AMITY UNIVERSITY
RAJASTHAN

SDG 15 | LIFE ON LAND

Amity University Rajasthan recognizes the importance of protecting terrestrial ecosystems, conserving biodiversity, promoting sustainable environmental practices and creating awareness about the responsible use of natural resources. Through its National Service Scheme (NSS), Unnat Bharat Abhiyan (UBA), academic departments and community outreach initiatives, the University encourages students, faculty members and local communities to participate in environmental conservation activities. It places particular emphasis on tree plantation, sapling distribution, protection of trees and birds, ecological awareness, and community participation in sustainable environmental practices. These initiatives contribute to the broader objectives of Sustainable Development Goal 15 – Life on Land.

Tree Plantation and Green Environment Initiatives

Sapling Distribution and Plantation Drive at Government Senior Secondary School, Bhuranpura

The NSS and Unnat Bharat Abhiyan (UBA) Cell of AUR jointly organised a sapling distribution and plantation initiative at Government Senior Secondary School, Bhuranpura. Approximately 200 saplings were distributed among school students and faculty members to encourage tree plantation and environmental conservation.



The university delegation was led by Dr. Nitin Bhardwaj, Registrar, and Dr. Manoj Kumar, Coordinator, UBA, along with Dr. Hemlata, Mr. Kapil Dangi and NSS volunteers. The school administration, including Principal Mr. Sugan Chand and senior teacher Mr. Hemant Verma, actively participated in the programme.

During the initiative, students were informed about the medicinal and environmental importance of the Meetha Neem plant (*Murraya koenigii*). The discussions highlighted the role of trees in

maintaining ecological balance and supporting environmental and human well-being. Students were encouraged to plant and nurture saplings in their surroundings and take responsibility for protecting the local ecosystem.

The initiative strengthened university–school engagement and promoted environmental responsibility among young learners and the rural community.

Biodiversity Conservation and Protection of Birds

World Environment Day 2026 – Installation of Parindas for Birds | 5 June 2026

The NSS and UBA Cell of AUR celebrated World Environment Day 2026 with an environmentally conscious initiative: installing Parindas (traditional water pots) on trees across the University campus.

The initiative was undertaken to provide drinking water to birds during the summer season, when water availability becomes particularly challenging for wildlife. NSS volunteers, faculty members and staff actively participated in the activity.

By installing water pots on campus trees, the University encouraged compassion towards birds and other living organisms and promoted awareness about the importance of protecting local biodiversity. The activity also motivated the University community to adopt simple, practical and environmentally responsible habits that contribute to the protection of living organisms.

This initiative reflects AUR's commitment to biodiversity conservation through community participation and campus-level environmental responsibility.

Rural Environmental Awareness and Community Participation

Unnat Bharat Abhiyan: Engagement with Adopted Villages | 2025–2026

University actively participates in the Government of India's Unnat Bharat Abhiyan, connecting higher education with rural development and sustainable community practices. The University's UBA Cell operates and works in coordination with the National Coordinating Institute at IIT Delhi and the Regional Coordinating Institute at MNIT Jaipur.

AUR has adopted five villages for community engagement and rural development:

1. Kant
2. Shyari
3. Bhuranpura
4. Kushalpura
5. Jaichandpura

Through its village outreach activities, the University engages with local communities, school administrations and Gram Panchayats to understand developmental needs and encourage sustainable practices. The plantation and sapling distribution programme at Bhuranpura represents one of the practical environmental initiatives undertaken through this institutional mechanism.

The UBA framework also encourages students and faculty members to apply their academic knowledge towards addressing local challenges through community participation, sustainable solutions and environmental responsibility.

Gram Panchayat Interaction and Village Development Initiatives | 15 August 2025

The UBA Cell organised a village visit on 15 August 2025 to strengthen institutional engagement with rural communities. The university team, led by Dr. Manoj Kumar, Coordinator, UBA, interacted with the Gram Panchayat and participated in discussions with village representatives.

The interaction focused on understanding local developmental challenges and identifying areas where the University could contribute through appropriate interventions and sustainable solutions. The initiative established a platform for continued engagement between the University and adopted villages, supporting community-oriented development and responsible local resource management.

Engaging Young Changemakers – National One Health Mission | August 2025

Students and volunteers associated with the UBA Cell participated in the Engaging Young Changemakers initiative under the National One Health Mission. The programme promoted awareness of the interconnectedness of human, animal and environmental health.

AUR students also participated in poster and video competitions organised at the Regional Coordinating Institute level at MNIT Jaipur. The activities provided a creative platform for communicating awareness about health, environmental issues and community well-being.

The initiative encouraged young participants to recognise the importance of environmental responsibility and the relationship between healthy communities, animals and their surrounding ecosystems.

Environmental Awareness and Student Engagement

Participation in the 31st Vriksha Mitra Award Ceremony | 6 May 2026

Forty-five NSS volunteers from AUR participated in the 31st Vriksha Mitra Award Ceremony organised by Shree Kalptaru Sansthan at Hotel Clarks Amer, Jaipur.

The programme recognised individuals and organizations contributing towards plantation activities and environmental improvement. During the ceremony, Dr. Nitin Bhardwaj, Registrar, AUR, received the prestigious Vriksha Mitra Samman in recognition of his contributions.



NSS Coordinator Dr. Manoj Kumar, Dr. Pallavi Mishra and Mr. Kapil Dangi accompanied and guided the student volunteers. Participation in this programme provided students with exposure to environmental initiatives and individuals engaged in promoting plantation and environmental conservation.

The activity strengthened student awareness about the importance of tree plantation and encouraged their involvement in environmental protection initiatives.

Student Participation in Environmental Awareness Activities

AUR encourages students to participate in community-oriented environmental activities through NSS, UBA and interdisciplinary initiatives. Activities such as sapling distribution, campus-based bird-water provision and participation in environmental awareness programmes provide opportunities for experiential learning and the development of social and ecological responsibility.

The University promotes the understanding that environmental protection is a shared responsibility involving educational institutions, students, local communities and other stakeholders.

Institutional Contribution and Outcomes

The activities documented during 2025–2026 demonstrate AUR's contribution to SDG 15 through tree plantation, sapling distribution, biodiversity awareness, bird protection initiatives, rural community engagement, and student participation in environmental programmes.