

**Headline:** It was told in the workshop that better decisions can be taken by understanding behaviour.

Print Coverage:

Date	Publication	Page No.	Edition
30.08.2023	First India	09	Jaipur

## WORKSHOP @ IIHMR!



IIHMR University Jaipur, in collaboration with UNICEF, organised a Visioning Workshop to deliberate on the establishment of a Behavioural Insights Unit (BIU) at IIHMR University, Jaipur. Dr PR Sodani, President, of IIHMR University, Jaipur, inaugurated the workshop. Dr Sodani, in his address, shared that behavioural insights are principles derived from behavioural sciences, which are used to understand how people make decisions and how they can be influenced to make better decisions.