



# 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.

## Progress on SDG11



Year 2023

Mumbai - Pune Expressway Bhatan, Somathne, Panvel,  
Mumbai, Maharashtra 410206



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## Clean Amity Green Amity



## Multispecialty Hospital Manchar – Visit - 13-02-2023

Interior design students were involved in an Interior design honorary consultancy project to experience the live project design complete process. The Client Dr.Ashish Pokharkar The Architect of the Hospital building Dhanashree Chikhle was invited to interact with the students on site. No previous interaction. Client was referred by Prof.Rajendra Tamhane. Site visit was attended by 12 Bachelor of Interior design students and one Faculty Prof Rajendra Tamhane.

The students experienced a live site under construction. The students interacted with the client and his architect with respect to the requirements of the project. The students got updated with the flow of patients and the instruments required in each department



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of the hospital. The 24 students in 6 groups will design the hospital and submit the portfolios by 15th March 2023.





## Cleanliness and Sensitization drive at various tourist spots of Lonavla, Maharashtra - 25<sup>th</sup> February 2022

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. YUVA Tourism Club of Amity Institute of Travel and tourism. There were no distinguished speakers, but the event was conducted under the aegis of YUVA tourism clubs, and India tourism, Mumbai, Ministry of Tourism, Govt. of India. 36 students from various batches of Amity Institute of Travel and Tourism, Amity University Mumbai took part in the cleanliness, awareness and sensitization drive. 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. Through the participation and attention of tourists in the cleanliness, awareness and sensitization drive, tourist behaviour and attitudes towards responsible behaviour was observed.



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## The World Architecture Day Celebration - 03.10.2022





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Design Thinking and Innovation are very important for the fields of Architecture, planning and Interior Design education and professions. Industry exposure offers a different perspective to the young budding professionals. The event intended to celebrate 36<sup>th</sup> World Architecture Day. Mr. Nilesh Kenkare & Ms. Bhavya Kenkare, Founders of Arch-Aid, Mumbai, India and Mr. Sunil Patil, Founder & Principal Architect of Sunil Patil & Associates, Pune were the guest speakers for the event. Industry





experience and a good name in the field of Architecture and Interior Design and celebration of World Architecture Day were the main criteria considered for inviting the guest speakers. These guests visited ASAP Mumbai for the first time on the recommendation of Professor Anuradha Kapadia and Milind Ladge.

About 200 students and 12 faculty members of ASAP attended this event in AUM Seminar Hall. Following are the salient points covered by the guest speakers. Mr. Nilesh Kenkare & Ms. Bhavya Kenkare gave an overview of wide range of interior design projects successfully completed by their firm Arch-Aid., informing the students about various textures, materials and the process of space design. They demonstrated their award-winning projects and also the projects done for the celebrity/Politician clients. Mr. Sunil Patil talked about Design thinking as an interactive process where design should speak of itself and should blend into its surroundings. He also demonstrated his award-winning and celebrated projects in and around Mumbai and Kolhapur. Mr. Patil came up with interactive drawings that really helped students in conceptual evolution stage of their design projects.

The guests assessed the entries of design competition on the topic, "Design of installation for the celebration of 75 years of our country's independence". After a jury of all 10 entries, they announced the 3 winners for the same with their informative feedbacks where they highlighted the following points: Importance of site surroundings & context. Influence of site context on design and concept. Incorporation of formal drawings (plans, elevations & sections) with that of 3D visualization to increase the viability of the design presentation. Relevance of conduction site study and analysis before the conceptual evolution.

The session began by lamp-lighting, Ganpati Vandana and was closed by an informal interactive session with the students, announcements of three winning entries and a group photograph with all students and faculty members. The students gained insights about the latest market trends in terms of design and new materials available. They also learned about advantages of thinking outside the box and Design Thinking, difference between Invention and Innovation, and their applications in their design projects.



The students can treat both the design firms as prospective employers and can contact them for internship and job opportunities in future. We have discussed with them the possibilities of collaborating for further seminars jury sessions. We can also collaborate with them for the site visits and case studies on various subjects.

## Poster Making competition "Managing E-waste" - 26th September 2022

YUVA Tourism Club, Amity Institute of Travel and Tourism. A Poster Competition was organized by YUVA Tourism Club, Amity Institute of Travel and Tourism, Amity University, Maharashtra on 26th September 2022 to mark the celebration of Swacchta Pakhwada of Ministry of Tourism, Government of India. The theme of the competition was Managing E-Waste and 17 students portrayed their innovative ideas and vision to curb E- Waste. 17 students from various batches of the BTTM and MTTM program of Amity Institute of Travel and Tourism participated in the event. Students have made different handmade posters highlighting issues of managing e-waste, through their expressions students have also understood the importance of handling e-waste and being careful in generation of e-waste in their personal spheres. Students have created handmade posters which were recognized by the India tourism, Ministry of Tourism, Govt. of India Office as it was part of the YUVA tourism club. Encouraging participation in such events, especially the ones where students will have an opportunity to showcase their talents directly under the representation of the Ministry of Tourism, Govt. of India.

## World Tourism Day celebrations - 27th September 2022

United Nations World Tourism Organization(UNWTO) had designated the year 2022 theme for World Tourism Day as "Re-thinking Tourism" and on the same grounds, students of Amity Institute of Travel and Tourism, have selected two important forts of India, Jejuri and Janjira, and through simulation have highlighted the importance of these forts and motivated participants to consider these forts under their tour visits. Through the simulation "Fortventure" students of AITT have celebrated the essence of tourism. The event was attended by approximately 300 individuals, including senior dignitaries at Amity University Mumbai, namely the Hon. VC sir, Registrar Sir, Dean



Academics and Dean Student Welfare, faculty members, non-teaching department heads, staff members, and students from various courses.

All visitors were shown a simulation of two important fort structures of India and an idea about the peculiar practices of worship and lifestyle attached with the same. The in-house travel magazine showcased the breadth of the tourism industry, it highlighted key focus areas, developing niches and in-demand trends. All Quiz participants were selectively students who are not majoring in tourism courses, during the contest, participants were also given, additional information as knowledge snippets which was left with students to further explore, introspect and discuss in their respective classrooms or circles.

World Tourism Day, Innovation Week, and Iconic Week of ministry of tourism have all coincided this year in a span of a week, hence an elaborate event could be planned, keeping in view of the same. Every year World Tourism Day is celebrated with great involvement and creativity by students of Amity Institute of Travel and Tourism, Amity University Mumbai in line with the theme decided by the UNWTO (United Nations World Tourism Organization). Keeping up with the spirit of the same, events with academic growth and community outreach shall be planned for the following year on a bigger scale, and the responsibility of the same shall be of the HOI, Faculty members and students of AITT,AUM.

## Azadi ka Amrit Mahotsav, Photography and Short Film competition

The United Nations World Tourism Organization (UNWTO) had designated the year 2022 theme for World Tourism Day as "Re-thinking Tourism". Getting inspired through this theme Video Screening was done of Ek Bharat Shreshtha Bharat, Short Film and Photography Competition, videos based on Azadi ka Amrut Mahotsav and Cultural Program was organized by YUVA Tourism Club, Amity Institute of Travel and Tourism on 28th September 2022. The event was organized by 'Yuva Tourism Club' for students of Amity Institute of Travel and Tourism, around 100 students from various departments had participated in the event. Present among audiences were Dr. Divya Pandey, HOI AITT, Faculty, and staff of AITT.



The event was conducted and hosted the event. Ek Bharat Shreshtha Bharat – understanding the unity in diversity was the key takeaway from the event, by participating in cultural program and performing different local artforms of various states and by watching the videos of Ek Bharat Shreshtha Bharat students gained knowledge about local culture and are curious to know more about the same. As part of the event, video screening was done in which cleanliness campaigns were shown which took place in different parts of India, two sister states participating in cultural exchange programs such as Maharashtra and Odisha, Himachal and Kochi where group of students of one state were briefed about other states to represent their culture and learn about another states culture. Tangible gain was that many students willing participated in the event. Planning and executing more such indoor and outdoor activities related to culture, tradition of India at regular basis by collaborating with the upcoming events of Ministry of Culture, Government of India thereby creating awareness among young minds about Indian Tourism and giving them a great platform for their bright future. As part of Mission: Connect, collaborating with all events of Indiatourism Mumbai, Ministry of Culture-Government of India, regularly conducting similar events in the local areas in and around Campus, and increasing students participation for planning and implementation phase of events through YUVA Tourism Club.

## Cleanliness Drives

### Clean initiative at Lonavla, Maharashtra by AITT,

AUM in collaboration with YTC, Indiatourism Mumbai, Ministry of Tourism, Govt. of India. YUVA Tourism Club of Amity Institute of Travel and Tourism, Amity University, Mumbai conducted a cleanliness and sensibilization drive at various tourist spots of Lonavla, Maharashtra on 25<sup>th</sup> February, 2023. The members of the club collected trash from the spots which included plastic wrappers, cups, spoons, bags etc. and disposed them off in a dust bin. The members propagated the message of cleanliness to the tourists and to local stakeholders as well. Tourists assured the members to not be indulged in any kind of littering in future. A Nukkad Natak (Street Play) on cleanliness was also performed by the members of the club focusing on cleanliness and plastic



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menace in the society. This cleanliness drive was a part of implementation of the Outreach Project (Keep our Tourist Spots Clean) by Western Regional Office of Ministry of Tourism, Government of India. Transportation, food and cleaning equipment's arrangements were facilitated by Indiatourism, Mumbai.





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## Cleanliness and Awareness Drive to celebrate Swaccha Pakhwada of Ministry of Tourism

YUVA Tourism Club, Amity Institute of Travel and Tourism organized a Cleanliness and Awareness Drive at Amity University, Mumbai and Bhatan Village on 15<sup>th</sup> September, 2022. YUVA tourism club members along with faculties of the institute took part in the cleanliness drive with great enthusiasm. Members of the club shouted slogans and carried placards related to Swachh Bharat Mission. Members of the club picked garbage in the campus and the village with ensuring awareness on cleanliness.





## Beach Cleanup Drive at Thal Beach, Alibaug to celebrate World Tourism Day - 2023

**Environmental Concerns:** Students have learned about the harmful impact of plastic pollution, marine debris, and the destruction of coastal ecosystems through their studies, documentaries, and news reports, presented to them in class and as part of various activities they have undertaken. Concern for the well-being of marine life and the overall health of the planet has become a powerful motivator for them, and it was evident that students wanted to contribute to the safekeeping of communal spaces.

**Cultural Significance:** Many students have a deep connection to their local beach or coastal areas, as many students in the batch are from coastal areas. They have spent their childhood playing on the beach, swimming in the ocean, or enjoying family outings, hence they feel motivated as responsible individuals to give back to the society.

**Community Engagement:** Students often have a strong sense of community and want to give back to the places; many of the students are also associated with coastal communities. Hence, organizing a beach cleanup was found to be an effective way to engage with the local community, promote a sense of shared responsibility, build a stronger bond among residents, and give them a fresh perspective about the young generation of individuals.

**Education and Awareness:** Students have seen how the institution prioritizes responsible behaviour, by encouraging such activities as well as inculcating these values in the department. In class students have been educated about the environmental challenges facing beaches and oceans, and students have often expressed that they are compelled to turn that knowledge into action by taking active part in cleanup events.

**Personal Growth and Leadership:** From past experiences participating in a beach cleanup has been a fulfilling personal experience. It has allowed students to develop leadership skills, teamwork, and a sense of accomplishment, and has improved their interest in the program.

**Strong Government Support –** All cleanliness & sensitisation drives conducted in the past alongwith the current one, have been supported by the Ministry of Tourism, through their Indiatourism office, under the aegis of the Yuva Tourism Club at Amity Institute of Travel and Tourism. Hence, it gives students an exposure to good governance and an opportunity to create grassroot level impact from their efforts.



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## Clean initiative at Korlai Fort, Maharashtra by AITT,AUM in collaboration with YTC, Indiatourism Mumbai, Ministry of Tourism, Govt. of India

YUVA Tourism Club of Amity Institute of Travel and Tourism, Amity University, Mumbai conducted a cleanliness and sensitization drive at KORLAI FORT of Alibaug, Maharashtra on 25th March 2023 with the support of Indiatourism, Mumbai. Members of the club trekked to the fort and collected trash on their way to the fort. The members of the club collected trash from near the canons, corners of the fort, and beach adjoining the fort which included plastic wrappers, cups, spoons, bags, etc, and disposed of them in a dust bin. The members propagated the message of cleanliness to the tourists and to local stakeholders as well.

This cleanliness drive was a part of the implementation of the Outreach Project (Keep our Tourist Spots Clean) by Indiatourism, Mumbai, the Western Regional Office of the Ministry of Tourism, Government of India.



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