/activity that had to be conducted by various school/Institute of AUM by February 2024, ASFT proposed an online interactive session by 4 experts on the given topic '**Achieving Problem-Solution Fit and Product-Market Fit**' where all speakers shared their entrepreneurial ventures and how they worked towards creating a demand in the market. This event was categorised as a 2nd level event requiring 5-8 contact hours (less than a day) .

Expert Name: **Speaker 1: Ms Sukanya Bhattacharya,**
 Organization: Founder of Prathaa- a Social and Eco Conscious Brand
 Expert Name: **Speaker 2: Mr Amitt Bhayani** (Could not join for some personal exigency)
 Organization: Founder and Director, OKS BOYS
 Expert Name: **Speaker 3: Ms Nidhi Goel,**
 Organization: Founder Setugram
 Expert Name: **Speaker 4: Ms Arshi Chaudhary**
 Organization: Founder and Designer, Lawn House

Entrepreneurs sharing their ventures contribute to the collective knowledge pool for our students who are a potential or aspiring entrepreneurs. They get insights, lessons learned, and strategies that can be valuable for any startups, and their business plans. Learning from others' experiences can help individuals avoid common pitfalls and make more informed decisions in their own entrepreneurial journey. Entrepreneurs when share their stories attract attention from investors, potential collaborators, and industry peers. This visibility open networking opportunities that may lead to partnerships, funding, or other forms of support.



Industrial Visit to Alok Industries, Silvassa

Date of Event : 15/02/24 to 16/02/24
 Venue : Silvassa, Dadra Nagar Haveli
 Organized by : Amity School of Fashion Technology AUM

Total Participation : 33 students of B-Design Sem 4 FD/ FSID/ FC/TPD accompanied by 2 Faculties of ASFT- Ms. Rashmi Thakur, Assistant Professor, ASFT and Ms. Pallabi Palit, Assistant Professor, ASFT

The inspiration behind an industrial visit to Alok Industries in Silvassa is driven by several factors that aim to provide participants with valuable insights and experiences. Real-world learning, industry exposure, career exploration, networking opportunities, inspiring innovation, etc. are some of the objectives behind the industrial visit. Educational Objective: Understanding the manufacturing processes, technologies, and operations of Alok Industries. Industry Exposure: Providing students or participants with real-world insights into industrial operations. Career Awareness: Introducing participants to potential career paths in the industry.

33 students from semester 4 pursuing the bachelor's degree in design (Fashion Design/ Fashion Communication/ Textile Product Design/ Fashion Styling and Image Design) and 2 Faculty

members of Amity School of Fashion Technology, Amity University Mumbai attended the Industrial Visit to Silvassa. The ‘Take Homes’ for the attendees was the practical visualization of the industrial insights in their related field of study. The attendees were conceptualized about the following: Schiffli Embroidery, Weaving and Spinning Division, Made ups and Garment Division, Screen Printing

The industrial visit to Alok Industries in Silvassa resulted in several tangible gains for the Faculty, Researchers and Students of Amity. The gains include educational and industrial knowledge, practical understanding, application of concepts, advanced curriculum, technological insights, career opportunities, and personal development. The industrial visit to Alok Industries in Silvassa lead to progressive outcomes that will have long-term effects on participants, educational institutions, the industry, and the broader community. These outcomes are the result of the knowledge, experiences, and connections gained during the visit.







INNOVENTURE QUIZ

Date of Event : 23rd February 2024
Venue : Room 410, 4th Floor, ASFT, Academic Block 2, AUM
Organized by : ASFT and E-Cell
Total Participation : 50 students

The objective of this quiz was to assess students' knowledge, their critical thinking skills, and comprehensive understanding. Also to reinforce students understanding of fundamental concepts relating to starting and managing a business/Brand. Students at various schools of AUM who are potential entrepreneurs and are interested in some Start-ups and Initiating an Innovative Business Model/ Brand were the attendees of this Event. The quiz on entrepreneurship was for educational purposes, and its primary goal was to assess and reinforce students' understanding of fundamental concepts related to starting and managing a business. The aim was to evaluate students' comprehension of key entrepreneurship concepts, theories, and principles. Use of quizzes is important to reinforce learning and test the understanding of various aspects of entrepreneurship. It also provides feedback to students based on their quiz performance. This feedback can highlight areas of strength and weakness, enabling students to focus on improving specific skills or understanding particular concepts. Additionally, considering a mix of question types, such as multiple-choice, short answer, and scenario-based questions, it helps enhance the effectiveness of the quiz in assessing various aspects of entrepreneurship.





Workshop on Pit Firing Technique

Date of Event: 06 December 2023

Venue: ASFA, AUM Campus

Total Participation : 30

Power to transform the surface of the clay into a myriad of different patterns and colours.

Explore chance, experimentation and observation. Cost Effective and user-friendly Safe

Process. How to proceed further in pottery and pursue it as a career





Nita Mukesh Ambani Cultural Centre BKC, Studio Visit

Date of Event: 15.09.2023

Venue: NMACC, BKC

Organized by: ASFA

Learning outcomes are How to work and express the idea and thought in new media and installation, How to accomplish projects in collaboration and new print media, How to produce interactive art and outcomes

Water Colour & Oil Painting Workshop

Date of Event : 19-20 September 2024

Venue : AUM CAMPUS

Expert Name: MITESH PRADHAN

Organization: MYCIVA

Designation: ILLUSTRATOR & FOUNDER

Specialization: PAINTER & ARTIST

Students have learned *water colour techniques, *landscapes *different kind of materials and its application, on the second day of the event they were introduced to *oil painting techniques (eyes & nose)*rendering, *typography, poster making. Our students learned water colour techniques, landscapes different kind of materials and its application, on the second day of the event they practiced oil painting techniques (eyes & nose) rendering, typography, poster making.





Scope and Means of Research in Visual Arts Pedagogy

Date: 22/07/2024

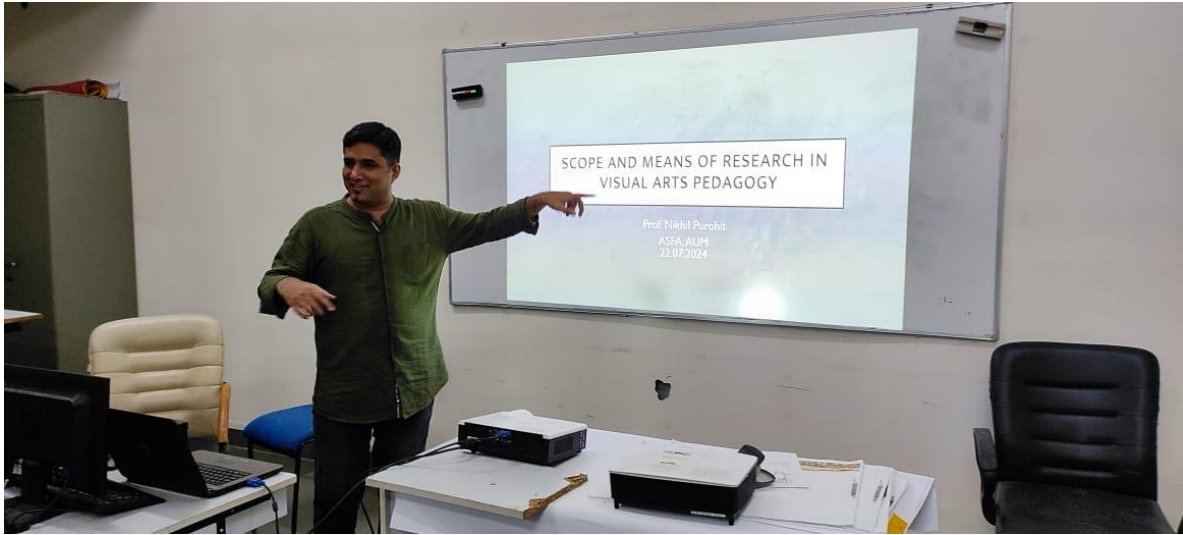
Time: 10am to 1pm

Venue: 005, A3 Block

Resource Person: Prof. Nikhil Purohit

ASFA had organized FDP program for all the faculty of ASFA and ASAP, the topic was ‘Scope and Means of Research in Visual Arts Pedagogy’.

During FDP, Prof. Nikhil explained the different type of research and ways to execute them in step-by-step process. He also spoke about the importance of article writing the realm of visual art domain. He also showed some way to publish them and get funded. The session was concluded with the question-and-answer session.



AMI- ART FLASH 2023

Date of Event : 25.08.2023
Venue : Kurla City Office - AUM
Organized by : CRC
Total Participation : 38

Mr. Haresh Mehta : Managing Director - Jayna Packaging Pvt Ltd.

Mr. Chandan Oza : Managing Director at Myra Multimedia Enterprise Pvt. Ltd

Mr. Anindya Banerjee : Creative Head at Creative head Publicis Group

Mr. Nitin Dhall : Managing Director at P3 Entertainment & RND Canvas.

Mr. Rajendra Kapse: Contemporary Painter if India

GEAR IT UP

Date of Event : 30 September 2024
Venue : Old MRC Canteen AUM Campus
Organized by : ASFA MUMBAI
Total Participation : 32

Students acquired scrap, papers, cardboards, Fevicol, cloths colors and different source of materials they learned how to cooperate and work as team. * Headgear can be worn for many reasons, including protection, decoration, or for cultural or religious reasons and purpose. Students creatively reshaped them into fine art forms and headgears. Students were overwhelmed with the spirit of competition, and the winners were motivated.





Hybrid Quiz - Knowledge Nexus 2.0 – Realizing Entrepreneurial Potential

Date of Event : 16th February 2024
Venue : Hybrid Mode
Organized by : Amity Institute of Travel and Tourism, Amity
University, Mumbai alongwith E-cell AUM
Total Participation : 22 participants from AUM

Promotion of Innovation: The travel industry is constantly evolving with new technologies, trends, and ideas. Hosting a quiz event focused on innovation promotes creativity and encourage participants to think outside the box. **Education and Awareness:** It serves as a platform to educate students about the latest advancements and trends in the travel sector. It raises awareness about innovative solutions and their potential impact on the industry. **Engagement and Networking:** A quiz event offers a fun and engaging way for students of various disciplines to come together, network, and exchange ideas. It can foster collaboration and create opportunities for partnerships amongst students in the travel sector. **Inspiration for Future Ventures:** Participating in the quiz event can inspire individuals to explore new ideas and ventures within the travel industry. It can spark creativity and innovation among students, based on the organizations they know about.

Students have gained information on latest entrepreneurial trends and happenings from the broader travel and tourism sector. Student participants have been motivated to think of entrepreneurial ideas and present them in future events at the university.

Video Screening of Unification of India & Undertaking Unity Pledge

Date of Event : 31st October 2023
Venue : Classroom 101, Amity Institute of Travel and Tourism
Organized by : Amity Institute of Travel and Tourism, Amity
University, Mumbai
Total Participation : 20 students and 3 members of staff from AITT

Unity Day on October 31st is observed in India to commemorate the birth anniversary of Sardar Vallabhbhai Patel, who was a prominent leader in the Indian independence movement and the first Deputy Prime Minister and Minister of Home Affairs of India. He played a

crucial role in the integration of about 565 princely states into the newly independent Indian Union. Sardar Patel is often referred to as the "Iron Man of India" for his efforts in unifying the various princely states into a single, united nation. His work was instrumental in creating a united and integrated India after gaining independence from British colonial rule in 1947. Unity Day, also known as "Rashtriya Ekta Diwas" in Hindi, is celebrated to honour Sardar Patel's contributions and to promote national unity and integrity.

Importance of Unity: The video and unity pledge emphasize the significance of unity in a diverse nation like India. It highlights how a united front can overcome challenges and divisions. **Historical Perspective:** Students learn about the historical context of India's struggle for independence and the challenges of integrating princely states into one nation. They gain an understanding of the role played by Sardar Patel in this process. **Leadership and Determination:** Sardar Patel's leadership, vision, and determination in uniting India serve as an example for students. They can draw inspiration from his commitment to the nation. **National Integration:** The importance of national integration is stressed, helping students appreciate the diverse cultures, languages, and traditions within India and the need to respect and celebrate this diversity while maintaining national unity. **Patriotism:** It reinforces a sense of patriotism and love for the country. Students are encouraged to take pride in their nation's history and contribute to its progress. **Citizenship and Responsibility:** The unity pledge include a commitment to being responsible and active citizens. Students learn that they have a role to play in upholding the unity and integrity of the country. **Lessons for Modern Challenges:** The unification of India serves as a lesson for addressing contemporary challenges related to diversity, regionalism, and social cohesion. Students can apply these lessons to current issues. **Respect for Leaders:** Through this activity, students develop respect for historical leaders like Sardar Patel and a better understanding of their contributions to the nation. **Promotion of Peace:** Unity and integration are essential for peace and prosperity. Students understand that division and discord can be obstacles to progress. **Civic Engagement:** Encouraging students to take the unity pledge fosters a sense of civic engagement and responsibility, motivating them to actively contribute to the well-being of their communities and the nation.

Tangible gains from such activities extend beyond the classroom and have the potential to positively impact students' lives, their communities, and society. The promotion of unity and understanding can lead to concrete, indirect actions that result in a more inclusive, peaceful, and harmonious society. It is important for students to feel proud and aware about the independence struggle, there are a lot of lessons in resilience, that students can take and apply the same into their daily lives.

Students Seminar and exposure visit to Organic Farming

Date of Event : 13/09/2024

Venue : Seminar (in class A1/413) and Organic Farm visit at Kasalkhand village Pune- Mumbai Expressway Panvel Maharashtra

Expert Name: Mrs Sarmita Dey, Organic Farming Researcher and Mr. Kamalakar Dhondu Gharat farmer/organic farming practitioner

How to be a Student ?

Date of Event : 30.08.2024

Venue : City Campus of Amity University Mumbai at Phoneix, Art Guild Building, Kurla, Mumbai

Organized by : ASAP, AUM

Total Participation : 3 Faculty members and 97 Students

The exclusive seminar on “How to be a Student?” was conducted at city campus of Amity University of Mumbai on 30th August'24. It addressed the key elements of being a student and understanding the skills sets to evolve effectively as a professional. The Distinguished Guest and Speaker - Ar Santosh Satpathy was Invited for the Event. As a principal architect of Mercury Architects with practice spanning 10yrs across 2 continents of India and New Zeland Speaker qualifications are under graduate degree in Architecture and Masters in Project Management, his area of Area of Expertise lies in domain of Industrial and Residential architectural project along with corporate interiors. Speaker has recently been awarded one of the 10 best architecture design startups of 2023 by Silicon India.

The Seminar topic created an interesting dialogue with students and encouraged them to introspect the skills and approach to being a student of Professional design course and study the tools and self assessment methods discussed in the session. The session consisted of 4 chapters and stages of insight into measuring ones own abilities and finding methods to measure them.



Creating Academic Content for YouTube

Date of Event : 06-03- 2024
 Venue : Virtual on Zoom Platform in hybrid mode in ASL Classroom No 704
 Organized by : ASL Faculties
 Total Participation : 147
 Moderator(s) : Ms Surekha Athawade



Understanding the YouTube platform and its potential for academic content. Crafting engaging scripts and structuring content for educational purposes. Ms. Gurpreet Kaur Khalsa is a Communication Trainer who specializes in soft skills and ESL coaching for mid to senior-level professionals. She has trained 8000+ individuals who have all been highly successful in their diverse pursuits. Gurpreet's prominence as a keynote speaker resonates across various colleges in Mumbai. She is also a valued member of the Board of Studies for the B.A.MMC Department at PCACS, where she influences the curriculum and pedagogy. 147 students registered on the provided zoom link who attended the event offline and online sitting in the classroom. The event took place in hybrid mode both on Zoom platform as well as in the classroom where the event was displayed on board with the help projector. The students of ASL Sem II BA (H) French, Hana Shaikh and Qurattul Anis hosted the online event.

Understanding the YouTube platform and its potential for academic content. Crafting engaging scripts and structuring content for educational purposes. Tips and tricks for filming high-quality academic videos on a budget. Utilizing visual aids and editing techniques to enhance comprehension. Strategies for promoting your academic channel and growing your audience.

Interschool Creative Writing Competition Through Prompts

Date of Event	: 26-09-24
Venue	: 704,A1 Building ,ASL
Time	: 02.00 PM-04.00 PM
Organized by	: ASL Faculties
Total Participation	: 49 students of AUM

An engaging competition that challenges students from various schools to showcase their creative writing talents. Creative writing is a vibrant form of expression that allows individuals to explore their imagination and convey emotions through words. The prompts were displayed on the board and students wrote their thoughts encompassing various genres, including fiction, poetry, and memoirs, each offering unique avenues for storytelling. The winners will be announced and e-certificates to be given to the winners and participants of the event.

Interschool Creative Writing Competition was held on 26th Sept 2024 in the honour of Hon'ble Chancellor, Dr Assem Chauhan Sir's Birthday under Innovation Week. Hon'ble Vice-Chancellor Santhosh Kumar addressed the students of AUM. He highlighted the significance of innovation and emphasized on embracing creativity and thinking outside the box. Furthermore, he commended the students of ASL for their remarkable initiative in developing innovative approaches through creative writing.

The competition encourages creativity, original thinking and effective communication, with winners recognized for their literary skills.

The purposes of a writing prompt were:

1. To encourage the student's interest in a topic.
2. To encourage them to write about it in a thoughtful and creative way.
3. To develop the creative and technical skills necessary to conceive, execute, and revise original literary work in a student's chosen genre (fiction or poetry)





FRANC – O – FUN

Date of Event : 22/03/2024
Venue : ASL Class room 714
Organized by : Department of French (ASL)
Total Participation : 80

Franco-phone Day, also known as International Francophonie Day, is celebrated on March 20th every year. It's a day dedicated to promoting the French language and celebrating the cultural diversity of Francophone communities around the world. The Francophone event constituted a scholastic endeavour, marked by a series of activities centred on French culture, including quizzes, puzzles, and related engagements. Culminating the event was a screening of the French film "Ratatouille." This educational initiative aimed to foster appreciation for the French language and culture within the academic setting, providing students with opportunities to engage with linguistic and cultural elements beyond traditional classroom instruction.



International English Language Day - World Book Day William Shakespeare's Birth and Death Anniversary

Date of Event : 23/04/2024
Venue : Room No. 705, ASL
Organized by : ICC, IQAC and Amity School of Languages
Total Participation : 50

The event was celebrated to commemorate the birth and death anniversary of William Shakespeare, the greatest writers of all. The school also took the opportunity to observe

International English Language Day and World Book Day. Being the school of Languages, it was befitting to recognise the importance and relevance of the spirit behind such an important day.



During the event the students were informed about the biological details of Shakespeare. An interesting ppt was shown to them that highlighted the importance of Shakespeare in modern age. To celebrate the creativity that abounds in every human being, the students were given the following prompt to prepare a creative piece like a poem, prose or reflection. They were also asked to prepare a book cover featuring Shakespeare's work/works in soft copy. The students visibly looked excited for the activities, and they showed their enthusiasm in completing them at the earliest

Creative Writing Trough Picture Reading

Date of Event : 30 August 2024
Venue : Amity School of Languages
Organized by : IQAC, ASL
Total Participation : 39

The competition was organized mainly to provide platforms to the creative writing skills of the students and help them explore horizons of creative writing that stimulated imagination by providing visual prompts. It encourages students to interpret and narrate stories, enhancing both their creativity and language skills. This approach also fosters critical thinking, as students analyse images and construct coherent narratives.



Innovation Day, Startup idea pitching

Date of Event : 25th September 2023

Venue : Atrium

Organized by : ASL

The inspiration behind organising this event was to inculcate presentation skills in our students, as well as provide an opportunity to the upcoming entrepreneurs, to showcase their business ideas. The students could inculcate the idea of green energy into the minds of the audience. The Bioluminescent-based power has the potential to revolutionize the energy industry. With the advancements in technology and the market for clean and sustainable energy sources we can create 'Lumigen' with the minimal environmental footprint and support biodiversity.



Amiplex

Date of Event : 16 February 2024
 Venue : 7th Floor, Class 704
 Organized by : Amity School of Languages

Movies are reflection of our society. Movies act as a powerful medium to educate and enlighten people. Through movie screening Amity School of Languages aims to inspire students not only academically but their role as a part of the society and their responsibilities towards the society. Bollywood movie '*Hichki*' was screened to the students, aiming to expose students to inspirational movies and promote qualities such as inclusion, integrity, and patriotism. The scenes between actress who was playing the role of a teacher and the 14 rebelling students were applause worthy, heartwarming, and eye - tearing. Story: Hichki's plot is not only about a teacher with a speech defect (Tourette Syndrome) who decides to teach these 14 unprivileged students, but it also teaches us about education equality in the system. Objective of film screening of 'HICHKI' was to make students understand the reality of the education system and how education can change one's life. The movie shows a wonderful change in the life of 14 underprivileged students when they got the opportunity to study.



La lumière (French Wall Magazine)

Date of Event : 08-01-2024
Venue : Room no. 715, A1 building, 7th floor
Organized by : Amity School of Languages Maharashtra
Total Participation : 30

The name of the first wall magazine in French (from ASL, AUM) is La Lumière. La Lumière means the Light. Immediately it refers to the French Philosophers of 18th century. They were the first ones to be institutionally called Les Lumières. Our talented students are also the lights of ASL as well as of the University. They will shine bright as a part of the future of the entire country. The event was organized on 8-1-2024. The students of ASL and the faculty members were there to grace the event with their presence. All the faculty members of ASL, Amity University Maharashtra, were present at the event. And the B.A. Hons. French and B.A. Hons. English students of ASL were present. The students of B.A. English Hons. And the students of B.A. French Hons. (sem 1) have contributed their original write-ups in French in form of poetries and stories. Mrs. Suchandra Ghosh (Basu) has guided the students in modifying the creative writings before finally putting up on the wall magazine.



Crafting Start-up Plans- Legally and Ethically

Date of Event : 20/05/24
Venue : Online (11.00 am to 1.00 pm)
Expert Name: Ms. Janaki Mahar

Organization: Legal Consultant in Association of Indian Schools

Designation: Legal Consultant

As per IIC activity calendar 2023-24 the mandatory event/activity that had to be conducted by various school/Institute of AUM by May 2024, ASFT conducted an online interactive session by an experts on the given topic **‘Crafting Start-Up plans- Legally and Ethically’** where the speaker talked about the legal and ethical steps that are important to plan for a start-up. The Guest speaker, Ms. Janaki Mahar, is a legal consultant with 26 years of combined Academic and Corporate experience. She worked as Assistant Manager Coordination for legal, HR and Secretarial role. She also conducted lectures as Visiting Faculty in various reputed Institutes of Mumbai. Presently she is appointed as External Member of POSH IC Committee in many Institutes of Mumbai. As the topic was on the legal and ethical steps of entrepreneurial journey, Ms. Janaki explained the various legal structures and regulatory requirements for start-ups, ensuring they can set up their businesses properly and operate within the bounds of the law. As she specialises in Business Law, Legal Aspects of Business, Intellectual Property Rights, Entrepreneurship she was the right person chosen for the topic.



Students gained a clear understanding of the start-up landscape and current trends, enabling them to refine their vision and identify potential opportunities in their chosen industry. Then they were equipped with the knowledge and tools to create well-structured business plans that outline their goals, strategies, and financial projections, increasing their chances of attracting investors and securing funding. They were explained the various legal structures and regulatory requirements for start-ups, ensuring they can set up their businesses properly and operate within the bounds of the law. By exploring ethical considerations, attendees got an idea of how to make responsible decisions that align with their values, fostering trust and credibility among customers, investors, and stakeholders.

Diwali Flea Fair 2.0

Date of Event : 08/11/23 & 09/11/23

Venue : Old Canteen area, Ground Floor, Academic Block 2

Amity School of Fashion Technology, AUM organised Diwali Flea Fair 2.0 that took place on the 8th and 9th of November 2023, in the ground floor, Academic Block A2 of Mumbai Campus. This Fair was poised to be a vibrant showcase of creatively crafted products by the students, available for purchase over these two days. Organizing a Diwali Flea Fair for students was to showcase their creative ability and entrepreneurial spirit. The fair was inaugurated by the dignitaries of AUM- Hon'ble VC Dr A W Santhosh Kumar, Registrar Dr H S Vyas. The stars of the event were students who created exquisite handmade products for sale. The range of products included (but not limited to) fashion jewellery and accessories using beadwork, macrame, resin art, metal craft etc, home décor and table accents like diyas, diya stand, bottles with led lights, mugs, coasters and so on. Along with products, students also put-up stalls for nail art, Mehandi, face painting, creative makeup, up, hair braiding, portrait sketching and many more. Food items like chocolates, sandwiches, tangy chaats and paani puri, brownies, cookies, jalebi and rabri were also there and devoured by all. The highly anticipated Diwali Fest at Amity School of Fashion Technology (ASFT) AUM was a resounding success once again, just like the previous year. This year's event buzzed with a lively atmosphere as people filled the venue with hope, enthusiasm, and excitement. The fair served as a dynamic platform for our students to display their creatively crafted products, which were quickly sold out by the end of the second day. All attendees thoroughly enjoyed and actively participated in this joyful flea fair.





Role of 3D Digital Material Creation in the Fashion Industry

Date of Event : 15/09/23
Venue : Seminar Hall, Ground Floor, Academic Building 2
Organized by : Amity School of Fashion Technology
Total Participation : 106 participants
Expert Name: Dr Vijay Gotmare
Organization: Frontier. Cool INC (Taiwan),
Designation: Representative Director (India)

The role of 3D digital material creation in the fashion industry is becoming increasingly important as it offers numerous benefits, including reducing the need for physical sample creation. 3D digital material creation allows designers to simulate and visualize materials digitally, significantly reducing the need for physical samples. This saves costs associated with materials, labor, and production. Students of ASFT AUM from all Semesters of the Bachelors' and Masters' Programme and the ASFT Faculty members attended the online seminar. Attendees from other schools and the Deputy Pro Vice-Chancellor Prof. Dr Vijay Singh Dahima and Dean of Research, Prof. Dr Penna Suprasanna joined the seminar. 3D digital material creation is valuable for educating fashion design students and professionals from the fashion industry. It allows them to experiment with materials and design concepts in a risk-free digital environment. Dr. Vijay Gotmare emphasized the following points. By reducing the number of physical samples produced, the fashion industry can reduce its environmental footprint. Fewer physical samples mean less waste, less energy consumption, and a smaller carbon footprint. 3D digital material creation accelerates the design and production process. Designers can quickly experiment with different materials, textures, and

patterns, leading to faster product development cycles. 3D digital material creation enables designers to create highly realistic digital prototypes accurately representing the final product. This improves communication and collaboration between design teams, manufacturers, and other stakeholders, reducing errors and misunderstandings.



World Fashion Week

Date of Event : 21/08/23 - 25/08/23

Venue : 4th Floor, Academic Block 2

Country Name: India

Expert Name: CLUB AMITRENDZ and ASFT, AUM

Organization: Amity School of Fashion Technology, Mumbai

World Fashion Day is celebrated on 21st August each year. It is a celebration of style, innovation, and individuality. Club Amitrendz along with ASFT, AUM celebrated it through the week from 21st to 25th August 2023. During this week students were encouraged to upcycle their old garments and create contemporary style with handmade and sustainable and innovative accessories and wear them to celebrate the week. As students were encouraged to upcycle their old garments, style them with accessories and wear outfits to celebrate the theme of the day. They found ways to recycle and reuse their old clothes and accessories and style them with a new perspective. This not only promotes sustainable fashion but also provides an opportunity to discover unique pieces and revamp their wardrobe. Fashion allows individuals to express their unique styles and personalities. Over a week, students celebrated the diversity of fashion, featuring traditional garments, contemporary styles, and designs from various cultures and backgrounds based on a theme for each day.

Clothes and Accessories in new styles provide fashion students with practical skills, a deeper understanding of sustainability, and a competitive edge in the Industry. It encourages creativity, resourcefulness, and a sustainable mindset, which are increasingly valuable in today's time.



Launch of Special edition of StyleQ

Date of Event : 26/09/23

Venue : Room 410, 4th Floor, Academic Block 2, AUM

StyleQ, ASFT's trend forecasting magazine, was born in 2016 to promote research and publications of students. It serves as a platform for fashion content writing, expressing, and investigating the latest technologies in the fashion and textile sector. It focusses on trend forecasting and reporting the most relevant and recent fashion events of the industry and our campus. The whole experience is curated, designed, edited, and published by the students of ASFT, showcasing their journalistic and scholastic prowess. StyleQ magazine issues include student start-ups, faculty articles, alumni insights, and well-researched articles on innovation, acknowledging insights on fashion and other creative fields that shed light on new-age trends and technology.



Creators' Conclave

Date of Event : 27.11.24
 Venue : Seminar Hall, A2 Block, AUM
 Organized by : Amity School of Fashion Technology AUM
 Total Participation : 122 participants from B.Des semester 1,3,7 and students of M.Des, MA- FCJ and MA-FRM
 External Jury - Dr. Sudhakar Upadhyay
 Organization: Accelerate Nurture Success Services (ANSS) Pvt. Ltd
 Designation: Founder Director

Amity School of Fashion Technology (ASFT), AUM, organized the *Creators' Conclave* on November 27, 2024, at the Seminar Hall. This event was inspired by a thought-provoking class discussion that evolved into an integrated assignment involving students from B.Des Semester 1, Semester 3, Semester 7, and M.Des. MA-FCJ and MA-FRM (Semesters 1 & 3). Students developed and pitched startup ideas, with their branding and marketing efforts handled entirely by their peers. The event itself was also managed and executed by students, highlighting their entrepreneurial and organizational capabilities. The event served as a dynamic platform to demonstrate student creativity, entrepreneurial spirit, and the impact of interdisciplinary collaboration. Founder Director - Accelerate Nurture Success Services (ANSS) Pvt. Ltd and Founder - Independence 'The Art of Survival'. He has conducted more than 5,000 training sessions at highly reputed Corporate, Academic Organisations, and Independent Forums, on various subjects, for the past 16 years. On subjects like - Personal development, brand and business development, image building, communication, wellness, women empowerment, safety, health, leadership and team development, soft skills, stress management, counselling, fitness, meditation and mindfulness, etc. Corporate institutes like Wipro, Infosys, WNS, Cognizant, Volkswagen IT Services, Hexaware Technologies, Glenmark, NCDEX etc. Trained Bihar Police (BMP & District). He has conducted training sessions for more than 40 Colleges and Schools like Father Agnel Management Institute, Vivekanand College, Lokmanya Tilak College of Engineering, Sinhgad Institutes (Pune and Lonavala), MGM University (Mumbai and Aurangabad), Lodha World Schools, SNDT, Amity School of Fashion Technology - Amity University, etc.

International Master Instructor in Taekwondo, Taekwondo black belt since year 1987, Ex Technical Director of Taekwondo Federation of India & Ex Gen. Secretary of Maharashtra Taekwondo Association. National champion 4 times in Taekwondo and Black belt in Hapkido.



Ice-Breaking Session: Dress-Up as Fonts

Date of Event: 13.11.24

Venue: Amphitheatre, AUM

Organized by: Club Ami-Trendz

Total Participation: 50+

Participants were assigned or chose font styles (e.g., Gothic, Times New Roman, Comic Sans, Helvetica) as the inspiration for their outfits. They creatively translated the essence of these fonts into their styling, embodying the personality and vibe associated with each font. The ice-breaking session aimed to foster creativity and team bonding among Ami Trendz members. The unique theme of dressing up as fonts encouraged participants to explore their styling instincts, interpret typography through fashion, and step out of their comfort zones in a fun and engaging way. The theme *Dress Up as Fonts* was chosen as a creative experiment to bridge two distinct yet deeply interconnected fields of design: typography and fashion. Typography, through the medium of fonts, is a visual language that conveys tone, emotion, and identity in graphic communication. Similarly, fashion uses clothing, textures, and silhouettes to express personality, mood, and individuality. By combining these two art forms, the session aimed to explore how abstract elements of typography could be translated into tangible, wearable concepts. The idea was inspired by the parallels between fonts and fashion. Just as fonts like *Helvetica* embody minimalism and professionalism, or *Comic Sans* exudes playfulness and informality, clothing too reflects similar traits through style choices. This theme challenged participants to dig deeper into the personality of fonts, analyzing features like serifs, curves, spacing, and weight, and using them as the foundation for creating fashion-forward looks. Moreover, the theme provided an exciting opportunity for participants to push their creative boundaries and think outside traditional design frameworks. It encouraged them to view fonts not just as tools for written communication but as symbols of cultural and emotional storytelling. Through this exercise, the session hoped to highlight the interdisciplinary nature of design, showing how concepts from one field can inspire innovation in another. The theme also served as an engaging and unconventional icebreaker. It was intended to spark curiosity, initiate conversations, and create a platform for members to connect over shared creative challenges. This initiative aligned perfectly with the fashion club's mission to foster collaboration, celebrate individuality, and nurture innovative thinking in the ever-evolving world of design.



Fashion Show ‘Tarang’ Showcasing

Date of Event : 04/05/24
Venue : Grand Hyatt, Mumbai
Organized by : Amity School of Fashion Technology, AUM
Total Participation : 150 +

Amity School of Fashion Technology, AUM presented ‘Tarang’ a collection that features the finest of the design talent from the school, displaying their technical prowess and creative genius through various themes. The collection explored avant-garde ensembles that fuse luxury fashion with modern styles, like a wave of change that carried the spirit of tradition into the cutting-edge embrace of the future. The criteria considered for inviting the various guest was to showcase the ‘Tarang’ Collection by students of Amity School of Fashion Technology for the Bombay Times Fashion Week ’24. The guests were leading designers and stylists, heads of notable fashion brands like Raymonds, Siyarams, Tisser India Pvt Ltd, Killer Jeans, Payal Singhal, Calvin Klien, to name a few; eminent academicians, visionary entrepreneurs, and illustrious personalities from the fashion, film, and media world. The guests who graced the occasion were experts in their fields and came through contacts of Amity School of Fashion Technology, Mumbai, Corporate Resource Center, AUM.



