



SJUNewsbytes

Vol VII - No.11

www.stjosephuniv.edu.in

MAY 2025

Sustainable Development Goals

Goal 12

RESPONSIBLE CONSUMPTION AND PRODUCTION



Editorial



RESPONSIBLE
CONSUMPTION
AND PRODUCTION



A CALL FOR
RESPONSIBLE
CHOICES ON
WORLD
ENVIRONMENT DAY

Dear Readers,

As we mark World Environment Day on 5th June, it is a time for reflection, responsibility and renewed commitment to the planet we call home. The theme this year brings into sharp focus a critical aspect of our collective future - Sustainable Development Goal 12: Responsible Consumption and Production.

In a world dominated by consumption, the demand for natural resources is increasing at an unsustainable rate. Our daily decisions have a significant impact on ecosystems, economies, and communities. SDG-12 encourages us to think differently about how we produce and consume, advocating for efficiency, reduced waste and a circular economy that prioritises reuse and regeneration.

Each of us, whether as individuals, policymakers, educators, or business leaders, has the ability to impact this transformation. Simple measures like minimising the use of plastic, choosing sustainable products, supporting local and ethical businesses, and demanding transparency in supply chains can have a significant impact.

World Environment Day is more than a date; it's a reminder that environmental protection begins with awareness and matures with action. Let this World Environment Day be a turning point. Let us not only reflect on the damage but also commit to solutions. The shift toward sustainable consumption and production is not a sacrifice, but an investment in a better future - for ourselves and for generations to come. On this Environment Day, let us pledge to consume responsibly, produce sustainably and act collectively.

Let us pledge not only to celebrate nature but also to protect it through mindful decisions.

The path to a sustainable world begins with responsible choices. Let's make them - today, and every day.

A healthy planet is not a luxury - it is a necessity.

Warm Regards,

Dr. Ayilobeni Kikon

Assistant Professor

Department of Civil Engineering, SJU

MESSAGE FROM FINANCE CONTROLLER



RESPONSIBLE CONSUMPTION AND PRODUCTION – A SHARED COMMITMENT TO A SUSTAINABLE FUTURE

Respected Readers,

Greetings from the Finance Controller,

In a world of rapid change and limited resources, our responsibilities go far beyond classrooms and balance sheets. At St. Joseph's University, we believe that education is not only about acquiring knowledge, but also about building a community that lives responsibly and models sustainable values for future generations.

As the Finance Controller, I am entrusted with ensuring that the university's resources—financial, physical, and environmental—are used wisely and effectively. But the call to responsibility does not stop at the office of finance. It is a call to every student, every faculty member, and every individual who walks through the gates of our campus.

Sustainable Development Goals 2030, No 12, “Responsible Consumption and Production,” reminds us that our future depends not just on what we create, but on how we consume. This applies to electricity and water, to food and plastics, to time and talent—and yes, to money ultimately. Wastefulness, in any form, drains the potential for growth, while mindful choices multiply impact.

At SJU, we have already begun our journey—through waste management drives, paperless initiatives, energy-saving policies, and green campus goals. Yet, the most powerful change comes from within—from each one of us making personal, intentional decisions every day. To encourage deeper reflection, I offer these lines of the poem:

Do not count what you earn, but cherish what you save,
Not in coins or comforts, but in the choices you brave.
A full life is not in having more—but needing less,
In thoughtful hearts, true richness rests.

This poem is not just about finance; it is about mindset. A mindset that values what we have, respects what we use, and finds strength in simplicity. To the students: let your learning include how to live wisely, with care for the world you inherit. To the faculty: may we guide with integrity, showing that wisdom lies not just in what we teach, but in how we live.

Together, we can create a culture at SJU that sees sustainability not as a subject, but as a way of life. Let's make small but meaningful changes—carry reusable bottles, reduce paper use, save energy, support ethical products, and share ideas for a greener campus. In conclusion I like to humbly affirm that : “Responsible consumption and production is not a task for tomorrow—it is a choice for today.” Let's make that choice, together.

With warm regards and continued encouragement,

Sr. S. Chinnammal DMI
Finance Controller
St. Joseph's University

DEPARTMENTAL MEETINGS



Department of Chemistry, held Department Staff Meeting on 1st May, 2025 and 30th May 2025.

Department of Journalism and Mass Communication, held Department Staff meeting on 2nd May 2025.

Department of Physics, held Department Staff Meeting on 2nd May, 2025.

Department of Zoology, held Department Staff Meeting on 3rd May, 2025.

Department of Social Work, held Department Staff Meeting on 16th May, 2025.

PLACEMENT CELL CONDUCTS PLACEMENT DRIVE



The SJU Placement Cell conducted a one-day placement drive on 9th May, 2025 for the final year students of PG and UG.

The placement drive was held in collaboration with Talent Acquaintance, a pan-India recruitment agency with its office at Diphupar, Nagaland. Sashi Aier, executive director of Talent Acquaintance along with three other members carried out the drive. A short welcome note was delivered by Aching Susanna, Placement Coordinator,

while also highlighting the order of the program. Sashi Aier gave a pre-placement talk covering the companies for which the drive was carried out – Teleperformance and TTEC, both a BPO company. He explained in detail the nature of the business, processes they handle, and, the hiring and remuneration policies. Communication confidence was the key point emphasized.

Rev Sr. Dr. Thianes Mary, DMI, Deputy Registrar appreciated and

encouraged the students to strive

and prosper in life, contributing positively to the community and the state as a whole. Interviews were carried out by two panels of two interviewers.

DEPARTMENTAL ACTIVITIES

DEPARTMENT OF POLITICAL SCIENCE

3RD POL-FIESTA, 2025



The third edition of Pol-Fiesta, the annual flagship event of the Political Science Association (PSA), St. Joseph University, Chümoukedima, was held on May 1, 2025, with the theme “Bollywood Blockbuster.” This year, the intra-departmental event focused solely on the students of the Department of Political Science, celebrating talent, creativity, and teamwork.

The inaugural session, chaired by K. Pangyau Phom, began with a welcome address by Pfücülo Krome, Vice President of PSA. A major highlight was the launch of the first Annual Departmental Magazine by Dr. Kinitoli Yeptho, Dean of Social Sciences. The session also featured the handover of PSA responsibilities to the newly elected executive team, followed by Presidential Addresses from both outgoing and incoming Presi-

dents. Honorary certificates were awarded to students for their contributions.

A special attraction was the Mobile Cinema Exhibition, where students showcased short films. The exhibition was judged by Dr. Noarem Nishikanta Singh and Mr. D. Kayideluo Pfoze from the Department of JMC.

The second session hosted vibrant class-wise competitions such as Quartet, Shayari, Comedy Mimicry, and Dance, with enthusiastic participation. The UG IV Semester emerged as the Overall Champion, mentored by Ma'am Sungjemmongla Jamir, Ms. Nangzunknungla Imsong, and Ms. Rukuvelu Chuzho.

Pol-Fiesta 2025 successfully promoted leadership, collaboration, and creative expression, reinforcing the department's commitment to holistic student development.



DEPARTMENT OF BOTANY

One-Day workshop on 'Protecting intellectual property Rights and IP Management for start-ups in Agricultural Sciences'



On May 16, 2025, the Institution's Innovation Council (IIC), in collaboration with the Department of Botany at St. Joseph University, conducted a one-day workshop on the theme “Protecting Intellectual Property Rights and IP Management for Start-ups in Agricultural Sciences.” The workshop aimed to equip stu-

dents, research scholars, and faculty with foundational knowledge of Intellectual Property Rights (IPR), emphasizing their importance in safeguarding innovations in agricultural sciences. Dr. Niranjana Kumar Chaurasia, the resource person, provided an insightful overview of various IPR types such as patents, trademarks, copyrights, and geographical indications. He further elaborated on IP management strategies, including Plant Variety Protection and commercialization avenues for start-ups. The session also addressed the patent application process, common scams, and fee exemptions for farmers and researchers. Concluding with a vote of thanks and a group photo, the workshop proved to be a highly informative event that significantly enhanced the participants' awareness and understanding of IPR in the agricultural sciences.

Expert Talk for 'World Intellectual Property Day'



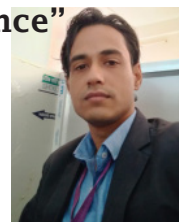
On May 26, 2025, the Institution's Innovation Council (IIC), in collaboration with the Department of Botany, St. Joseph University, organized an expert talk to commemorate World Intellectual Property Day. The event aimed to underscore the significance of innovation and creativity, backed by intellectual property (IP) rights, in shaping a progressive future. Dr. P. Siva-

gurunathan, the keynote speaker, provided an insightful overview of key IPR concepts, including patents, copyrights, trademarks, industrial designs, and geographical indications (GIs), with practical examples such as the Naga King Chilli and Chakhesang Naga Shawl. He emphasized the importance of protecting intangible assets and elaborated on Indian and international patent filing procedures, associated costs, and timelines. The session also addressed critical issues like farmers' rights, product commercialization, and IP-related scams. Motivational stories, including that of Vishalini N.C., India's youngest patent holder, were shared to inspire participants. Dr. Sivagurunathan further discussed career paths in IP, preparation for the Patent Agent Exam, and support schemes like KIRAN-IPR WOS-C for women scientists, making the session highly informative and impactful for students, researchers, and faculty alike.

ARTICLES

"The Impact of Responsible Consumption on Business Performance"

Dr. Monjit Roy
Assistant Professor & Research Supervisor
Department of Commerce, St. Joseph University



The importance of responsible consumption for escalation is a profound change in dynamics between consumers and businesses. This goes beyond mere trade exchange, and decides to make a purchase decision beyond the realm of values and ethics. This paradigm shift is characterized by conscious consideration of the ecological, social and ethical influences of all purchases, and is no longer converted into small segments of idealistic consumers, but permeates the mainstream driven by the confluence of factors. Increased environmental awareness is driven by a better understanding of the visible effects and ecological weaknesses of climate change. This means that consumers, products and services can participate in a minimal ecological footprint. At the same time, the growing awareness of social justice has led to responsible supply chains through decent working conditions through proper working conditions preferred by consumers who prefer ethical businesses. The widespread availability of information on the Internet also contributes to this phenomenon, allowing consumers to check business practices, confirm claims and make sound decisions that reflect ethics.

This is a strong commitment to the company. Those

who move aggressively in this shift will get a lot in terms of business performance. The main advantage is to improve your brand image and develop unwavering loyalty for your customers. In an age of increasing testing, companies that coordinate ethical practices and activities really steal chords among valuable consumers. This will make them loyal customers who reflect a healthier brand image, distinguish it from others and promote the brand. Many examples of the sector demonstrate this trend in companies with customer awareness premiums, increasing customer stickiness with sustainability initiatives and fair sourcing practices. Furthermore, responsible consumer segment services can unlock new and growing market opportunities, providing a higher market share and a higher competitive advantage. If the market for sustainable ethical products and services is always large, companies that apply early and pay their intentions can benefit more from this growing market. By offering conscious consumer value and alternatives to conversation, businesses actively search for saturated markets and prepare for customers who are willing to pay the bonus.

This future strategy not only increases the market scope, but also projects the company as a leader in a changing context of consumption.

The pursuit of responsible consumption is also a great driver for innovation and adopting higher company counterfeits. Post-sustainability advances tend to be re-created to supplement product design, production processes and supply chains. This can lead to creating both environmentally friendly and consumer meetings. Additionally, waste reduction, resource protection and process efficiency prioritization, which are often part of sustainable practices, leads to cost savings and operational efficiency. For example, businesses that make up the principles of a circular economy can find new sources of income through waste valuation and resource recovery, while at the same time reducing environmental impact and improving the end result. In addition to the direct impact on customers and operations, engagement in responsible practices significantly improves the relationship between the company's broader stakeholders. Employees are fascinated by the work of companies expressing their commitment to ethical and sustainable business practices, which leads to higher morality, higher commitment of employees, and better ability to attract and bind talent. ESG growth (environmental, social and governance) also takes into account the performance of corporate sustainability as a critical level of long-term value and risk management. Solid ESG valuation companies are usually more successful in raising capital and may enjoy the cost of capital. Furthermore, the amount of responsibility with the surrounding community can build goodwill, promote the company's social licensing, and build more robust and resistant relationships. Ultimately, embedding responsible practices can help ensure the long-term sustainability and resilience of the business itself. During periods of increasing environmental printing and social dilemmas, these companies will be able to take better threatening risks and opportunities. By implementing a long-term view that takes into account the ecological and social footprint of a

business, businesses can develop more sustainable offer chains, prescribe regulatory changes, keep up with changing consumer expectations, and ensure long-term performance and sustainability.

A journey to truly responsible consumption is affected by obstacles. Among them is the risk of misinformation in the form of "green washing," and companies are issuing false claims about the sustainability or ethical properties of their products and activities. This can undermine consumer trust and cause fatal reputational damage. Therefore, reliability and openness are of the most important. Companies must be able to check the claims and ensure that actual actions actually match the promises declared. Another aspect to consider is the perception of compromise on losses. While some green solutions require higher initial spending, long-term dividends on resource optimization and brand value generally cover such reserve costs. Clear communication with consumers about responsible value and the commitment of the responsible person is also important to overcome the potential price sensitivity. Finally, transforming existing business models to include fully responsible practices could involve comprehensive transformation in organizations and thinking.

Overall, the impact of responsible consumption on business performance is complex and increasingly important. Now, it is not just a matter of corporate social responsibility, but a strategic need that leads to improved brand image, increased market share, innovation, increased stakeholder engagement and sustainable long-term performance. While challenges include avoiding green washing and maintaining budgets, the general consensus is that companies that actually use responsible consumption values not only ensure a more equitable and sustainable future, but also prepare for long-term success in changing markets. The wave effect of conscious consumerism is clear. It changes companies and rewards that re-establish their practices from the perspective of a more responsible and sustainable model.

My Experience at S.T. Joseph University

Submitted By: Avilasha, MBA 4th Semester.

My experience at St. Joseph University has been a transformative journey that has shaped me into a confident and compassionate individual. I still vividly remember the day I stepped into this university for my admission. The grandeur of the building and its surroundings left me in awe, feeling as though I had stepped into the ideal college setting I had always envisioned - the kind often depicted in movies. Perhaps it was the stark contrast to my previous experiences that made it feel like a dream come true.

I stepped into this university with the mindset that I would focus solely on my studies and never form any friendships. However, life had other plans. I ended up meeting some of the coolest people, whom I now proudly call my 'bro' and closest friends. Notably, I had never had male friends before, but my experience here has shown me that friendships with guys can be incredibly rewarding, making me feel protected and supported. Thank you, guys, for helping me believe in the power of friendship. Looking back, I realize that my MBA journey would have been dull and uneventful without all of you.

I must say that my MBA journey has been the most enjoyable and rewarding phase of my educational life. I'm proud to admit that I've lived each day to the fullest, embracing every moment while pursuing my degree here. One of the most unforgettable experiences was participating in Fresher's Day, which culminated in me being crowned Miss Fresher 2023. It was a first-time experience that I never thought I'd have.

The most special aspect of my MBA journey was meeting someone who has become my role model. To this day, I continue to learn valuable lessons from her, both directly and indirectly. What inspires me most about her is her genuineness, unwavering com-

mitment to her work, and the kindness that shines through her eyes. She is my favorite not only because of her exceptional teaching but also because of the remarkable person and beautiful soul that she is. Sometimes, someone special comes into our lives, inspiring and motivating us to grow. For me, that someone was - my favorite professor, Miss LivikaliYeptho. Thank you for helping me become a better version of myself. I'm proud to be a student of such an amazing professor. You will always hold a special place in my heart.

As I look back, I realize that I may not have tangible things to take with me, but I'm carrying a heart full of cherished memories. One of my fondest and most amusing memories of this university was bunking classes with friends, thinking we were being sneaky, and ended up getting caught every-time by our department faculties. It was such a hilarious moment, and I still laugh thinking about it.

I feel truly blessed to have had the privilege of learning from the most exceptional professors during my MBA journey. They consistently encouraged me to strive for excellence, corrected me when I erred, and provided unwavering support. Their guidance and mentorship pushed me to reach my full potential. I extend my heartfelt gratitude to Dr. Sohile Tep, Ms. Aching Sussana, Dr. Akha Khou Stephen, & Dr. Shobhana. I will always be thankful for your invaluable contributions. Also, my warm gratitude to Dr.K.Karthick for always helping me.

Lastly, with a heavy heart, I'm saddened to realize that my student life is coming to an end. Yet, at the same time, I feel an overwhelming sense of happiness and pride, knowing that this journey has been the most incredible experience of my life. I'm grateful for the memories, lessons, and relationships I've formed here. You will all forever hold a special place in my heart.



A SHORT STORY- THE DISAPPOINTMENT

Submitted by:- Viputo Yeptho, BBA II Semester

In the world of talents where each individual was born with a gift under these three categories of - Speed, Strength and Intelligence. Where swordsmen were revered as heroes and warriors were judged by their skill in battle, Kurt was the only individual born with nothing.

No talent.

No speed.

No natural strength.

While other boys picked up wooden swords at five and showed promised by seven, Kurt struggled to even hold a blade properly. His arms were weak, his footing clumsy, and his strikes lacked power.

The sword masters sighed whenever he trained. "Some men were born to wield the blade. Others are not. You are the latter."

His father, a respected knight, looked at him with disappointment. "You cannot fight destiny, boy. You are simply not meant for this path."

But Kurt refused to accept fate.

The boy had a dedication of that of a solid rock and a determination of an unfazed mountain.

The Gods played fair, they could not give every single little misery to a single little man, so they gifted him the heart of a lion and the ability to be able to suffer more than anyone else.

The boy vowed to himself:

"If talent will not take me there, hard work will."

And so, his journey began— not as a gifted warrior, but as a man willing to outwork anyone.

Since no master believed in him, Kurt trained himself.

While others practised for an hour, he trained for ten.

While others slept, he swung his sword in the dark.

While others rested, he drilled his footwork until his legs gave out.

Every day, he would challenge himself beyond his limits.

- 1,000 sword swings before sunrise.
- Running up the mountain carrying stones on his back.
- Striking wooden dummies until his hands bled.
- Dodging falling rocks to improve his reflexes.

He failed more than anyone.

He was knocked down more than anyone.

He was humiliated more than anyone.

But he never stopped.

And slowly—painfully—he improved.

Not because he had talent.

Not because he was chosen.

But because he refused to give up.

At twenty, Kurt entered the Knight's trail, where only the best swordsmen competed.

The crowd laughed when they saw him. "The talentless fool? He won't last a minute."

His first opponent was a noble-born prodigy, a man who had been called a genius since childhood. He smirked. "You should have never entered this trail."

The duel began.

The prodigy was faster, sharper, stronger— but Kurt was relentless.

Every attack he dodged, he had trained a thousand times.

Every counter he executed, he had drilled for years.

Every blow he took, his body had already suffered worse.

Minutes passed. The prodigy, confident at first, began to grow frustrated.

Then—Kurt struck.

A perfect counter. Not elegant, not born of talent— but of sheer, unbreakable will.

The prodigy fell.

And the crowd fell silent.

Kurt kept winning.

Not because he was the best swordsman, but because he was the most prepared. He had trained harder than any of them. He had pushed himself beyond what any normal man could endure.

By the end of the trials, there was only one warrior left standing.

Not a prodigy.

Not a noble-born genius.

But Kurt—the man with no talent.

And that day, he was named the greatest swordsman in Valhalla.

Not because he was great.

But because he made himself great.

The End.

Eat. Buy. Throw. Repeat?

Why Responsible Consumption & Production Is the Glow-Up the Planet Needs

By Anushka Das
B.Tech, CSE, Sem II

“Earth called—she’s tired of being your trash can.”

Let’s be honest—most of us don’t think twice before tossing out that half-eaten sandwich or hitting “add to cart” during a midnight scroll. But what if we told you that our casual choices are part of a bigger, messier global problem?

Welcome to the world of Responsible Consumption and Production—aka Sustainable Development Goal 12 (SDG 12 for the eco-geeks). It’s all about using what we need without ruining the planet for future generations.

The Problem? We’re Living in a One-Use World

“Fast fashion, fast food, fast destruction.”

From overflowing landfills to food wastage and oceans choking on plastic, our “use-and-dispose” lifestyle is coming back to haunt us. Stats say we waste around 1.3 billion tonnes of food every year. That’s like throwing away a third of your canteen lunch every single day. Shocking, right?

Meanwhile, industries are producing like there’s no tomorrow—literally. They’re guzzling energy, polluting rivers, and leaving behind a trail of carbon footprints fatter than a semester’s worth of late-night pizza orders.

So, What Can We Do? (Yes, Even as Students)

“Saving the planet one bottle, one bite, one buy at a time.”

Believe it or not, we can actually make a big difference without turning into full-time tree-huggers. Here’s how:

- Ditch disposables: Carry a water bottle, use metal straws, and say no thanks to extra plastic. “Reusable is the new aesthetic.”
- Be a smart shopper: Ask yourself, “Do I really need this, or is it just on sale?” If it’s in your cart at 2 a.m., it probably isn’t essential.



- Fix the food drama: Share, store, and finish your meals instead of dumping them.

“Love your leftovers—your wallet and the planet will thank you.”

- Go second-hand cool: Thrift stores, clothing swaps, and reusing are not just eco-friendly—they’re lowkey trendy.

“Vintage vibes, zero guilt.”

And What About the Big Players?

“Hey brands, stop greenwashing and start green-doing.”

Industries need to step up too. We’re talking about:

- Producing with less waste

- Using clean energy
- Keeping supply chains ethical and transparent
- Designing products that last longer (and don't break two days after the warranty ends)
“Built to last > built to trash.”

Colleges Can Lead the Way

“Let the campus go green—and not just during fests.”

From eco-clubs and green fests to zero-waste canteens and sustainable merch, campuses are perfect testing grounds for going green. We've got the energy, the creativity, and—let's be real—a lot of coffee to fuel ideas that matter.

The Takeaway?

“Being eco isn't extra. It's essential.”

Being responsible doesn't mean being boring. It means being aware. And cool. Because the planet isn't just some background character—it's our home. Let's give it the respect (and recycling) it deserves.

So the next time you finish a snack or click “buy,” ask yourself: “Is this choice helping the planet—or hurting it?”



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State Private University Established Under Nagaland Govt. Act No.6 of 2016

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