

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 1: No Poverty

Sustainable Development Goals SDG-01

Year 2022

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

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GOAL 1: No Poverty

Collaboration with NGOs for SDGs

Amity Institute of Liberal Arts (AILA) at the Amity University Maharashtra collaborating with the various NGOs like Udan Foundation, YRG Care, Kotak Foundation, Wockhardt Foundation, Reliance Foundation, Shree Mukti Sanghatana, SWASTI, Childline 1098, Khula Asman, TISS CSR Hub, and Sanjeevani – Life beyond Cancer.

Through these collaborations, the Bachelor of Social Work (BSW) students actively participate in a field visits, social work, and community activities. The outcome of these activities is to provide awareness among the poor and deprived sections of society. The University's contribution is for the various Sustainable Development Goals such as Good Health and Well-beings, Zero Hunger, No Poverty, and many more.

Amity Institute of Liberal Arts - AUM has communicated with the five schools from the Bhatan village near Amity University Maharashtra, and the Students have started the fieldwork. Communication with the school principals initiated washing hands, value building, morale building, and inculcating healthy habits. Faculty Ms. Meera Limaye, Faculty member AlLA initiated the Activity with the woman group and trained them for bread making and selling and starting a shop at Bhatan Village.

The summary of the activities ongoing with various NGOs as following.

NGO	Activity Summary		
YRG Care	YRG Care works with HIV Positive children. They conduct		
	residential camps. AUM Two students are working with YRG Care		
	NGO		
Kotak Foundation	Ms. Meera Limaye Madam communicated with CRC and arranged		
	to send students for fieldwork and internship.		
	In Even Semester 2020, a total of 8 students conducted fieldwork.		
Wockhardt	In association with the Wockhardt Foundation, 02 Students have		
Foundation	worked in the field, and the Organ donation awareness camps		
	were conducted in 4 colleges. At Fanaswadi, fruit-bearing plants		
	donated 02 pants for each house. A total of 70 plants were		

	donated.		
Reliance	AUM Four students worked for the fieldwork and internship.		
Foundation	They work on-site at slum areas Navi-Mumbai, Aeroli, Katkari		
	Pada, Working on Mal-Nutrition.		
Shree Mukti	AUM 01 Girl Student worked as an intern, and she created the		
Sanghatana	group of Ragpickers women. In addition, she created awareness		
	about savings and Wet Compost making camp. The Activity		
	resulted in the In-orbit space, Big Bazaar (Vashi).		
SWATI	SWATI works in Community development (Health-related,		
	prevention, and awareness). During the State level meeting, the		
	BSW faculty received an Award and trophy. There is planning to		
	conduct a WASH project in collaboration. In addition, SWATI		
	people Visited Amity and conducted a lecture.		
Khula Asman	Khula Asman works on the Psychology issues of children,		
	Community development. How to council on movement therapy		
	(Use of Dance), Best out of West. Two students of AUM		
	conducted a leadership development and team-building workshop		
	near a Lallu Bhai Compound Municipality school.		

MoU with Param Foundation

The MoU is singed with Param Foundation after realizing the difficulties faced by the community living in the villages in the neighborhood of the University Campus. This exposure has equipped Amity University Maharashtra to technically understand the needs of the residents of these villages and carry out activities to equip them by skill and knowledge. The MOU is singed on 20th March 2020.

AUM has the intent and human resources to provide skill development and training in cutting and stitching and related areas for community development project in villages around AUM. Param foundation, Navi Mumbai has provided thirty sewing machines to ASFDT AUM as support in the area of skill development and training in cutting and stitching for community development.

Community Outreach Programme

General Information:

Date of Event: 26/09/2022

Venue: 4th floor, Room No-403, A2 building. Organized by: School of Fashion Design and Technology

Total Participation: 20

Event Coordinator: Ms. Priya Mittal
Convener/Host: Dr Bhawana Chanana

Details of Expert/Speaker/Resource Person/Judge:

Country Name: India

Expert Name: Ms. Nutan Kajbaje

Organization: Faculty, ASFDT, Mumbai

Designation: Part-time Faculty and Coordinator Community outreach center

Specialization: Advance Pattern Making and Garment Construction

Point wise Outcome Report:

ASFDT inaugurated its community outreach centre in June 2022 and signed an MOU with Rotary Club, Smart City Navi Mumbai and Param foundation, Navi Mumbai in September 2022. They have generously sponsored 30 sewing machines for the centre. For Innovation week ASFDT planned to begin the batch for the tailoring course (cutting and sewing).

The courses conducted under the community outreach program are focused on providing training in various design-oriented skills to women from the peri-urban areas, hence empowering them by opening avenues of income generation and helping them to become financially independent.

ASFDT has initiated its first batch for cutting and sewing course which is of 8 weeks.

The programme is being conducted by one of ASFDT part-time faculty member Ms. Nutan Kajbaje who is an expert in Pattern Making and Garment Construction and have undertaken many other training programmes. She is the also the coordinator for the Community Outreach center.

The guests were mostly women from neighbouring village of Bhatan and Bhatan pada. The outreach program creates a partnership between the communities and the educational institutions.

Yes, the participants have done courses with ASFDT. The first level of the 8-week course included training on 'Traditional Embroidery Sitiches' (*Paramparik Kadhai*). 16 women from village Bhatan and Bhatan Pada attended and completed this course successfully. The course included process of design transfer to cloth, design development for various placements besides embroidery stitches like stem, satin, herringbone, lazy-daizy, bullion, French knot and so on. 22 women successfully completed Level II of the programme- an 8-week course in 'Traditional Embroidery and Yarn Craft'. The course structure included mirror embroidery, crochet, and macramé. The course work included creating beautiful hand-made fashion accessories and other household products.

The three main goals of outreach program are to improve learning, promoting civic engagement, and strengthening local communities by assisting them in generating income through skill development. Hence, these courses conducted under this program were focused on providing training in various design-oriented skills to women.

Women will be trained for cutting and sewing of women's garments. Professional cutting and sewing for customized tailoring as well as mass production. This is an 8 week course where women will be trained to make basic and variation of salwar, kurta, blouse, petticoat etc. We can conduct more training sessions with the village women

and help them in establishing a business in their village, this is an initiative in giving back to society.

ASFDT can conduct more such sessions with people from underprivileged sections of society. These people can be made adept in skills like advanced tailoring, embroidery (hand & machine), yarn craft, tie and dye etc., which can help them in setting up their own income-generating enterprise.

Webinar on Application of Lean Manufacturing: Innovative Prototype for a rural start-up)

General Information:

Date of Event : 23 August 2022

Venue : Zoom

Organized by : ASFDT with IIC

Total Participation : 116

Event Coordinator : Ms. Priya

Mittal

Convener/Host : Dr. Bhawana Chanana

Details of Expert/Speaker/Resource Person/Judge:

Country Name: India

Expert Name: Mr. Anurodh Agnihotri Organization: Pearl Academy, Mumbai

Designation: Department Leader (West Zone), D School of Business

Specialization: Working with craft clusters with the Ministry of Textiles and Buyer and

category head for women's ethnic wear business.

Lean manufacturing improves efficiency, reduces waste, and increases productivity. The benefits, therefore, are manifold: Increased product quality: Improved efficiency frees up employees and resources for innovation and quality control that would have previously been wasted. This webinar will help students understand that businesses of any size and scale will benefit from eliminating or reducing the number of steps.

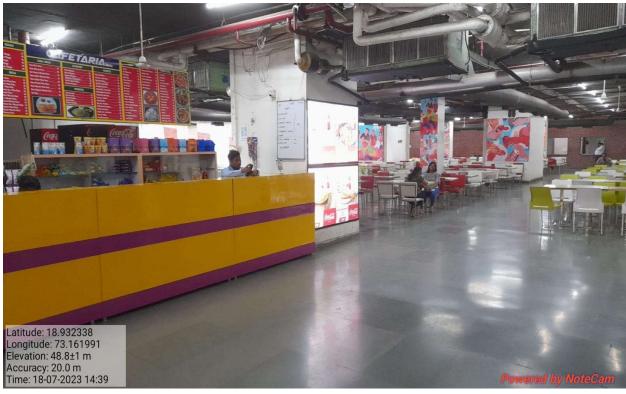
Mr Anurodh Agnihotri currently heading the D School of Business at Pearl Academy as a Department Leader and pursuing PhD. His research topic is – "Application of Lean Manufacturing in Hand Block Printing to increase productivity", which is a challenging aspect catering to various hand block printing techniques and applying lean tools to increase productivity. The application of the research study would provide a cost-effective way to procure any handcrafted product. His Industry experience goes with extensive involvement at various craft clusters for 4 years with the Ministry of Textiles (Handicraft Dept) exploring product development for different handcrafted product categories. He has worked with various brands such as Reliance Retail, TATA Trent and Hyper City as buyer and category head respectively handling women's ethnic wear business.

The expertise and experience carried by guest is of value to students. The industry linkages brought by the expert helps the school with placements and internship opportunities. The guest conducted an e-lecture earlier with the school. The guest was recommended by Dr Bhawana Chanana, Director, School of Fashion Design & Technology.

The event was attended by students of B.Des semester III, V, VII of all programmes and M.Des semester III along with all faculty members. Total of 106 people attended. Students understood the concept of Lean manufacturing and how it helps to improve efficiency, reduce waste, and increase productivity. The product quality improves and the efficiency increases, which frees up employees and resources for innovation and quality control that would have previously been wasted. Students learnt about the five key lean principles (value, value stream, flow, pull, and perfection) and their usability for small and big businesses. Students were made aware that innovation is key to the sustenance of any organization and change is the only way to achieve growth. The tools of lean manufacturing if applied carefully, help in sustained improvement which can further transform the efficiency of workers and help achieve growth for any industry. Yes, the guest has shown keen interest in Joint Research Papers and Publications and Joint Funded Projects. He is willing to participate in Seminars, conferences, workshops etc. The guest has good knowledge about various craft clusters in India and has worked on many projects with Ministry of textiles. Our school can benefit from his contacts for dissertation, craft intervention, workshops etc.

Canteen on Campus with Affordable Food Rates





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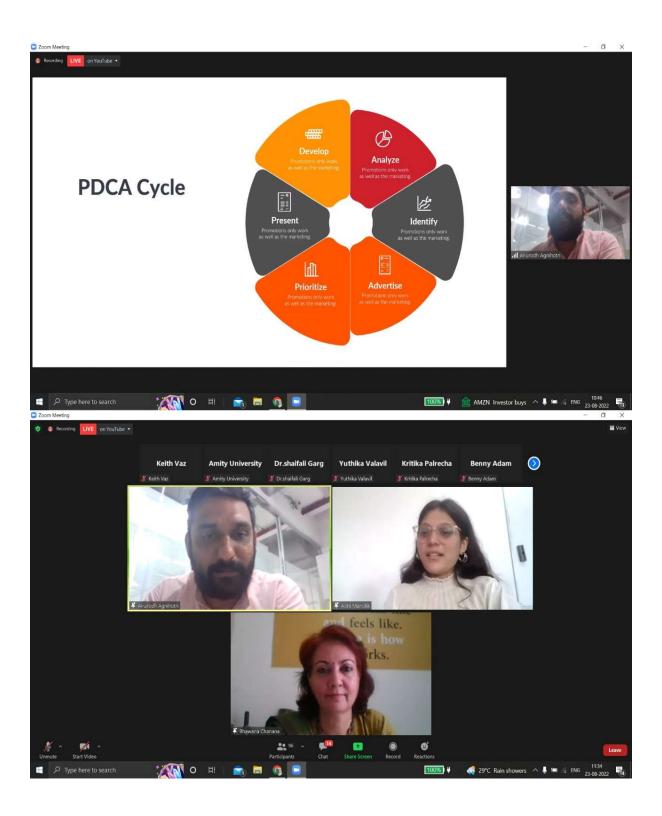
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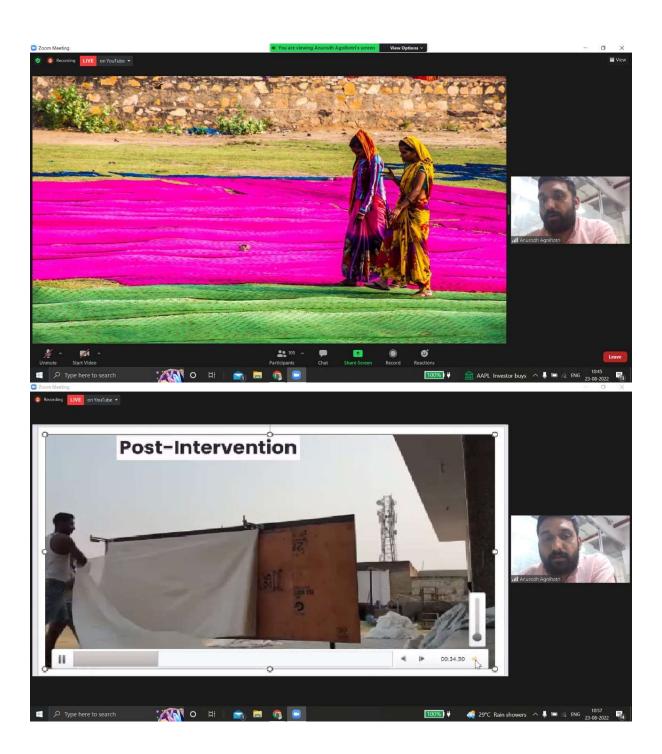
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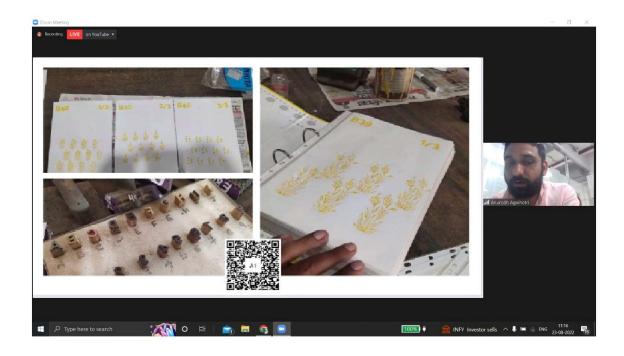
The expertise and experience carried by guest is of value to students. The industry linkages brought by the expert helps the school with placements and internship opportunities. The guest

conducted an e-lecture earlier with the school. The guest was recommended by Dr Bhawana Chanana, Director, School of Fashion Design & Technology. The event was attended by students of B.Des semester III, V, VII of all programmes and M.Des semester III along with all faculty members. Total of 106 people attended.

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Community Outreach Programme

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Total Participation: 20

Details of Expert/Speaker/Resource Person/Judge:

Country Name: India

Expert Name: Ms. Nutan Kajbaje

Organization: Faculty, ASFDT, Mumbai

Designation: Part-time Faculty and Coordinator Community outreach center

Specialization: Advance Pattern Making and Garment Construction

Point wise Outcome Report:

1. What was the Inspiration behind taking up this Particular Subject for this Programme?

ASFDT inaugurated its community outreach centre in June 2022 and signed an MOU with Rotary Club, Smart City Navi Mumbai and Param foundation, Navi Mumbai in September 2022. They have generously sponsored 30 sewing machines for the centre. For Innovation week ASFDT planned to begin the batch for the tailoring course (cutting and sewing).

The courses conducted under the community outreach program are focused on providing training in various design-oriented skills to women from the peri-urban areas, hence empowering them by opening avenues of income generation and helping them to become financially independent.

ASFDT has initiated its first batch for cutting and sewing course which is of 8 weeks.

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.

The programme is being conducted by one of ASFDT part-time faculty member Ms. Nutan Kajbaje who is an expert in Pattern Making and Garment Construction and have undertaken many other training programmes. She is the also the coordinator for the Community Outreach center.

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

The guests were mostly women from neighbouring village of Bhatan and Bhatan pada. The outreach program creates a partnership between the communities and the educational institutions.

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

Yes, the participants have done courses with ASFDT.

The first level of the 8-week course included training on 'Traditional Embroidery Sitiches' (*Paramparik Kadhai*). 16 women from village Bhatan and Bhatan Pada attended and completed this course successfully. The course included process of design transfer to cloth, design development for various placements besides

embroidery stitches like stem, satin, herringbone, lazy-daizy, bullion, French knot and so on.

22 women successfully completed Level II of the programme- an 8-week course in 'Traditional Embroidery and Yarn Craft'. The course structure included mirror embroidery, crochet, and macramé. The course work included creating beautiful hand-made fashion accessories and other household products.

5. 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.

The three main goals of outreach program are to improve learning, promoting civic engagement, and strengthening local communities by assisting them in generating income through skill development. Hence, these courses conducted under this program were focused on providing training in various design-oriented skills to women.

Women will be trained for cutting and sewing of women's garments. Professional cutting and sewing for customized tailoring as well as mass production. This is an 8 week course where women will be trained to make basic and variation of salwar, kurta, blouse, petticoat etc.

6. 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.

We can conduct more training sessions with the village women and help them in establishing a business in their village, this is an initiative in giving back to society.

7. 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.

ASFDT can conduct more such sessions with people from underprivileged sections of society. These people can be made adept in skills like advanced tailoring, embroidery (hand & machine), yarn craft, tie and dye etc., which can help them in setting up their own income-generating enterprise.





Amity School of Fashion Design & Technology inaugurated it's community out-reach centre in June 2022 recently signed an MOU with Rotary Club, Smart City and Param foundation, Navi Mumbai.



Dr. Assem Chauhan President



Dr. A.W. Santhooh

ho Wor Character

Annie University Municipal





Inauguration of Community Outreach Center with Rotary Club

General Information:

Date of Event : 29-06-2022

Venue : AUM

Organized by : School of Fashion Design & Technology

Total Participation : 50 Rotary members, Faculty members and participants

Details of Expert/Speaker/Resource Person/Judge:

Country Name: India

Expert Name: Rotarian Dr. Mohan Chandravarkar, Past District Governor, Rotary Club,

Smart-city, Navi Mumbai.

Organization: Consultant Obstetrician, Gynecologist, Infertility Specialist and

Endoscopist at his Apeksha Nursing Home in Samatanagar.

Designation: He teaches O.B.G.Y.N. to undergraduates and postgraduates as an

Honorary Associate Professor at the Rajiv Gandhi Medical College in Thane. He was a guide for DGO, DNB and FCPS courses and was for MBBS and DGO.

Specialization: MD FCPS DGO DFP post graduated from GS Medical College & KEM

Hospital and has been serving the people of Thane.

Country Name: India

Expert Name: Rotarian Mr. Padmapani Tilwe, Past President, Rotary Club, Smart-city,

Navi Mumbai.

Organization: Worksphere Architects (I) Pvt. Ltd.

Designation: Director Specialization: Architect

Country Name: India

Expert Name: Rotarian Mr. Prasanna D Karnik, President, Rotary Club, Smart-city, Navi

Mumbai.

Organization: Sugee Developers.

Designation: Vice President

Country Name: India

Expert Name: Rotarian Ms Shalini Kamble, Secretary and President Elect, Rotary Club,

Smart-city, Navi Mumbai.

Designation: Financial advisor

Country Name: India

Expert Name: Rotarian Mr. Nagesh Soparkar,

Organization: Dynamic Valves Pvt. Ltd.

Designation: Managing Director

Point wise Outcome Report:

Amity School of Fashion Design and Technology has been actively giving back to society through its dedicated Community Outreach Programme, 'Design Intervention for Community Outreach' wherein women of the neighbouring villages/ peri-urban areas are trained in various design-oriented skills to become professionals and provide income generation opportunities. The courses include traditional Indian embroideries, techniques of crochet, macramé, pattern making & sewing. The course work includes creating beautiful hand-made fashion apparel, accessories and other household products. Owing to an exceptional response to the course, Rotary Club (Smart-city) has signed an MoU with Amity School of Fashion Design and Technology. Before the lockdown and during the pandemic, Rotary Club and Param Foundation had donated 30 sewing machines for meeting the high demand of the women from nearby villages to join the course, and the sewing machines are utilized during the Design Intervention program for the women. The event was conducted to inaugurate and appreciate the same.

The programme focuses on providing training in various design-oriented skills to women of the neighbouring villages. To empower them by opening avenues of income generation and helping them to become professionals. This program is conducted since 2016 onwards. This is Skill Training Program conducted by the Amity School of Fashion and Design Technology (ASFDT) at Amity University Maharashtra. A full-fledged Certificate program consists of six levels encompassing various skills in Fashion Design and Textiles. This program primarily aims at empowering them to be successful entrepreneurs or take up job opportunities in the fashion industry. Students actively participate in course development and teaching these courses. It is a rewarding experience for the students to work closely with the less privileged sections of society and make a difference in the lives of the people of the community. Besides skill up-

gradation of the women, the activity gave an opportunity to the Mumbai campus to develop a friendly synergy with the families in Bhatan village.

Rotarian Dr. Mohan Chandravarkar, Past District Governor, Rotary Club, Smart-city, Navi Mumbai. Honourary Assiciate Professor at Rajiv Gandhi Medical College, Thane. Rotarian Mr. Padmapani Tilwe, Past President, Rotary Club, Smart-city, Navi Mumbai. Rotarian Mr. Prasanna D Karnik, President, Rotary Club, Smart-city, Navi Mumbai. Rotarian Ms. Shalini, Secretary and President Elect, Rotary Club, Smart-city, Navi Mumbai.

Rotarian Mr. Nagesh Soparkar, Managing Director, Dynamic Valves Pvt. Ltd.

The community outreach centre was inaugurated in presence of members of Rotary club, Smart city, Navi Mumbai and Param Foundation. All people are eminent Rotarians and experts in their fields. All guests were contacts of Dr Bhawana Chanana, HOI, ASFDT. The inaugration programme was attended by Honourable Dr A.W.Santhosh Kumar (V.C.AUM), Dr. H.S. Vyas (Registrar, AUM), Rotarians, HOI's from various departments of AUM, Faculty members of ASFDT, Women participants from the local community who are a part of the programme. The objectives of inaugurating this program were to relaunch the community outreach program that was previously established and was very popular before the pandemic lockdown. Through the program, the following aims can also be met:

To provide skill upgradation opportunities to village women belonging to lower income categories

To add value to their existing skills (blouse stitching and bag making)

To provide income generation opportunities through skill enhancement

To develop a friendly and synergistic relationship with the neighbouring villages Inculcate interest and insight in designing and trends

Teach various embroidery techniques, process of design development for centre and border motifs, and method of design transfer to cloth

Make final products like purses, file covers, mobile pouches, laptop covers and more Provide an opportunity for students to express their creativity Encourage students to visualise and develop their own creative projects Meeting new friends and having fun

The faculty and students of ASFDT alike would be able to participate in the community involvement work which is not only related to their coursework but also develops them holistically as they understand the importance of offering their time and effort to improve a community that could benefit economically.

With increased participation, the higher certificate level will be carried out during the summer break and various workshops will be planned for different age group students as follows:

- Tie and dye
- Jewellery making
- Sewing skills using kid-friendly patterns and introducing them to fashion design concepts, including pattern design
- Fashion illustration and understanding current trends in clothing styles and textiles
- Craft projects

ASFDT plans to launch an international conference in 2022 to connect global talent, academics, and intellectuals. The school would dedicate a separate section to display the beautiful works of the program students for all attendees to appreciate. The school would also like to invite the students of the program to eventually take part in the Aminova and present their works through a fashion. Not only is it encouraging for them, but it provides another platform for them to showcase their works.











Param Foundation



School of Fashion Design and Technology

Welcomes all to the inauguration of

INAUGURATION BY

Rtn. Dr. Mohan Chandavakar, Past District Governor 3142

Mr. Sushil, Trustee, Param Foundation

Rtn. Padmapani Tilwe, Past President, Rotary Club of Smart City Navi Mumbai

Rtn. Prasanna D Karnik, President, Rotary Club of Smart City Navi Mumbai

Dr. A.W.Santhosh Kumar, Vice Chancellor, Amity University Mumbai

Convener: Prof (Dr) Bhawana Chanana, Director, School of Fashion Technology, Amity University Mumbai

