

 ATMIYA UNIVERSITY	NAAC – Cycle – 1 AISHE: U-0967	
	Criterion 3	R, I & E
	KI 3.6	M 3.6.1

3.6.1	Outcomes of extension activities in the neighborhood community in terms of impact and sensitizing the students to social issues and holistic development, and awards received if any during the last five years (Showcase at least four case studies to the peer team)
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MEMORANDUM OF UNDERSTANDING

Between



ATMIYA UNIVERSITY

(Established under the Gujarat Private University Act II, 2018)

Yogidham Gurusukul, Kalawad Road, Rajkot - 360005, Gujarat (INDIA)

And



**8B, Vandana Building, 11 Tolstoy Marg,
New Delhi, Delhi 110001**

Atmiya Registrar, Rajkot-Gujarat-India
Atmiya University
Rajkot





MEMORANDUM OF UNDERSTANDING

Between

Atmiya University, Rajkot, India

And

Nagrik Foundation, New Delhi, India

A. Atmiya University (hereinafter referred as AU), having address at: Yogidham Gurukul, Kalawad Road, Rajkot-360005, Gujarat, India and Nagrik Foundation (hereinafter referred as NF), having address at: 8B, Vandana Building, 11 Tolstoy Marg, New Delhi, Delhi-110001, India, enter into this agreement on 6th Day of January 2022.

B. Both AU and NF hereby agree upon the following terms and conditions for cooperation for:

- i. Promotion of Sustainable Development Goals (SDG) related education and outreach programmes through different interventions.
- ii. Facilitating participation of AU in **SDG Choupal**, a flagship initiative of NF.
- iii. Joint promotion and coordination of South South 17: **Education Alliance for Sustainable Development (SS17: EASD)**. Coordinating formation of EASD as a Trust in near future to take post-launch activities forward, as per agreed action agenda mutually agreed upon.
- iv. Development and coordination of **SDG Resource Centre** at AU.
- v. Organization of joint conferences, workshops, roundtables and other events.
- vi. Participation in **joint research and consulting** (including externally funded research calls).
- vii. Collaborating and supporting each other in the area of '**Development Journalism and Media**'.
- viii. Any other such interventions, which deem fit for promotion of SDGs.





C. General Terms

- i. This Agreement shall commence on the date when the representatives of both institutions affix their signatures and shall continue thereafter for five (5) years subject to revision or modification by mutual agreement.
- ii. Either party may, by notice in writing of no less than one (01) month, terminate this Agreement.
- iii. For any specific activity under this MoU, AU and NFI will discuss and sign separate ‘Terms of Agreement’, which will be appended to this MoU from time to time.

Signed for and on behalf of **Atmiya
University**

Dr. Shiv K. Tripathi

Vice Chancellor

Date:

Signed for and on behalf of **Nagrik
Foundation**

Mr. Deepak Dwivedi

Chairperson

Date:

Witnessed by:

Dr. Divyang D. Vyas

Witnessed by:

Rtn Sandeep P. Saxena





District Education Office,
Karansinhji Highschool
campus,
Opp. City Guest House,
Rajkot

Ref: 101-212022KC-30

Date: 06.05.2022

To whom it may concern

Recommendation Letter - SDG Initiatives at Atmiya University, Rajkot

It is my pleasure to write this Recommendation-Letter for Atmiya University, Rajkot. I know the Atmiya Group of Institutions as well as Atmiya University for more than last 5 years as District Education Officer of Rajkot District. Being a partner in 'Rajkot SDG Aware City' project, I have closely been associated with the sustainability and SDG related efforts of Atmiya University.

I find Atmiya University leadership as well as SDG project team to be highly committed towards the cause of SDG education and dissemination through teaching, research and extension activities. The frequent questions and activity facilitation requests from the faculty members and staff members of the university displays their continuous engagement with the cause of making community SDG aware.

The university has been actively engaged in the SDG and Human Values through a number of courses they offer. I would like to specifically mention about the 'Rajkot SDG Aware City' project, which approaches the SDG related outreach in very innovative and holistic manner. Through orienting and training the students in SDG and Human Values, Atmiya University is creating a great foundation not only for the accomplishment of SDG 2030 but also beyond that.

The Atmiya approach to SDG integration in higher education is quite unique in terms of integration of teaching, research and outreach, irrespective of subject discipline and level of education. Further, the type of collective action created through Atmiya SDG initiatives is truly a model for effective and efficient mobilization of masses through educational activities.


I am quite impressed by the approach adopted by Atmiya University, as it does not force the students towards SDG action rather it educates them through courses; and the outreach projects help in translating the knowledge to action by involving community members and public. Based on the initial results and successful SDG awareness journey, I am confident that this model has the great scalability in terms of adaptation and implementation by other academic institutions and universities.

Being an important stakeholder in the education system of the Gujarat state, I support this initiative for larger sustainability impact through mass dissemination and education about SDG linked behaviour and action. I am confident that the UN SDG Action Award will be quite helpful in not only inspiring the thousands of hard-working boys and girls but also improve opportunity for cross-border knowledge transfer, particularly among institutions and universities.

I wish the Atmiya University SDG team all the best!

Thanking you.

Yours' sincerely,


District Education Officer
Rajkot

Mobile and Email: 9909970214 and rajkotdeo11@gmail.com









**ATMIYA
UNIVERSITY**

NAAC – Cycle – 1
AISHE: U-0967

Criterion 3

R, I & E

KI 3.6

M 3.6.1

**SUSTAINABLE
DEVELOPMENT GOALS**

17 PARTNERSHIPS
FOR THE GOALS



CONCEPT - NOTE

Rajkot City SDG Awareness Project

04 January - 24 October, 2022

लोक हित के लिए एस.डी.जी. चौपाल
SDG CHOUPAL
EMPOWERING RURAL INDIA ENABLING SDGs
(SDGAction Initiative of Nagrik Foundation)



**NAGRIK
FOUNDATION**
नागरिक फाउंडेशन

Initiated by

ATMIYA UNIVERSITY

Rajkot, Gujarat (INDIA)

in Strategic Partnership with

SDG CHOUPAL

(An Initiative by Nagarik Foundation)

www.atmiyauni.ac.in | ss17easd

Atmiya Registrar, Rajkot-Gujarat-India

**Atmiya University
Rajkot**





1.0 Background/ Introduction

Member countries of the United Nations launched Sustainable Development Goals (SDGs) in 2015 to set the unified direction of global development till 2030. The set of 17 SDGs i.e. 16 goals in different development areas + 1 goal (SDG17) focusing on innovation and cross-sectoral partnerships to support realization of remaining 16 goals, present a comprehensive system to plan and track development progress across in any country or regional context.

This is important to note that different countries, societies and organizations can plan and implement activities for SDGs as per the development priorities in their specific context. In India, the NITI Aayog is central nodal agency to coordinate the planning and implementation of SDGs. Different state Governments and other organizations are planning the activities in view of the specific development needs. However, based on the initial experiences in SDGs, it is quite clear that direct or indirect participation of all the stakeholders, including citizens, are essential for meaningful efforts to realize SDGs.

Higher education is an important area for not only contributing through education for SDGs but also as a catalyst to trigger collective action movement for SDGs involving all the stakeholders. In view of the SDG 17.16, which focuses on innovative multi-stakeholder partnerships, ATMIYA University, jointly in association with SDG Choupal (an initiative of Nagrik Foundation, launched at NITI Aayog), has planned to implement ‘Rajkot – SDG Aware City’ project through involvement of all the stakeholders in Rajkot. As there is no such reported initiative so far globally, this is first of its’ kind project in the world.

We request all the citizens of historical city of Rajkot to participate and support this noble cause for smooth and resource-effective implementation of SDGs in the city. Also, this would present a global partnership model for universities and communities for collaborative development action.

2.0 Why this project ?

- Helps in creating awareness among masses about the desired action and behaviour for sustainable planet.
- Optimizes resources in training and capacity building through stakeholder involvement.
- Creates a model of collective action for responsible citizen-focused sustainable development.
- Will be a model for university-community partnership for larger good





3.0 Focus Areas

- Awareness about sustainability and its’ understanding in local context.
- Orientation towards sustainable development linked behaviour at different levels from individual households to business, industries, NGOs, Government Departments, Schools and Media.
- Capacity building activities for organizations.
- Outreach and extension programmes.
- Research assistance in local need assessment for development.

4.0 Project Duration

Phase 1: 04 January to 24 October 2024 (Report release on United Nations Day 24th October 2022)

5.0 Proposed Activities (indicative but not limited to)

- 1) Orientation and Training Program (through internal and external resource persons)
 - School, College and University Teachers and other staff
 - Personnel from Government and Private Sectors
 - Members from NGO
- 2) Public Awareness Programs (primarily through students & NGOs)
 - Door-to-door / Shop-to-shop / Office-to-office campaign
 - Campaigns at ward offices, public parks and other such public places
 - Campaigns through participation in various exhibitions, trade fair and other such programs
- 3) General awareness initiatives
 - Hoardings and displays at prime locations, public parks, public transport vehicles, public transport stations, public offices ,etc
 - Radio Channels
 - During festivals
 - Social messages for screening in cinema halls
- 4) Creating interactive digital platform for sharing views, best practices, initiatives, etc related to this project and recognizing / awarding individuals for their initiatives/contributions

4.0 Impact, Monitoring and Assessment

- Each programme/activity in the project will integrate monitoring and evaluation (M&E) component for objective impact assessment.
- Activities/ Programme progress to be shared digitally as well as through printed material.





- Summarized result of all programmes/activities to be released in the form of Consolidated Report.

5.0 Project Partners

- Project Promoters
 - o Atmiya University, Rajkot
 - o SDG Choupal, Nagrik Foundation, New Delhi
- Supporting Partner (to be included/decided based on voluntary commitment)
 - o Rajkot Municipal Corporation
 - o Department of Education, Rajkot
 - o Industries and Corporate Houses in Rajkot
 - o Local Industry Associations
 - o Local Professional Associations
 - o Religious institutions/ charity organizations
 - o Schools and Colleges
 - o Government Departments and Agencies
 - o EASD (Education Alliance for Sustainable Development) Members
 - o SDG Choupal Members
 - o Development Agencies (National/ Regional/ International)
 - o NGOs
 - o Community based organizations
 - o Other organizations/ association (not in categories above)

6.0 Contact

The Coordinator

Rajkot SDG Aware City Project
 Atmiya University,
 Rajkot – 360005 Gujarat
 Email: ss17easd@atmiyauni.ac.in

The Convenor

SDG Choupal
 8-B, Vandana Building, Tolstoy Marg,
 New Delhi - 110001





**MEMORANDUM OF UNDERSTANDING
(Strategic Partnership)**

This Memorandum of Understanding is entered on **5th January 2022** at Science City, Ahmedabad during Vibrant Gujarat Summit 2022.
between

Consortia of Global Institutions led by Atmiya University and SDG Choupal

and

Government of Gujarat

Consortia of Global Institutions led by Atmiya University and SDG Choupal wishes to forge Strategic Partnership for SDG related global knowledge exchange and action interventions among partner institutions in global south, focusing on SDG.

Government of Gujarat would facilitate Consortia of Global Institutions led by Atmiya University and SDG Choupal to obtain necessary permissions / registrations / approvals /clearances etc. from the concerned departments of the State, as per the existing policies / rules and regulations of the State Government.

For and on behalf of Government of Gujarat	For and on behalf of Consortia of Global Institutions led by Atmiya University and SDG Choupal
Signature 	Signature
Name: Dr Vimal V. Prajapati	Name: Dr. Shiv K. Tripathi
Designation: Joint Director (Academic)	Designation: Vice Chancellor
Contact no.:079-23253538	Contact no.: 7572970002
Email: jd-academic-dte@gujarat.gov.in	Email: vc@atmiyauni.ac.in
Contact address: Block No.2, 6 th Floor, Karmyogi Bhavan, Sector-10 A, Gandhinagar, 382010	Contact address: Yogidham, Kalawad Road, Rajkot
Department: Directorate of Technical Education	Department: Atmiya University, Rajkot











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Atmiya Registrar, Rajkot-Gujarat-India

**Atmiya University
Rajkot**





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Atmiya Registrar, Rajkot-Gujarat-India
Atmiya University
Rajkot



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Collaborative Activities for Sustainability

1. South-South 17: Educational Alliance for Sustainable Development (EASD)

- First of its kind Initiative by Atmiya University



Founding partners of South-South 17: EASD

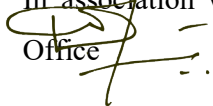
2. MoU of EASD with Government of Gujarat during Vibrant Summit 2022 at Science City on 05-01-2022

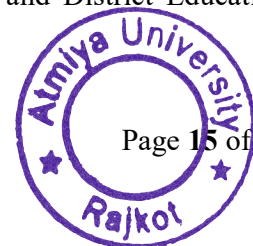


MoU between Atmiya University and Government of Gujarat

3. Campaign Launch of Rajkot – SDG Aware City

- First University to take this kind of step to make first city of the world to become SDG aware
- In association with Rajkot Municipal Corporation, PGVCL and District Education Office

Office 



 ATMIYA UNIVERSITY	NAAC – Cycle – 1 AISHE: U-0967	
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SUSTAINABLE DEVELOPMENT GOALS
Campaign Launch of
RAJKOT SDG AWARE CITY
JANUARY 6, 2022

ATMIYA UNIVERSITY, YOGIDHAM GURUKUL, KALAWAD ROAD, RAJKOT - 360005, GUJARAT, INDIA

SS17-EASD
Towards Greater Good

South-South 17 :
EDUCATIONAL ALLIANCE for
SUSTAINABLE DEVELOPMENT

- First International Initiative with Developing Country Focus •
- Focus on Higher Education issues linked to SDGs •

Founding Partners

Partner with us for greater good
ss17easd@atmiyauni.ac.in

Campaign Launch – Rajkot SDG Aware City

4. Sustainable Development Goals Awareness Campaign For Rajkot City

Activities carried out from January 2022 to October 2022

SN	Name of Activity	Level	Place	No. of Beneficiaries
1	Holly Campaign – “Save Water” 15-03-2022 to 22-03-2022	Regional	18 Main Circles of Rajkot City	26,500+
2	SDG International Conference 19-05-2022 and 20-05-2022 • 4 Tracks • Participation from 9 countries • 117 Papers Presented	International	ATMIYA University – Rajkot, Gujarat, India	1000+
3	Family Business Connecting roots for sustainability routes 02-04-2022	National		1500+
4	SDG Awareness in Lambodar Mahotsav – 2022 31-08-2022 to 09-09-2022	Regional		20,000+
5	SDG Awareness Diwali Campaign 12-10-2022 to 15-10-2022	Regional	15 Main Circles and 15 Wards of Rajkot City	40,500+
6	Academic Leadership For Sustainable Development Program 1-08-2022 to 12-08-2022 • 291 registered participants from 53 nations attended. • 15 International Speakers / Experts from 7 Countries	International	Online	1500+



**ATMIYA
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Atmiya University
Rajkot



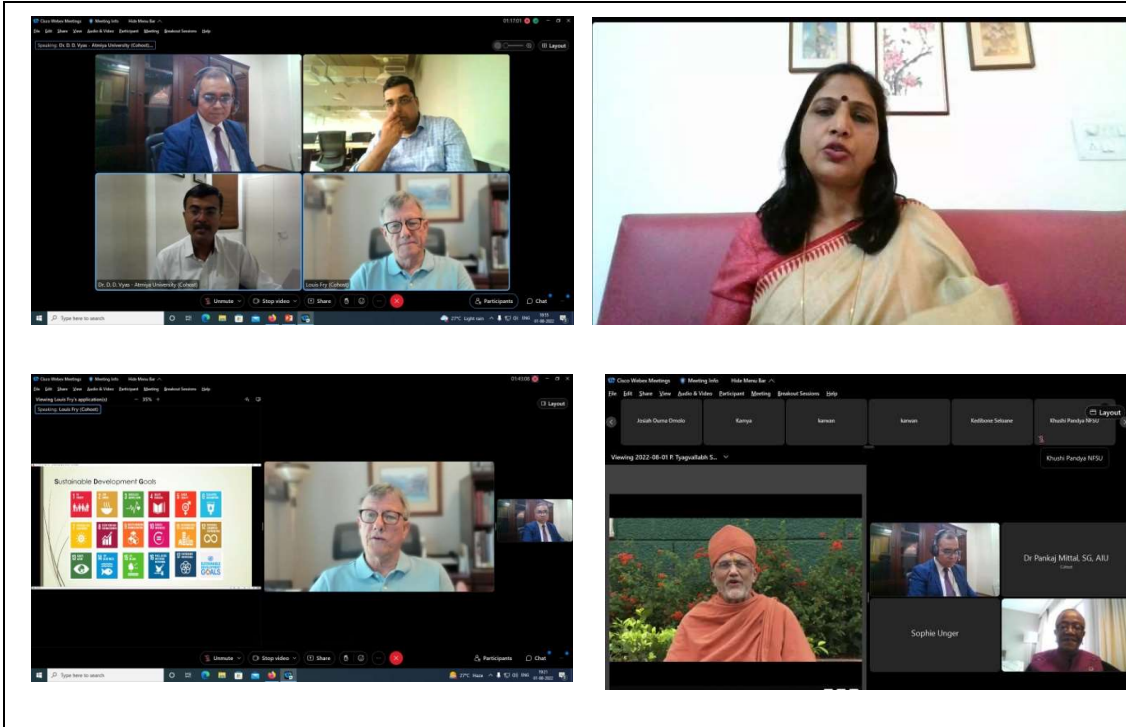


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Various Activities under Rajkot SDG Aware City Campaign

Atmiya Registrar, Rajkot-Gujarat-India
**Atmiya University
Rajkot**

