5.3.4 - Does Your University as A Body Encourage Applications By Women In Subjects Where They Are Underrepresented

Outreach & Recruitment Report: Encouraging Women in Underrepresented Disciplines

1. Executive Summary & Institutional Directive

Amity University Mumbai (AUM) is committed to promoting diversity, equity, and systematic access. In accordance with institutional equality policies and United Nations Sustainable Development Goal 5 (Gender Equality), the university systematically runs targeted outreach, mentoring, and financial assistance programs designed to encourage applications and admissions of female students in disciplines where they have historically been underrepresented, particularly in Science, Technology, Engineering, and Mathematics (STEM) and related professional disciplines.

2. Quantitative Baseline Analysis (A.Y. 2024-2025 Pipeline)

A gender skews exist between humanistic tracks and pure technical/engineering verticals. This data justifies the localized outreach efforts conducted by the institution to stabilize engineering pipelines.

Department/Institute	First-Year Male	First-Year Female	Female Share (%)
AIBAS (Behavioral Sciences - High Rep)	34	129	79.1%
ASET (Engineering & Tech - Underrepresented)	127	45	26.2%
AIIT (Information Technology)	59	26	30.6%
RICS (Real Estate & Construction)	10	1	9.1%

3. Institutional Evidence of Outreach and Collaboration

• **University Outreach Campaigns:** To counter low female representation in engineering (26.2%) and IT (30.6%), Amity School of Engineering & Technology (ASET) and Amity Institute of Information Technology (AIIT) conduct technical masterclasses, open-house campus tours, and high school coding hackathons specifically tailored for female applicants to dismantle stereotypes and incentivize application flows.

• **Strategic Collaboration Frameworks:** The university coordinates on regional and national levels with science counseling boards, community bodies, and external NGOs to run advocacy campaigns. These collaborative networks publicize the achievements of female tech graduates on social channels (such as LinkedIn, Instagram, and corporate portals) to serve as verified publicity and informational materials that inspire upcoming cohorts.