



# 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.



Year 2023

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



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## Sewage Treatment Plant on AUM Campus.





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## 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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