



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 SDG13



Year 2023

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



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New Year Pledge - Environment and Social Committee LD Lab

Starting the new year by taking a pledge to protect the environment. We encouraged the students to take pledge to conserve, save and protect the environment. To take the pledge all the available faculties and students in ABS were invited to come and take a pledge. There were 81 registered students for the event and few respected faculties. We felicitated the faculties with Tulsi saplings which is a symbol of prosperity and wisdom. We also provided e-certificates to the registered students.



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BY:- Id lab
Environment And
Social
Committee 2022

CLIMATE ACTION! LET'S SAVE THE EARTH!

What can we do?



Reduce, reuse,
and recycle



Use no
plastics



Save energy

I pledge to take individual action to help protect the environment. I pledge to remind my friends, family and others about the importance of greening their daily actions in order protect the nature essential for future generations.





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Beach Cleanup Drive at Thal Beach, Alibaug to celebrate World Tourism Day – 27th September 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,



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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 grassroots level impact from their efforts.

38 students from various batches at Amity Institute of Travel and Tourism, Amity University Mumbai, alongwith 5 members of Amity Institute of Travel and Tourism, Amity University Mumbai attended the cleanliness drive.

- Students got an exposure to good governance and an opportunity to create grassroots level impact from their efforts.
- Students had an opportunity to develop leadership skills, teamwork, and a sense of accomplishment, and has improved their interest in the program.
- Concern for the well-being of marine life and the overall health of the planet has become a powerful motivator for students, and it was evident that students wanted to contribute to the safekeeping of communal spaces.

Since students were engaged in a physical activity at a lesser-known tourist destination, students have seen by themselves the impact of garbage at coastal destinations. They have also interacted with the local community of the area and have learnt, understood and further sensitised the locals on responsible behaviour. The local population was also happy on seeing the students efforts and have commended their spirit of maintaining communal harmony.

Planning more such events, in commemoration of important days to inculcate responsible behaviour a practical experience for participants.



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Clean initiative at Korlai Fort, Maharashtra

Keep Our Tourist Spots 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



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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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Clean initiative at Lonavla, Maharashtra

Keep Our Tourist Spots Clean initiative at Lonavla, Maharashtra by AITT, AUM in collaboration with YTC, India tourism 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 various tourist spots of Lonavla, Maharashtra on 25th February 2023. The members of the club collected trash from the spots which included plastic wrappers, cups, spoons, bags etc and disposed of them off in a dustbin. The members propagated the message of cleanliness to the tourists and to local stakeholders as well. Tourists assured the members not to be indulged in any kind of littering in future. A nuked Natak (Street Play) on cleanliness was also performed by the members of the club focusing on cleanliness and plastic menace in 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.



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Transportation, food and cleaning equipment arrangements were facilitated by India tourism, Mumbai.





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Cleanliness and Awareness Drive to celebrate Swacchta Pakhwada of Ministry of Tourism - 15th September, 2022

YUVA Tourism Club, Amity Institute of Travel and Tourism organized a Cleanliness and Awareness Drive at Amity University, Mumbai and Bhatan Village on 15th 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 SwacchBharat Mission. Members of the club picked garbage in the campus and the village with ensuring awareness on cleanliness.



Workshop on textiles of India and Museum Tour of CSMVS - 04th March 2023

Organized by, YUVA Tourism Club of Amity Institute of Travel and Tourism, Amity University, Mumbai. Museum is one among many important tourist points of attraction, for tourists and a



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major tourism product. The CSMVS, formerly Prince of Wales Museum is an iconic museum, known popularly across Indians as well as domestic tourists. Hence when the opportunity was extended for a Workshop on Fabrics and Textiles of India followed by a guided tour of Chhatrapati Shivaji Maharaj Vaastu Sanghralaya, Mumbai on 4th March 2023, for students of Amity Institute of Travel and Tourism, Amity University Mumbai. It was mutually decided that this would be a learned experience for students. There were no distinguished speakers, but the event was conducted under the aegis of YUVA tourism club, and Indiatourism, Mumbai, Ministry of Tourism, Govt. of India. 35 students from various batches of Amity Institute of Travel and Tourism, Amity University Mumbai and 3 faculty members took part in the program.

Students have understood the cultural and historical journeys of textile. Students have understood, how an exhibition is curated. Students have gained confidence on their skills by observing how museum is a sellable tourism product. Students have bought souvenirs and artefact copies, and thereby also understood how souvenirs can be a source of revenue for tourism destinations/attractions and organizations.





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