



PART -2

Basis for the Holistic Alternative towards Universal Human Order

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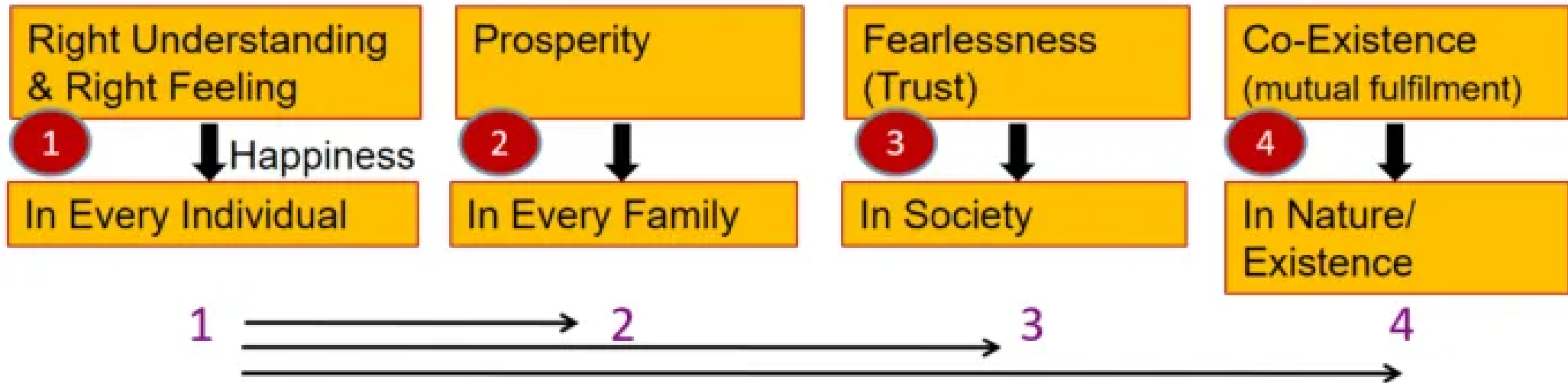
Identification of Comprehensive Human Goal

The comprehensive human goal consists of the following:

1. Right Understanding and freedom from contradictions at the individual level (*Samādhāna*)- *In every individual.*
2. Prosperity and its continuity at the level of family (*Samriiddhi*)- *In every family.*
3. Fearlessness and mutual trust (*Abhaya*)- *In the society*
4. Co-existence (*Sah-astitva*) - *In the nature.*

Such a comprehensive objective will be conducive to the welfare of all (*abhyudaya*) for all times. This will apply to all the human beings on earth.

Human Goal (मानव लक्ष्य)

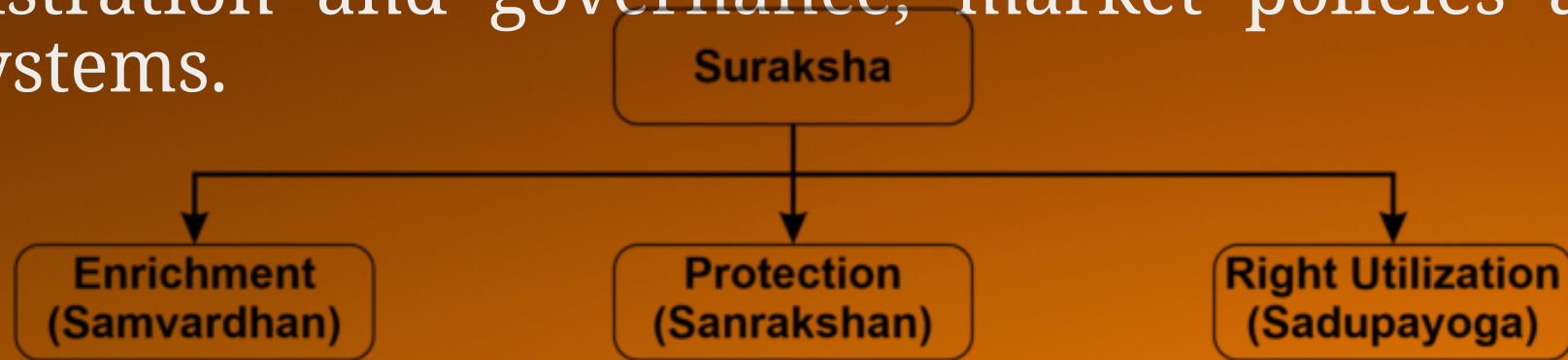


Human Order (मानवीय व्यवस्था)

Systems / Dimensions (आयाम)

1. Education – Sanskar **1**
2. Health – Self-regulation **2** **4**
3. Production – Work **3**
4. Justice **3** – Preservation **4**
5. Exchange – Storage **2** **3**

- Now, on this basis, we can identify the goals of any organization, system or society, either working for production, justice, exchange... etc.
- We can evaluate whether the goals set by the system are humane or not, whether these are comprehensive or having a limited vision.
- In terms of these goals, we can evaluate the inadequacies in the prevalent education system, judiciary system, administration and governance, market policies and other such systems.



Vision for the Holistic Alternative



- A correct appraisal of the comprehensive human goal and human welfare and the realization of co-existence at all levels enable us to visualize and gradually evolve a viable alternative to the prevailing pattern of human living.
- Thus the right understanding prepares us for moving towards the ‘holistic alternative’ (universal human order, *svarājya*) which will be sustainable as well as conducive to fulfil the basic human aspirations for all human beings.
- It will be a mode of living which is self satisfying, people-friendly and eco-friendly.
- Then, all human ingenuity and creativity, all the knowledge and skills available can be harnessed to actualize such a model of living.
- There is an urgent need to initiate research and development in this direction as our present model of living is proving to be more and more

Professional Ethics in the Light of Right Understanding



- Profession is a significant domain of human activity targeted towards participating in the larger order which includes the society and nature around. Thus, it is a meaningful participation for each one in one or more of the five domains of human endeavour needed for a harmonious society.
- Professional education, one acquires the specific skills and knowledge in order to make this contribution in the larger order. Ethical conduct of profession implies the right utilization of one's professional skills towards the fulfilment of comprehensive human goal and thus, meaningfully participate in the larger order.

Profession - In the Light of Comprehensive Human Goal

- The excellence or the success of any professional activity is to be judged from this comprehensive point of view only and not in terms of just wealth generation.
- What is in our mind when we try to choose a professional career?
- What do we consider as a good profession?
- What is the general view of the parents in regard to an appropriate profession for their children?
- In what way do the people in society give value to various professions?
- This is very important for us to find out.
- The general perception in which the professions are presently looked at, is in terms of being able to earn more and more money, getting more power, getting more perks or comforts etc. Isn't it?

Verify this yourself.

- The whole purpose of value education is to enable the development of this understanding and competence which is essential to ensure professional ethics.



Code of Ethics

['kōd ōv 'e-thiks]

A set of rules and principles designed to encourage ethical conduct among a group of professionals.

Competence in Professional Ethics

1. Clarity about the comprehensive human goal: *Samādhāna-Samriddhi- Abhaya- Sahastitva* and its fulfilment through universal human order from family to world family.
2. Confidence in oneself as well as confidence in the harmony, co-existence and selfregulation prevailing in entire existence based on the right understanding of oneself and the rest of existence.
3. Competence of mutually fulfilling behaviour, clarity and confidence in ethical human conduct and its correlation with sustainable personal as well as collective happiness and prosperity.
4. Competence of mutually enriching interaction with nature, ability to assess the needs for physical facilities for the family and their fulfilment through production systems ensuring harmony in the nature.
5. Competence of actualizing one's understanding in real life.

Issues in Professional Ethics - The Current Scenario

- ❑ We may enlist some salient categories of these unethical practices as follows:
 - ❑ Corruption in multiple forms and at various levels
 - ❑ Tax evasion, misappropriation and misuse of public funds
 - ❑ Misleading propaganda, unethical advertisements and sales promotion Cut-throat competition
 - ❑ Exploiting the weakness of consumers through various enticements
 - ❑ Adulteration and spurious production
 - ❑ Endangering the health and safety of public at
 - ❑ Hoarding and over-charging etc.
- ...the list could be much longer.



- In this context, it will also be educative to look at the various methods and mechanisms which are being presently employed to check these trends and their effectiveness.
- Many agencies such as the government bodies, professional societies, NGO's, media and professional educators etc. are all trying to devise ways and means to control the situation.



The following methods are being increasingly proposed and implemented:

- ❖ Promoting awareness about professional ethics by introducing new courses, refresher programs and case studies
- ❖ Administering oaths and prescribing codes of ethical conduct for specific professional disciplines
- ❖ Setting up mechanisms for intensive audit inspection and monitoring the activities
- ❖ Framing more stringent laws and devising harder punishments for offences
- ❖ Promoting transparency and accountability through mechanisms like RTI (right to information)



Flow chart : Social sustainability tensions in multi-tier supply chain



- ❖ Carrying out 'sting operations' and widely publicising serious lapses in ethical conduct of profession through media
- ❖ Encouraging whistle blowing by individuals or groups
- ❖ Setting up vigilance commissions, ethics committees, tribunals, consumer protection forums etc.
- ❖ Filing public interest

Different ways of Whistleblowing



Inherent Contradictions and Dilemmas and their Resolution

- We can understand more clearly through examples how the contradictions and dilemmas are inherently generated by the prevailing worldview in which wealth maximization is perceived to be the prime objective.
- An interesting example of the prevailing dichotomy is evident in the advertisements that we daily come across, particularly in case of various evidently harmful products like cigarettes, *pan masala* etc.
- Where on one hand, the use of these products is highly glamorized to attract the consumers and in the end there is an inconspicuous statutory warning indicating that the use of these products is injurious to health.
- Thus there is clear tendency of making profits by promoting the sale of the products which are injurious to public health.
- In such a situation the dilemma as to how much importance is to be given to one's profit and how much to the welfare always remains unresolved.

- With all this, a continuous contradiction persists in the mind of such people as these unethical processes are not naturally acceptable to anyone.
- They create tension and anxiety at the personal level and one is tempted to adopt dual personality in terms of trying to appear to be ethical and in reality acting differently.
- There is a need to hit the nail on the head. The resolution of all these contradictions and dilemmas can only come through right understanding.
- Thus, the crux of all this discussion is that sincere effort towards building up the ethical culture of all beings in general and professionals in particular through proper education is the only effective way to achieve professional ethics.



END PART – II, THANK
YOU



