AMITY UNIVERSITY
RAJASTHAN

SDG 1: No Poverty

1. Commitment and Institutional Framework

Amity University Rajasthan (AUR) is deeply committed to SDG 1 – Eradicating poverty in all its forms everywhere. The university aligns its strategies with the UN 2030 Agenda, Government of India's National Action Plan for Sustainable Development, and Amity's Sustainability Vision 2030. AUR's approach integrates education, research, and community engagement to foster equitable economic growth and social inclusion.

The university advances SDG 1 through multi-sector initiatives that provide scholarships, livelihood opportunities, and entrepreneurial training for economically disadvantaged groups. AUR works with NGOs, social organizations, and local bodies to promote rural development, skill enhancement, and employment generation, ensuring that no learner or community is left behind.

AUR's academic and research ecosystem includes dedicated departments and centres—such as the Corporate Resource Centre (CRC) and the Amity Social Business Centre (ASBC)—which connect students and researchers with industry partners for assured career progression and inclusive growth.

Key initiatives include:

- Merit-cum-Means Scholarship Scheme for students from low-income families.
- Student Support Cell for national and international scholarship facilitation.
- Industry-sponsored Ph.D. scholars (Biome Technologies and Genomix Carls USA).
- Financial support for faculty/students presenting research at conferences.
- Regular workshops and exhibitions that encourage creativity, innovation, and self-reliance through product development and marketing.
- Regional skill-development programmes for rural women and youth, focusing on domestic utilities and apparel production.
- Livelihood projects generating employment and income for local communities.

2. Key Programs and Events (2025–2026)

1. **Daan Utsav: Donation Drive:** The NSS Cell of Amity University Rajasthan organised *Daan Utsav: Donation Drive* on 25 November 2025 with the objective of extending support to economically disadvantaged families and promoting the spirit of social responsibility among students. As part of the initiative, a total of 45 donation boxes were collected. During Phase I, donation boxes containing essential items were taken

to three identified locations: Buran Pura, Baal Sambhal and the slum/construction area behind NIMS. NSS volunteers and coordinators actively participated in field visits, sorting and partial distribution of collected materials.



2. **Book Donation:** The Amity Book Club organized a 'Book Donation Drive' from 1st to 7th November 2025 with the objective of promoting the spirit of knowledge sharing and encouraging a culture of reading across the campus. The drive witnessed enthusiastic participation from both faculty members and students, who donated more than 400+ books in good condition. The donated books were subsequently deposited in the Central Library to ensure easy access for the entire AUR community.



3. Amity School of Fine Arts organized 'Shubh Deepawali Exhibition-Cum-Sale' on 15th & 16th October 2025 at AUR Campus. During the Shubh Deepawali Exhibition, students created various decorative items for Deepawali and painted earthen lamps. Participants gained practical insights into product design, market considerations, and exhibition management, enhancing both their creative and entrepreneurial skills.





4. A financial grant of Rs. 1,00,000/- has been sanctioned by the National Coordinating Institute, IIT Delhi under Unnat Bharat Abhiyan (UBA 2.0) for the project titled 'Customized Technology - From Wall to Market: Empowering Rural Entrepreneurship through Sustainable Art' submitted by Dr. Manoj Kumar, Assistant Professor – ASL, and Dr. Manisha Prajapat, Assistant Professor – ASFA.

उन्नत भारत अभियान
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Date: May 25, 2026

To

Dr. Manoj Kumar and Dr. Manisha Prajapat
Amity University Rajasthan, Jaipur-303 002

Subject: Financial Sanction of Technical Intervention Project (No. RP-03525G) under UBA 2.0

Sanction Number: UBA/RCAD/2026/03 dated 18.05.2026

Dear Sir/ Madam

1. This is to intimate you that the Technology Intervention proposal under the category of **"Technology Development"** entitled, **"Customized Technology - From Wall to Market: Empowering Rural Entrepreneurship through Sustainable Art"** submitted by you under **SEG-Rural Craft and Artisans Development and Rural Industrialization and Entrepreneurship Development, *Unnat Bharat Abhiyan*** Project-No: **RP-03525G**, has been approved and the amount of **Rs. 100000/-** has been disbursed by the **National Coordinating Institute, IIT Delhi** in your account no. XXXXXXXX1683 against UTR No. **C032611592888** vide dated **3/18/2026.**



Dr. Manisha Prajapat(Project Direct) interacting with the rural community

5. A financial grant of Rs. 50,000/- has been sanctioned by the National Coordinating Institute, IIT Delhi under Unnat Bharat Abhiyan (UBA 2.0) for the project titled 'Enhancing English Communication Skills of Underprivileged Girl Students' submitted by Dr. Manoj Kumar, Assistant Professor – ASL.

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Date: May 26, 2026

To

Dr. Manoj Kumar and Dr. Manoj Kumar
Amity University Rajasthan, Jaipur-303 002

Subject: Financial Sanction of Technical Intervention Project (No. RP-03525G) under UBA 2.0

Sanction Number: UBA/PSE/2026/09 dated 18.05.2026

Dear Sir/ Madam

1. This is to intimate you that the Technology Intervention proposal under the category of **"Technology Customization"** entitled, **"Enhancing English Communication Skills of Underprivileged Girl Students"** submitted by you under **SEG Participation in School Education, *Unnat Bharat Abhiyan*** Project-No: **RP-03525G**, has been approved and the amount of **Rs. 50000/-** has been disbursed by the **National Coordinating Institute, IIT Delhi** in your account no. **XXXXXXXX1683** against **UTR No. C032611592888** vide dated **18/03/2026.**



Dr. Manoj Kumar, Teaching the English communication in local primary schools

6. AII-AUR organized 2-day interactive workshop on 'Entrepreneurship Awareness Camp 6.0' on 1st & 2nd September 2025The workshop aimed to provide students with a foundation in entrepreneurial concepts, insight into building startups, and awareness of the Amity Innovation Incubator. It also offered a platform to discuss recent innovations, trends, challenges, and solutions in technology and entrepreneurship



7. The industrial visit to Jaipur Foot (BMVSS) offered students valuable insights into social entrepreneurship and frugal innovation. They observed a globally successful non-profit model operating with sustainability and scalability. The visit highlighted efficient operations management and resource optimization.



8. NSS Cell of AUR organized a plantation drive at Kushalpura Government School on 8th August 2025, to promote environmental conservation and community engagement. Dr. Nitin Bhardwaj – Registrar, Dr. Manoj Kumar and Dr. Pallavi Mishra – Programme Coordinator, along with NSS volunteers, actively participated in the tree plantation activity and shared commitment towards environmental responsibility. The event also included heartfelt interactions with school children, whose joyous presence added warmth to the initiative



3. Institutional Impact and Contribution to SDG 01

Amity University Rajasthan (AUR) is committed to contributing to Sustainable Development Goal 1, which aims to eradicate poverty in all its forms everywhere. The University recognises that access to quality education, financial assistance, skill development, entrepreneurship and livelihood opportunities plays an important role in reducing economic and social inequalities. In alignment with the United Nations 2030 Agenda and its commitment to sustainable and inclusive development, AUR integrates educational support, research, innovation and community engagement into its institutional initiatives. The University's commitment is reflected in initiatives such as the Merit-cum-Means Scholarship Scheme for students from economically weaker backgrounds and the Student Support Cell, which facilitates access to national and international scholarship opportunities. AUR also supports research and academic development through financial assistance for faculty members and students participating in conferences and through industry-supported Ph.D. opportunities. Through the Corporate Resource Centre and Amity Social Business Centre, the University promotes industry engagement, career development and opportunities for economic participation. Its entrepreneurship and innovation initiatives encourage students to develop market-oriented ideas and explore self-employment opportunities. The University also undertakes community-oriented programmes focusing on rural skill development, livelihood generation and capacity-building for women and youth.

AUR further extends its commitment through partnerships and outreach activities involving schools, local communities, social organisations and development-oriented institutions. These efforts reflect the University's intention to connect higher education with community needs and contribute to inclusive economic development.

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Future Roadmap

Amity University Rajasthan aims to strengthen its contribution to Sustainable Development Goal 1 by expanding institutional initiatives that promote educational access, financial inclusion, entrepreneurship, skill development and sustainable livelihood opportunities. The University will continue to connect academic learning with community needs and encourage students and faculty members to participate in initiatives addressing socio-economic challenges.

- Strengthening Financial Assistance and Educational Access
- Promoting Rural Entrepreneurship and Livelihood Development
- Enhancing Skill Development and Employability
- Supporting Women and Educationally Disadvantaged Groups
- Strengthening Entrepreneurship and Innovation Support
- Expanding Community Outreach and Institutional Partnerships
- Monitoring and Evaluating Institutional Outcomes

Through these measures, Amity University Rajasthan seeks to strengthen its role as an institution committed to inclusive education, social responsibility and sustainable economic development. By integrating academic resources, research, innovation and community engagement, the University can contribute more effectively to poverty reduction and the creation of opportunities for economically disadvantaged communities.