



AMITY UNIVERSITY MAHARASHTRA

Established vide Maharashtra Act No. 13 of 2014, of Government of Maharashtra, and recognized under section 2(f) of UGC Act 1956.

A Report on



GOAL 11: Sustainable Cities and Communities

Sustainable Development Goals

Year 2022

Amity University Maharashtra, Bhatan Post - Somathne,
Mumbai - Pune Expy, Panvel, Bhatan Pada,
Maharashtra 410206

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GOAL 11: Sustainable Cities and Communities

MOU Organic Recycling Systems Pvt. Ltd.

Cleanliness and Awareness Drive to celebrate Swacchta Pakhwada of the Ministry of Tourism

General Information :

Date of Event : 15/09/2022

Venue : AUM campus and Bhatan Village

Organized by : YUVA Tourism Club, Amity Institute of Travel and Tourism

Total Participation : 60

Moderator(s) :

Point wise Outcome Report:

- 1) What was the Inspiration behind taking up this Particular Subject for the Event?

As per the directives of UGC and Ministry of Tourism, Govt. of India as part of the India @75 campaign, 'Yuva Tourism Club' has been advised and formed at AITT, AUM. Under the aegis of the 'Yuva Tourism Club' a Cleanliness and Awareness Drive to celebrate Swacchta Pakhwada of the Ministry of Tourism was organized

- 2) Who were the Distinguished Guest Speakers Invited for the Event. Kindly give their Names. Designations, Organisation, Qualifications, Area of Expertise and any Honours and Awards received by them.

Not Applicable

- 3) What was the Criteria Considered for inviting the Various Individual Guests, Internal as well as External ?

Not Applicable

- 4) Were the guests in advance and if yes, from what previous interaction? Were the guests recommended by someone. If yes, who ?

Not Applicable

- 5) Who all attended the Webinar? Also, if possible, give the numbers.

The cleanliness drive was organized by 'Yuva Tourism Club' for students of Amity Institute of Travel and Tourism, around 60 students had participated in the event. Dr. Divya Pandey, HOI AITT, presided over the event and addressed all participants before the event and motivated to continue their best efforts.

- 6) What were the 'Take Homes' for the Guests and the Attendees in the form of knowledge, facts, information etc.? Please give the Salient Novel Points Covered by the Guest Speakers, in Bullet Points Format.

Maintenance of clean and hygienic environments is the key takeaway from the event, it is particularly important for students to understand how they knowingly or unknowingly contribute to degradation of environment through littering, and the effort it requires to keep a place clean.

- 7) Has the Webinar been able to generate any Tangible Gains for the Faculty, Researchers and Students of Amity. If yes, what are these ?

As part of the event, before the cleanliness drive, students have taken a pledge towards being responsible individuals and positive contributors to the cleanliness of their immediate environments and have followed the same through their actions by participating in the cleanup drive near the AUM campus.

- 8) What are the 'Progressive Outcomes /Way Forward' planned, based on the event of the webinar. Please give them pointwise, with timelines and names of the persons responsible for their execution.

Planning and executing more such drives at a steady scale and extending the same to tourist destinations nearby, thereby sensitizing tourists about their impacts and contributing to the larger cause of keeping tourist destinations and places in India clean and hygienic.

- 9) Have we Followed-Up with the Guests to consider Various Collaborations such as Joint Research Papers and Publications; Joint Funded Projects; Student Internships and Placements; Participation in National/ International Seminars/Conferences,/Workshops ; Student/Faculty Exchange Programmes ; Post Doctorate tie ups ; etc.

Not Applicable

- 10) What are the plans for utilizing the contacts developed with the Invited Guests, for future cooperation to meet the targets of 'Mission: Connect' and Mission: Synergy of Brains? Please give a roadmap with timelines.

As part of Mission: Connect, extending the clean-up drive to collaborative efforts with agencies, regularly conducting the same, and increasing the scale of the clean-up drive.

Celebration of World Heritage Day

General Information :

Date of Event : 18th April, 2022
Venue : Amity University, Mumbai

World Heritage Day is celebrated all over the world to commemorate the rich heritage of various sites and remains. Amity Institute of Travel and Tourism took the initiative to celebrate the day in collaboration with CSMVS, Mumbai to encourage students to learn about the rich heritage of our country. Education Facilitators from CSMVS, Mumbai were a part of the celebration to facilitate learning about heritage. CSMVS, Mumbai is a famous museum in Mumbai with huge collection of artefacts, coins, statues etc and has a legacy of more than 100 years, which was the external criteria. Since Historical Tourism Products of India is a part of the course, the exhibition and Museum on Wheels bus was a practical experience for the students of AITT, this was an internal criterion. Faculty members of AITT visited the museum in a personal trip and the contact was then established with CSMVS. Around 500 students, faculty, non-teaching staffs of AUM visited the heritage exhibition and museum on wheels. Students were able to curate an exhibition on a particular theme. Students of the university learned about the rich heritage of our country. The museum in itself is a tourism product, and a part of Mumbai's iconic heritage structures. More such collaborative events can be planned with CSMVS, Mumbai. Our students can visit the museum in future and take a guided tour of the same, and experience the whole range of cultural and heritage artefacts present.

Cleanliness and Sensitization drive at various tourist spots of Lonavla, Maharashtra.

General Information :

Date of Event : 25th February 2022
Venue : Outside AUM campus
Organized by : YUVA Tourism Club of Amity Institute of Travel and Tourism, Amity University, Mumbai

Total Participation : 36 students from AITT, AUM
Moderator(s) : Dr. Sachin Kumar Behera
Event Coordinator :Dr. Sachin Kumar Behera

Point wise Outcome Report:

- 1) What was the Inspiration behind taking up this Particular Subject?

Waste is a societal issue, and the Govt. of India is working constantly on macro and micro levels to tackle the problem. Waste at tourist destinations is also a serious issue, since the complete responsibility of managing waste at tourist destinations lie on the local communities once tourists have departed.

- 2) Who were the Distinguished Guest Speakers Invited for the Event. Kindly give their Names. Designations, Organisation, Qualifications, Area of Expertise and any Honours and Awards received by them.

There were no distinguished speakers, but the event was conducted under the aegis of YUVA tourism clubs, and Indiatourism, Mumbai; Ministry of Tourism, Govt. of India.

- 3) What was the Criteria Considered for inviting the Various Individual Guests, Internal as well as External ?

Not Applicable

- 4) Were the guests in advance and if yes, from what previous interaction? Were the guests recommended by someone. If yes, who ?

Not Applicable

- 5) Who all attended the Webinar? Also, if possible, give the numbers.

36 students from various batches of Amity Institute of Travel and Tourism, Amity University Mumbai took part in the cleanliness, awareness and sensitization drive.

- 6) What were the 'Take Homes' for the Guests and the Attendees in the form of knowledge, facts, information etc.? Please give the Salient Novel Points Covered by the Guest Speakers, in Bullet Points Format.
 - Students have understood the extent of waste related issues present in a destination.
 - Students had practical exposure to management of a destination
 - Students have gained confidence and destination operations knowledge by interacting with various stakeholders of a well developed destination.
- 7) Has the Webinar been able to generate any Tangible Gains for the Faculty, Researchers and Students of Amity. If yes, what are these ?

Through the participation and attention of tourists in the cleanliness, awareness and sensitization drive, tourist behaviour and attitudes towards responsible behaviour was observed.

- 8) What are the 'Progressive Outcomes /Way Forward' planned, based on the event of the webinar. Please give them pointwise, with timelines and names of the persons responsible for their execution.

Planning more such drives in different destinations across Maharashtra; similar plans have been laid down for nearby destinations in the month of march, by team at AITT, AUM.

- 9) Have we Followed-Up with the Guests to consider Various Collaborations such as Joint Research Papers and Publications; Joint Funded Projects; Student Internships and Placements; Participation in National/ International Seminars/Conferences,/Workshops ; Student/Faculty Exchange Programmes ; Post Doctorate tie ups ; etc.

Not Applicable

- 10) What are the plans for utilizing the contacts developed with the Invited Guests, for future cooperation to meet the targets of 'Mission: Connect' and Mission: Synergy of Brains? Please give a roadmap with timelines.

Not Applicable







