



# SJU NEWSBITES

*A monthly newsletter of St. Joseph University, Nagaland*

*Volume IV | Issue No. 9 | March 2023*

Theme based on World Consumer Rights Day

## **“EMPOWERING CONSUMERS THROUGH CLEAN ENERGY TRANSITIONS”**



# Editorial...

Dear Readers,

At the outset, all the members of the board of editors would like to place on record gratitude to all the contributors facilitating the timely publication of this SJUNews-bites. The editors are grateful.

The theme of this issue is **“Empowering Consumers Through Clean Energy Transitions.”** It is the theme of the World Consumer Rights Day that is observed on 15th March every year. The objective of this is to create awareness among consumers about their rights as well as to promote consumer protection.

The scope of this observance includes the protest against market abuses and social injustices which undermine consumer rights. The annual event is accredited by the United Nations and celebrates solidarity within the international consumer movement. The theme this year aims to raise awareness of consumer empowerment and push their role for a faster clean energy transition.

A consumer is the one who purchases the product for his or her own need and uses or consumes it. In other words a consumer is the end user of any product or services. A consumer cannot resell the good, product or services but can consume it to earn his or her livelihood and self employment.

There are basically four categories of consumers. First category is known as Commercial Consumer who buys large quantities of products even if they are not really needed. They too are associated with special needs. Second category is known as the discretionary spending con-

sumers. They have unique buying habits as they purchase things beyond the need. Thirdly they are known as the extroverted consumers who prefer brands and they gradually become loyal customers of the brands they trust. Fourth category is known as the inferior goods consumers as they have low income and purchase goods or services of inferior quality.

The category of consumers is kept in mind by the producers and providers of goods and services. It assists the promotion of business as well as increase in the profits through products and services.

As persons in the field of education, the challenge is to regulate the consumption behaviour so that the best is made available to all. Education influences consumer behaviour as it makes one choose with reason. Often the lack of education causes wrong decisions in the area of consumption either of goods or of services. Lack of education is also a cause of consumer exploitation. Such a situation urges all to be informed consumers so that exploitation can be stopped and learned decisions can lead to wise decisions. It makes one have the best use of customer care services provided for all.

With this, the editorial team wishes to present before you this issue hoping that all readers are able to share with one another the need for consumer awareness.

Wish you all a happy reading

With regards  
THE TEAM OF EDITORS



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## MESSAGE FROM DEAN (ACADEMIC)



**D**ear Readers,

I wish to extend best wishes to all through this issue of SJUNewsbit.es. I am happy to learn that the theme of the issue is that of the World Consumer Day 2023 that is celebrated on 15th March, “Empowering Consumers Through Clean Energy Transitions.” It is important to be conscious of the consumer rights and above all at the age when people are engaged with issues that matter to the global scenario in relation to energy transition.

The goal of the global consumer movement is to increase access to clean energy in clean homes, clean transport, and clean electricity supply. To know and to share few best practices in this area I like to refer you to Bhutan. It is a matter of pride that Bhutan as a country is acclaimed internationally for clean energy consumption. The Minister for energy and natural resources, Loknath Sharma said, “As consumers of energy, collectively we wield change-inducing influence over how energy is generated, by demanding clean energy and switching to clean energy sources.” “We may take a considerable time for a complete transition to renewable energy, but, change we must, for our present and the future,” Lyonpo said. Lyonpo also said that Bhutan must consistently apply pressure on energy-producing countries and governments and energy companies to provide cleaner alternatives. “Where choices are available, we must as consumers consciously switch to clean energy and associated technologies.”

According to the Competition and Consumer Affairs Authority (CCAA) the theme is built around energy as most economies are facing a deepening energy crisis globally with global energy prices rising by 50 percent last year and expected to remain high in 2023 impacting vulnerable consumers everywhere and compelling them to change the lifestyles to adjust the budget for paying their energy bills. An official of CCAA said, “As energy consumers, we have the power to hasten the transition into sustainable energy and promote energy-efficient consumption.”

The problem all over the world is that the opportunity for consumers to accelerate clean energy transitions is currently lacking. Consumers need to

**“The problem all over the world is that the opportunity for consumers to accelerate clean energy transitions is currently lacking. Consumers need to be supported and empowered to overcome consistent technological, infrastructural, financial, regulatory, and knowledge-related barriers, which stand in the way of transformative action.”**

be supported and empowered to overcome consistent technological, infrastructural, financial, regulatory, and knowledge-related barriers, which stand in the way of transformative action. The CCAA strives to focus on strengthening consumer protection while simultaneously encouraging consumers to be aware of their rights and drive the clean and sustainable energy transition.

Consumer Protection Act 1986 and the National Consumer Disputes Redressal Commission formed in 1988 as the quasi judicial commission brought in a ray of hope against exploitation. The District level Consumer forums and the state level consumer commissions function under this. The consumer protection act was introduced in 2019 in order to prevent exploitation of consumers.

All these political and social reforms will bear less fruit if the education does not address this area with knowledge to create awareness. I believe that the faculty and the students of St Joseph University are capable of spreading greater awareness as responsible consumers.

Gratefully ,  
Dr Kinitoli  
Dean, Academic, St Joseph University



## Department meetings

English Department  
B'Tech  
History Department  
Journalism and Mass Communication  
Mathematics Department  
Physics Department  
Political Science Department  
Psychology and Counseling Department  
Sociology Department

7th March 2023 and 16th March 2023  
20th and 21st March 2023  
15th March 2023 and 20th March 2023  
15th March 2023 and 29th March 2023  
31st March 2023  
24th March 2023  
18th March 2023  
14th March 2023 and 28th March 2023  
16th March 2023

## Department of Education



The Department of Education, St. Joseph University organized Dia Escolar (Scholastic Day) on 23rd of March 2023 on the Theme 'Battle of the Wits'. Dr. K. Sethupathy, Registrar, SJU graced the program as Special Guest.

The main events of the program consisted of Declamation, Fancy Dress Competition, Solo Competition, Group Dance Competition and Three Minutes of Laughter.

The overall champion of the event was bagged by Team Gryffindor and Team Scholar Came the runners-up.



## Department of English

### Parent-Teacher Meetings

The parents-teacher meeting for BA II semester was conducted on 9th March 2023, 10:00 a.m to 11:00 a.m. based on the circular (ref. No. SJU/ENG/ 2023/28/PTM) received on 7th March 2023. Students whose attendance percentage was below 80% were asked to bring their parent/guardian for a discussion with the department HOD and Class-Incharge. The parent/guardian signed and submitted an undertaking letter for attendance deficiency to appear in the CAT I exam. Out of 73 students, 42 students along with their parent/guardian attended the meeting. HOD and Class-in charge deliberated the importance of attendance regularity to be eligible in CAT and end semester exams. The meeting was concluded with another appointment to conduct PTM after CAT-1 exam.

Similarly, a Parent-teacher meeting was conducted for B.A IV semester Depart-

ment of English on 9 and 10 March from 10 am to 12 am. A brief talk was held with the parents on the attendance requirements of their ward for CAT exams and End semester exam by Head of Department and Class In-charge. Out of 38 students 30 students along with their parents attended the meeting.

Parent-teacher meeting for shortlisted students of MA IV Semester having attendance shortage was conducted on 9th and 10th March 2023. 49 parents reported for the meet on the scheduled dates. The parents as well as students have signed the undertaking form to be permitted for Continuous Assessment Test. Further, they were apprised of the mandatory 80% attendance percentage requirement for end semester examinations failing which they will be debarred from appearing the said examinations.





### Painting Competition by Literary Club

A painting competition was host by the Literary club under the theme “Numinous Entity, paint your own reality” on the 24th of March, 2023 at 12:30pm in the auditorium. The program began with a prayer followed by a welcome speech and a poetry recital. The commencement of the competition followed right after the speech. A song was presented in between the competition and while waiting for the result another student presented a wonderful song again. There were 11 participants altogether and 3 winners were selected namely, Shibu chettri from B.A. 2nd semester, PAC department was chosen as the winner, in the second place was Tivini from MA 2nd semester, English Department and the 3rd place was bagged by Thanmiwon Kasom from BA 2nd semester, English Department. The event ended with a vote of thanks and finally benediction.



## Department of History

### International Women's Day 2023



On 7th of March 2023, the UG 4th Semester students of the Department of History, SJU made a Handmade Bookmarks on account of celebrating International Women's Day 2023. The theme was 'Embrace Equity'. It focuses on gender-equal world which is free from bias, stereotypes and discrimination. At the outset, the bookmarks prepared by the students were distributed to all the Women Teaching faculty and non- teaching faculty employed in the University. The coordinator was Ms. Shinatoli, Class teacher of UG IV Semester.

## Screening of documentary

The Department of History initiated a screening of documentary based movie for the students of PG II sem as part of the activity, *'Learning through Visual'* on 25th of March 2023 (Saturday). The film was based on slavery, revolution and emancipation. The theme of which was also part of the current syllabus of the semester. This was screened with an objective of making the students to have a better and in-depth knowledge about the subject through visual. It was coordinated by Mr. K Hokato Sumi, Assistant professor, Department of History, SJU. In all approximately thirty (30) students attended the screening.

## MoU

The Department of History has signed an MoU on 6th of March 2023 with PLS Auto shells Industries Pvt. Ltd, 7th Mile Chumoukedima, Nagaland-797115 executing the project DDU-GKY, a private company but executing and implementing a central sponsored schemes and projects.

The MoU was signed with an objective of recognizing teamwork and collaboration in the field of Tourism and Hospitality or any opportunities that arise through knowledge networking and extension of available facilities of the parties. It is aimed at providing opportunities in the field of education and to work through mutual interest promoting societal benefits.



## Department of JMC

### Interaction Programme



The Department of Journalism and Mass Communication, St Joseph University, Nagaland conducted an interaction programme with our alumni K. Byhnadaosa on March 20, 2023 at room no. 2411, JMC Department, St. Joseph University, Chümoukedima, Nagaland from 10:30 to 11.05am.

The short but participatory interaction shed light to the final year UG students (14 students) about subjects and techniques that he could acquire during his UG programme. As of now, the alumna is pursuing LLB in shillong and shared his enthusiasm to take up the law paper due to the subject he studied during BA JMC. Stretching on the particular subject, Media Laws and Ethics, he made the final year students realize the importance of this paper in fraternity of Journalism.



## Department of Political Science

### E-waste management lecture

The Department of Political Science in collaboration with e-Circle, a Dimapur-based collection center (enterprise/firm), conducted a lecture on e-waste management with PG 2nd semester.

The chief guest was Ms. Mvudzeviu Shuya (Scientist B Nagaland Pollution Control Board) shared about the growing use of electronic gadgets and the menace of e-waste. She also highlighted its impact on the environment and human health. Ms. Bendangwala Walling, co-founder of e-Circle, was the resource person.

She shared the meaning of e-waste and its types. Dr. Kinitoli shared a word of encouragement and appreciation to staffs and students of the Department of Political Science and founder of e-Circle enterprise for collaborating to spread awareness regarding e-waste management.



### Culture Lecture Series-I

The Department of Political Science, St. Joseph University, organised the First Edition of Culture Lecture Series on the 21st of March, 2023 at the University Auditorium. The lecture was based on the theme "Traditionality and Culturality of our Lifeworlds" with Dr. Somingam Mawon, Asst. Professor at the Department, as resource person. Dr. Mawon's lecture addressed the necessity of recollecting the meaning of culture and tradition and their relevance in society today. He emphasised the importance of differentiating between 'culture' and 'tradition', where culture encompasses the worldview, actions, and products of a community and their use of space (role and functions) in the socio-cultural realm; while tradition is handed down in a continuous process of transmission from one generation to another.





## Workshop

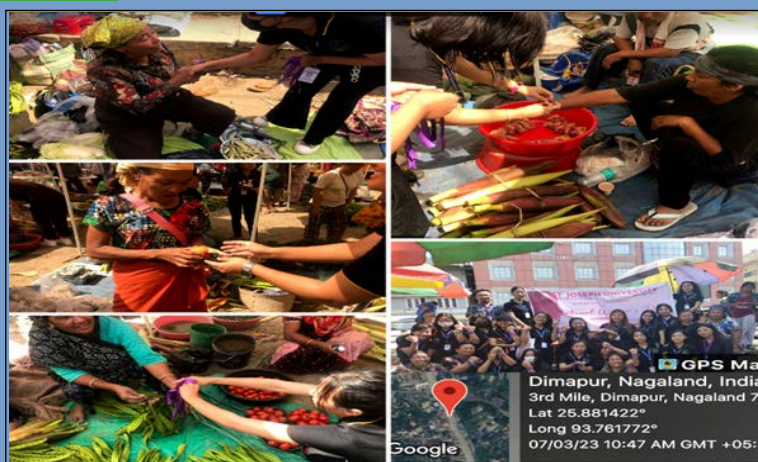
St. Joseph University Political Science Department in Chomoukedima, Nagaland, organised a workshop on the theme “Ideas for enhancing Nagaland's electoral politics.” Ms. Nangzunknungla Imsong, an assistant professor in the department of Political Science, presided over the workshop. The assistant professors and associate professors of the department of Political Science Dr. Somingam Mawon, Dr. Chubutilla, and Dr. Achanger, shared their perspectives on how to improve electoral politics in Nagaland.



## Department of Psychology and Counselling

### International Women's Day Outreach Programme

On 7th March, 2023, the Department of Psychology and Counselling organized an Outreach Programme on account of International Women's Day to Tuesday Bazaar at 3rd Mile, Chekiye Village, Chumukedima. The purpose was to celebrate and acknowledge the women in the workforce. MA II semester students, along with two faculties, provided refreshment and handed out ribbons to commemorate the day, while simultaneously raising awareness on women's dignity and equity in the workforce.





## Case Conference



The Department of Psychology and Counselling conducted Case Conference for its PG final year students on 28th and 30th March, 2023. Altogether six students presented their case report.

## Department of Sociology

### Socio Logos Fiesta -4

The Department of Sociology organized the Socio-Logos Fiesta 4 on the 20th of March 2023 in the University's Auditorium on the theme "Fiesta: Celebrate the Moment". The program was led by Mr. Nungothung Kikon of M.A II Semester. Professor Charles Mhonthung Ezung, the Dean of Students Affairs, SJU exhorted the students by encouraging them to celebrate every moment of their stay at the university and to learn the best from their teachers. The Fiesta consisted of three events in total where students of the department were divided into four groups and were made to compete against each other.

The first event was Recreation of Movie Scene which was moderated by Ms. Imnasangla T Changkija, Asst. Prof, and proved to be entertaining. The second event was the Sociologist Got Talent which was moderated by Ms. Jandeno Ezung, Asst. Prof, where each team presented their members to display their amusing talents. Both the events were judged by Assistant Professors from other Departments of the University.

The second session was marked by the Open Mic Session hosted by Ms. Loyibeni Jami of M.A IV Semester and Mr. Ihusibe of M.A. II Semester. The winners of the competition were announced and prizes were distributed by Dr. Besii Kholi, HOD, Dept. of Sociology. The overview of the program was filled with positive response. The program concluded with a vote of thanks by Ms. Razunu of MA 2nd Semester.



## Department of Social Work

### 1st Social Work Fest



The Department of Social Work, St Joseph University, Chumoukedima held its 1st Social Work Fest in the University premises on 21st and 22nd March 2023 on the theme "Respecting Diversity through joint social actions". The purpose of the Fest was to bring together Social Work Institutes to collaborate, share ideas and engage students in various activities. Social Work students and faculties from St Joseph University, North East Institute of Social Science Research (NEISSR), and Don Bosco College, Maram participated in the various activities and competitions such as debate (LGBTQ), video presentation (social problems), street play (respecting diversity), model presentation (rural farming), cultural show, solo singing and solo dance. Dr Viu Meru, Deputy Director (Admin), CIHSR, Chumoukedima graced the event as the Special Guest on the inaugural Day.



## Department of Zoology

### Workshop

The Department of Zoology at St. Joseph University hosted a one-day Training on "Entrepreneurship Development in Pearl Farming" on March 31, 2023. The purpose of the workshop was to teach students about both the academic and practical sides of pearl farming, such as the identification and anatomy of mussels, water quality parameters, the preparation of designer and round nuclei, and pearl surgery. Resource person for the programme was Dr. Akalesh Kumar Verma, Assistant Professor, Department of Zoology, Cotton University, Guwahati, Assam. The event was held in two sessions with the first theory session which was followed by practical session. A total of 130 students, including Ph.D. research scholars, from the Zoology and Biotechnology departments joined the workshop.



### International day of forest

The Department of Zoology St. Joseph University Organized Interdepartmental competitions on the 21st March 2023 to observe International day of forest on the theme "Forests and Health". In the event, Essay, Poster and Quiz competition was organized during which students from various Departments participated. The purpose of the program was to inculcate students with the importance of forests and to spread awareness. The Judges of the poster competition and essay writing was Dr. Lirola Sangtam, HoD, Botany Department and Mr. Ajith J, Assistant Professor, Department of English respectively.



Do you have something you'd like to let us know? Whether you have a comment or an idea to share, we look forward to hearing from you: [sjunb@stjosephuniv.edu.in](mailto:sjunb@stjosephuniv.edu.in)

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# SJU celebrates 6th Athlitika Kai Festivporium Meet, 2023

The opening ceremony of the 6th Athlitika Kai Festivporium meet, 2023 with the motto -Citius, Atitius, Fortius, was conducted by students of St. Joseph University on March 6 under the supervision of the St. Joseph University students' council and hosted by Dr. Patrick, dept. of Economics & Dr Alemmenla Walling, dept. of English.

Guest of honour N. Jacob Yanthan began his speech by addressing the contributions of St. Joseph University towards an economic up-swing and for providing better learning experience and quality education for the students in the State.

He spoke on the significance of games,

sports and cultural events and how they play a major role in the academic development of a student as it enhances the growth of co-curricular activities. He further mentioned how Games, Sports and cultural events bring togetherness and directional positive values which will ultimately create unity, coordination, cooperation and connectivity which in turn will result in confidence, strong feeling and kindness which remains instilled in an individual.

Thereafter the oath-taking and torch lighting ceremony was conducted by Nitoli Shohe (Asst. Games and sports secretary) along with Ashu C Yimchunger (Games & Sports secretary).

The programme concluded with the lighting of the torch and unfurling of the Flag by the special guest followed by a benediction by Rev. Sr. Arockia Mary, (DMI) Dean of Administration.

The ceremony began with an invocation by Rev. Fr. Augustin, MMI Representative (SJU) along with a welcome speech by Stephen J Kithan, President, (SJUSC).

A special performance was presented by Aamong and Imkumlila (Dpt. Of Psychology and Counselling), followed by a felicitation by Dr Gnaadurai, Vice-chancellor of SJU to welcome the guest of honour, N. Jacob Yanthan, Additional Director of Agriculture, Nagaland.





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### Department of Consumer Affairs

Ministry of Consumer Affairs, Food and Public Distribution  
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