Institutional Distinctiveness

7.3.1. Along with regular audio-video productions, Amity University, Madhya Pradesh has a Centre for Excellence for Fake News Detection as one of its institutional distinctives.

About the centre -Fake news is one of the biggest challenges being faced by world and civil society in the current times. Video and Photo morphing is not new to the world, but in this era of digital media, it is becoming more challenging, and we must curb this monster before it creates another mess in the world. To contribute to fighting against misinformation, Amity School of Communication has established a Centre for Detection of Fake News and Disinformation (CDFND) at Amity University Madhya Pradesh. This Centre remains updated about technology for Detection of Fake news/videos/audios/pictures on social media/print/ electronic media. It also liaises with agencies like Google News Initiative, Poynter with know-how and methodology for Detection of Fake News. The Centre mainly trains the faculties and students of AUMP in general, and students of ASCO in particular regarding technology associated with the subject. It also gives training and consultancy to various Government/Educational institutes of Madhya Pradesh. Detailed report link –CDFND - ASCO_2023-24.docx

https://cdfnd.in/

7.3.2.1 "Aash - A Way from Destitute to Happiness

Aash-A Journey from Destitution to Joy" is an initiative by Amity School of Fashion Design & Technology, AUMP aimed at providing clothing for underprivileged children. This project commenced in 2023 and carried on into 2024. Ms. Vidhu Gupta, the coordinator of Project Aash, and her team distributed garments to the children of the NGO named Sharda Balgram, located on Sachin Tendulkar Marg, Gwalior, on April 19, 2024, Friday.

The primary goal of this endeavour is to cater to the needs of children who aspire to wear new and stylish clothes like their peers but lack the means to do so. Our objective was not only to provide them with garments but also to offer a glimmer of hope and a reason to smile. The students of the Fashion Design department repurposed old, discarded clothes with various creative ideas, giving them a fresh and new look. These redesigned clothes were then presented to the underprivileged children of NGO Sharda Balgram. We distributed the clothes to approximately 40 children across different age groups. This experience was truly delightful for the students of the 2nd semester.

Aash aims to expand its reach and create a lasting impact on the lives of destitute children, bringing smiles and hope to their faces.

7.3.2.2 Workshop on Bhartiya Gayan Parampara: Vividh Sandharbh Indian Knowledge System MANOVIGAYAN on 10 May 2024

Amity Institute of Behavioural and Allied Sciences (AIBAS) has made remarkable strides in promoting inclusive education, which emphasizes best practices in fostering social equity and inclusion. AIBAS has developed a strong focus on mental health awareness and intervention, providing counselling and psychological support to underrepresented communities. By integrating a curriculum that includes diversity-sensitive counselling techniques, AIBAS ensures that students are well-equipped to work with individuals from different socio-economic, cultural, and ethnic backgrounds. 'Behavioural Sciences', a value-added course, is being run as a compulsory course across all the institutes/schools in Amity University,

Gwalior, M.P. The soul objective of this course is to prepare socially useful citizens to excel in their lives. The institution's collaboration with some leading hospitals further solidifies its commitment to inclusivity. These initiatives enhance the student experience in mental health services. In addition, AIBAS has organized a workshop on the Indian Knowledge System (IKS), enhancing the understanding of traditional wisdom and its application in modern contexts. This initiative empowers faculty to integrate IKS principles with contemporary psychological practices, enriching the curriculum and fostering a deeper connection to cultural roots. These initiatives not only enhance the student experience but also contribute to addressing social inequities in mental health services