A Textbook on
Professional
Ethics
and
Human Values

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Professional Ethics and Human Values

'Professional ethics and Human values' is a very relevant subject of today's environment of conflicts and stress in the profession, with obligations to be met by one person in many directions. A formal study will certainly improve one's ability and judgment and refine one's behaviour, decisions and actions in performing the duty to the family, organization, and to the society. A contemplation on 'Professional ethics and Human values' operates as Engine Oil in Automobiles.

1.0 General objectives of study of Professional Ethics and Human values

(*a*) to understand the moral values that ought to guide the Engineering profession

(*b*) resolve the moral issues in the profession

(*c*) justify the moral judgment concerning the profession

(d) to develop a set of beliefs, attitudes, and habits to increase one's ability to deal effectively with moral complexity in engineering practice.

Example: In a Production Organisation comprising of General Manager,HR section, Design section, Production section, Quality assurance section, Marketing section, Finance section, Adminisration section etc, each has the moral and ethical issues are in terms of concern about vision & mission, coordination cooperation, communication, sympathy, discipline, credibility, punctuality etc. both at personal level and organizational level.

Objectives of the study on Professional Ethics :

(A)   Improvement of the cognitive skills (skills of the intellect in thinking clearly)

1. Moral awareness (proficiency in recognizing moral problems in engineering)

2. Cogent moral reasoning (comprehending, assessing different views)

3. Moral coherence (forming consistent viewpoints based on facts)

4. Moral imagination (searching beyond obvious the alternative responses to issues and being receptive to creative solutions)

5. Moral communication, to express and support one's views to others.

(B) To *act* in morally desirable ways, towards moral commitment and responsible conduct

1. Moral reasonableness i.e., willingness and ability to take moral responsibility.

2. Sense of conduciveness, Respectfulness and obligation with respect to the people around(showing concern for the well-being of others, besides oneself) (Sanskrit Verse- *Bahu Jana Sukhaaya BahuJana Hitaaya* principle)

3. Tolerance of diversity i.e., endurance and respect for ethnic, cultural and religious differences, and acceptance of reasonable differences in moral perspectives.

4. Moral hope i.e., believe in using rational dialogue for resolving moral conflicts.

5.Moral Integrity, which means integrating one's professional life and personal convictions in the profession(Kannada Verse-*Nudidante Nade).*

1.1   MORALS

Morals are the principles enunciated by the wise people, based on their experience and wisdom for the welfare of Mankind.(*Ex: Work is Worship, Kannada Verse- Kaayakave Kailaasa, Modalu Maanavanaagu, Sanskrit Verse-Satyameva Jayate)*

Edited, changed or modified or evolved to suit the geography of the region, rulers (dynasty), human race

and in accordance with development of knowledge in science and technology in due course of time.

Morality Definition
A comprehension about the objectives like

(a)   **What ought or ought not to be done in a given situation***? (Dutifulness- Kartavya Pradnya)*

(b)   **What is right or wrong about the handling of a situation?** *(Prudentness -Viveka)*

(c) **What is good or bad about the people, policies, and ideals involved***?(Virtuous , Right mindedness , Sadaachaar*

Differences between Morality and Ethics

Morality

1. More general and prescriptive based on customs and traditions.

2. More concerned with the results of wrong action, when done.

3. Thrust is on judgment and punishment, in the name of God or by laws.

4. In case of conflict between the two, morality is given top priority, because thedamage is more. It is more common and basic.

5. Example: Character flaw, corruption , extortion, and crime.

Ethics

1.Specific and descriptive. It is a critical reflection on morals.

2. More concerned with the results of a right action, when not done.

3. Thrust is on influence, education, training through codes, guidelines, and correction.

4. Less serious, hence second priority only. Less common. But relevant today, because of complex interactions in the modern society.

5. Example: Notions or beliefs about manners, tastes, customs, and towards laws.

Laws & Moral and Ethics

As a complimentary to morals and ethics, laws are framed which are the norms, formally approved by the administrative authorities(Government or Private). Breaking the norms is called *crime*, and invites specific prosecution & punishment.

1.2 VALUES

1.2.1 Definitions

1.   **A value is defined as a principle that promotes well-being or prevents harm."**

2.   **Values are our guidelines for our success—our paradigm about what is acceptable."**

3. **Values are Emotional beliefs in principles regarded as particularly favorable or important for the individual."**

General Human Values

Ethics, Integrity, Work ethics, Service learning, Virtues, Respect for others, Living peacefully, Caring, Sharing, Honesty, Courage ,Valuing time, Cooperation, Commitment, Empathy, Self-confidence, Challenges in the work place, Spirituality.

Role and Impact of values in Profession

Our values associate emotions to our experiences and guide our choices, decisions and actions. Values are the scales we use to weigh our choices for our actions, whether to move towards or away from an objective directly influence a person's behavior.

Since Humans have the unique ability to define their identity, choose their values and establish their beliefs, all three of these directly influence a person's behavior.

Behaviour of an indivisual decides the success in a profession

Factors affecting Manifestation of Values

All values do not have the same weight or priority. Some are more important than others and the important one must be satisfied before others can be addressed. Hierarchy of Human needs define the priority. Observing the Hierarchy of Human needs as follows, the Human values tend to change.

Ex: Survival > Security > Social acceptance > Self esteem

Ex:In some scandal in an organization the superior official tends protect himself on higher priority ignoring the human values as regards his subordinates.

A person's beliefs, values and identity are usually acquired unconsciously based on his personal experience or observations of others' experiences as to what produces desirable or undesirable results in the environment.

If the emotions produced are strong enough, the resulting behavior will be automatic and instantaneous , and the behavior may not be necessarily logical or rational, and completely in accordance with the person's strongest held beliefs, values and/or identity. Means the values may be degraded on that occasion. Hence one must be careful about the emotions to uphold the values. Ex:A superior official using unparliamentarily words in anger, addressing his subordinate

By positive affirmations(through training or counseling), one can modify or create new beliefs about a person's identity and/or what is important to him (values) using Verbal repetition of statements intended to become new beliefs, and values.

1.2.2 Types of Values

The five core human values are:

(1) Right conduct (2) Peace (3) Truth (4) Love (5) Nonviolence.

1. Values related to RIGHT CONDUCT are:
(*a*) **SELF-HELP SKILLS**: Care of possessions, diet, hygiene, modesty, posture, self reliance, and tidy appearance
(*b*) **SOCIAL SKILLS**: Good behavior, good manners, good relationships, helpfulness, No wastage, and good environment, and
(*c*) **ETHICAL SKILLS**: Code of conduct, courage, dependability, duty, efficiency,ingenuity, initiative, perseverance, punctuality, resourcefulness, respect for all, and responsibility.

2. Values related to PEACE are:
Attention, calmness, concentration, contentment, dignity, discipline, equality, equanimity, faithfulness, focus, gratitude, happiness, harmony, humility, inner silence, optimism, patience, reflection, satisfaction, self-acceptance, self-confidence, self-control, self-discipline, self-esteem, self-respect, sense control, tolerance, and understanding

3. Values related to TRUTH are: Accuracy, curiosity, discernment, fairness, fearlessness, honesty, integrity (unity of thought, word, and deed), intuition, justice, optimism, purity, quest for knowledge , reason, self-analysis, sincerity, sprit of enquiry, synthesis, trust, truthfulness , and determination.

4. Values related to LOVE are: Acceptance, affection, care, compassion, consideration, dedication, devotion, empathy, forbearance, forgiveness, friendship, generosity, gentleness, humanness, interdependence, kindness, patience, patriotism, reverence, sacrifice, selflessness, service, sharing, sympathy, thoughtfulness, tolerance and trust

5. Values related to NON-VIOLENCE are:

(*a*) PSYCHOLOGICAL: Benevolence, compassion, concern for others, consideration, forbearance, forgiveness, manners, happiness, loyalty, morality, and universal love

(*b*) SOCIAL: Appreciation of other cultures and religions, brotherhood, care of environment, citizenship, equality, harmlessness, national awareness, perseverance, respect for property, and social justice.

(c) PERSEVERANCE is defined as persistence, determination, resolution, tenacity(firmness), dedication, commitment, constancy, steadfastness, stamina, endurance and indefatigability. To persevere is described as to continue, carry on, stick at it (in formal), keep going, persist, plug away, (informal), remain, stand firm, stand fast, hold on and hang on to the task. Perseverance builds character. Ex: Success of ISRO projects is outcome of Perseverance

(d) ACCURACY means freedom from mistake or error; conformity to truth or to a standard or model and exactness. Accuracy is defined as correctness, exactness, authenticity, truth, veracity, closeness to truth (true value) and carefulness. The value of accuracy embraces a large area and has many implications. Engineers are encouraged to demonstrate accuracy in their behavior through the medium of praise and other incentives. Accuracy includes telling the truth, not exaggerating, and taking care over one's work.

(e) DISCERNMENT means discrimination, perception, penetration, and insight. Discernment means the power to see what is not obvious to the average mind. It stresses accuracy, especially in reading character or motives. Discrimination stresses the power to distinguish or select what is true or genuinely excellent. Perception implies quick and often sympathetic discernment, as of shades of feelings.

Penetration implies a searching mind that goes beyond what is obvious or superficial. Insight suggests depth of discernment.

Definitions of other terms are given in the appropriate pages of this book.

1.2.3 Evolution of Human Values

The human values evolve because of the following factors:

1. The impact of norms of the society on the fulfillment of the individual's needs or desires.

***People have gone to great lengths to demonstrate the validity of their beliefs, including war and sacrificing their own life! Ex:Mahatma Gandhiji, Veer Sawarkar sacrificed their life for Independence.Vikram Sarabhai, Dr.A P J Abdul Kalam dedicated his life for Science and Technology.

Conversely, people are not motivated to support or validate the beliefs of another, when those beliefs are contrary to their own. People will act congruent with their personal values or what they deem to be important.

A person's observations on its environment are filtered through his values to determine whether or not he should expend energy to do something about his experiences. A person who values gold and sees a large bag of gold (a positive value) in his path as he walks, will be motivated to reach down and pick it up. A person who values his life and knows about venomous snakes will retreat from the sound of a rattlesnake (a negative value) from nearby, when he is walking in the desert. Said in another way,
"Values are the scales we use to weigh our choices for our actions, whether to move towards or away from something."
Not all values have the same weight or priority. Some are more important than others and must be satisfied before others can be addressed.
Dr. Abraham Maslow illustrated this with his hierarchy of human needs. Survival has a higher priority than security, which has a higher priority than social acceptance. Self-esteem can only be addressed to the degree that social acceptance is fulfilled. Similarly,self-actualization can only be pursued to the degree that self-esteem has been satisfied.
A person's beliefs, values and identity are usually acquired unconsciously based on his personal experience or observations of others' experiences as to what produces desirable or undesirable results in the environment.

A baby's learning *to walk and talk* is a clear example of identifying with human adults, valuing the act of being able to have the mobility and communication ability of an adult and the belief, based on unconscious observation, that humans can do walk and do talk with each other.

Physiologists have identified the parts of the human brain that are involved in producing behavior in accordance with beliefs and values. All information collected by human senses is passed through a net-like group of cells, known as the Reticular Activating System (RAS), located near the top of the brain stem. The RAS compares the data received with accepted values, positive and negative (threats), and beliefs stored in memory and determines whether or not immediate action is required. The results

of the RAS's comparison are communicated to the 'amygdala' near the mid-brain.

The 'amygdala' produces neuro-chemicals that cause emotions consistent with the nature of and proportional to the match between environment and values and beliefs. The neuro-chemicals initiate the chemical processes needed for the action to be taken.

If the **emotions** produced are **strong enough**,the perceived information is blocked from reaching the logical, rational and conscious executive center of the brain, the pre-frontal lobes. In which case, the resulting behavior will be automatic, not necessarily logical or rational, and completely in accordance with the person's strongest held beliefs, values and/or identity.

By positive affirmations, one can modify or create new beliefs about a person's identity and/or what is important to him (values). Verbal repetition of statements intended to become new beliefs, and values will result in these being stored for use by the RAS for comparison with the environment being experienced. This is the mechanism how the beliefs or values are modified.

1.3 ETHICS

Ethics is the word that refers to morals, values, and beliefs of the individuals, family or the society.
The word Ethics has several meanings.
Basically it is an activity and process of inquiry(investigation,analysis).
Secondly, it is different from non-moral problems, when dealing with issues and controversies.
Thirdly, ethics refers to a particular set of beliefs, attitudes, and habits of individuals or family or groups concerned with morals.
Fourth, it is used to mean 'morally correct'.

Role of Ethics in Profession

- **The study on ethics helps to know the people's beliefs, values, and morals, learn the good and bad of them, and practice them to maximize their well-being and happiness.**
- **It involves the inquiry on the existing situations, form judgments and resolve the issues. In addition, ethics tells us how to live, to respond to issues, through the duties, rights, responsibilities, and obligations.**
- **In religion, similar principles are included, but the reasoning on procedures is limited.**
- **The principles and practices of religions have varied from to time to time (history), region (geography, climatic conditions), religion, society, language, caste and creed. But ethics has grown to a large extent beyond the barriers listed above. In ethics, the focus is to study and apply the principles and practices, universally.**

1.4 INTEGRITY

Integrity is defined as the unity of thought, word and deed (actions with honesty) and open mindedness. (Working with Kaaya,Vaacha,Manasaa i.e.Trikarana purvaka Karma)
It includes the capacity to communicate the factual information so that others can acknowledge and make well-informed decisions and actions.

Role of Integrity in Profession

- **It yields the person's 'peace of mind', and hence adds strength and consistency in character, decisions, and actions. This paves way to one's success. It is one of the self-direction virtues.**
- **It enthuse people not only to execute a job well but to achieve excellence in performance. It helps them to own the responsibility and earn self-respect and recognition by doing the job.**
- **Moral integrity is defined as a virtue, which reflects a consistency of one's attitudes, emotions, and conduct in relation to justified moral values.**

(Further discussion on this is available in Chapter 2.)

1.5 WORK ETHICS

Definition of Work Ethics

Work ethics is defined as a set of attitudes concerned with the value of work, which forms the motivational orientation.

Objectives of Work Ethics

Ensuring the
1.Good economy (get job, create wealth, earn salary)
2. Productivity (wealth, profit)
3. Safety (in workplace)
4.Health and hygiene (working conditions)
5.Privacy(raise family), security (permanence(stability) against contractual(instability), pension, and retirement benefits),
6.Cultural and social development (leisure, hobby, and happiness),
7. Welfare (social work),

8.Environment(anti-pollution activities),

9. Offer opportunities for all, according to their abilities, but without discrimination.

Role of Work Ethics(Necessity of Work Ethics)

- **Work with ethics is good for the body and mind and valuable at personal and social levels..**

- **It promotes self-respect, self-esteem, good for the family, Society ,nation and the world.**

- **Work lays a moral and meaningful foundation for life.**

- **It improves the quality of life and makes life purposeful, successful and happy.**

- **By work ethics, duties to the self, family, society, and nation are fulfilled.**

- **Rights of the individuals are respected and nourished.**

- **Values and virtues are cultivated and enjoyed by all human beings.**

- **The quality of life is improved and the environment protected.**

- **On the other hand due to poor Work Ethics, unemployment and under-employment lead to frustration, social tensions, and occasional militancy.**

We need to *promote work ethics*, at all levels, to flourish as developed nation.

Industry and Society are the two systems which interact with each other and are interdependent. Society requires industry/business system which provides manufacturing, distribution and consumption activities.

It needs investment (capital input), labor (input), supply (raw materials), production (industries, business organizations), marketing and distribution (transport), and consumption (public, customer). A lot of transactions (and interactions) between these sub-systems involving people are needed for the welfare of the society. It is here, the work ethics plays an essential role.

Complex social problems existing in the industrial/business scenario

1. **Dignity, Self Esteem and Self-fulfillment:** The people desire to be recognized as individuals and treated with dignity, as living human beings. Work is intrinsically valuable so far as it is enjoyable or meaningful in allowing personal expression and self-fulfillment. Meaningful work is worth doing for the sense of personal identity and the self-esteem it holds.

2. **Economic independence:** Work is the major instrumental good in life. It is the main source of providing the income needed to avoid economic dependence on others, for obtaining desired materials and services, and for achieving status and recognition from others.

3. **Salary, Exploitation:** Pay as well as the pace of work should be in commensurate with the expertise required, acquired, and utilized in the persons. Exploitation and bargained pay should be discouraged.

4**. Privacy (personal freedom) of the employee:** Privacy (personal freedom) of the employee including women, is to be protected. At the same time, confidentiality of the employer is also to be protected. Mutual trust and loyalty both ways play major roles in this aspect.

5**. Security during job and upon retirement:** This concept is being accepted only in government
Jobs, public limited companies, and corporate organizations. The western thought has influenced the Indian private industries and multinationals in a paradigm shift from 'lifelong employment' to policies such as 'merit only', 'hire and fire', 'pay and use' etc. This situation has no doubt created tension in the Indian scene.

6. **Recognition to non-work activities:** Recognition to non-work activities, such as leisure, paid holiday on the day of visit of a dignitary, social service, and other developmental activities. The workers in prosperous countries are less willing to consider 'work' as their prime interest in life. They claim that such service activities give them *peace of mind* and *happiness*. However, such a trend is likely to decline the work ethics.

7. **Hard work and productivity** hard work and productivity are very essential for the success of an industry. The quality of work life deserves to be improved. Hard labor, undignified jobs (human-drawn *rikshaw*, people carrying night soil), and hazardous jobs are to be made less straining, dignified, and safer. Automation and CNC systems to a large extent have been successful in lessening the human burden. Still, many a hard work can not be replaced by 'virtual work', in the near future.

8. **Employee alienation (Disaffection , unfriendliness):** Absence of or inadequate 'recognition and reward system' and 'grievance redressal system', lack of transparency in policy implementation, factions in trade unions etc. lead to ethical problems, affecting the work ethics. Participative management, quality circles, job rotation, and flexible working hours are some of the measures to counter this situation.

9. **Negative perspective of Work Ethics (A different view of work ethics):** Work is considered as a necessary evil. It is a thing one must do in order to avoid worse evils, such as dependency and poverty. That is a major source of anxiety and unhappiness**.**
(Udyogam Purusha Laxanam,   Kaayakave Kailasa,   Yogah Karmasu Koushalam)

Note: As per the Protestant Work Ethics, the financial success is a sign that is favored by God. It means making maximal profit is a duty mandated by God. It is to be obtained rationally, diligently, and without compromising with other values such as spending time with one's family and not exploiting or harming others[1]

1.6 SERVICE LEARNING

Service learning refers to learning the service policies, procedures, norms, and conditions, other than 'the technical trade practices'. The service learning includes the characteristics of the work, basic requirements, security of the job, and awareness of the procedures, while taking decisions and actions. Alternatively, the service learning may be defined as the *non-paid activity*, in which service is provided on voluntary basis to the public (have-nots in the community), non-profitable institutions, and charitable organizations.

It helps the individuals to interact ethically with colleagues, to effectively coordinate with other departments, to interact cordially with suppliers as well as the customers, and to maintain all these friendly interactions.

The service learning is a methodology falling under the category of experiential education. It is one of the forms of experiential learning and community service opportunities. It is distinguished in the following ways:

1. ==*Connection to curriculum(Integration of Academic learning and Service Project)*:== Integrating the learning into a service project is a key to successful service learning. Academic ties should be clear and built upon existing disciplinary skills. It is the service during learning. This includes training or study on real life problems and their possible solutions, during the formal learning, i.e., courses of study

2. ==*Learner's voice* (selection, design, implemention, and evaluation their service activity).:== Beyond being actively engaged in the project, trainees have the opportunity to select, design, implement, and evaluate their service activity.

3. ==*Reflection(Service Experience)*:== Structured opportunities are created to think, talk, and write about the service experience. The balance of reflection and action allows the trainee to be constantly aware of the impact of their *work*.

4. ==*Partnerhip in the industrial and customer community*:== Partnership with community agencies are used to identify genuine needs, provide mentorship, and contribute input such as labor and expertise towards service learning.

==Example:The engineering student analyzing and executing a socially-relevant project is an example of service learning.==

1.7 VIRTUES

==Virtues are *positive* and *preferred* values in terms of desirable attitudes that enable us to be successful and to act in ways that develop our highest potential. They energize and enable us to pursue the ideals that we have adopted.==
==Virtues are tendencies which include, solving problems(issues) through peaceful and constructive means and follow the path of the golden mean between the extremes of 'excess and deficiency'.==

Examples of virtues: Honesty, courage, compassion, generosity, fidelity, integrity, fairness, transparency, self-control, and prudence

==A person who has developed virtues will naturally act in ways consistent with moral and ethical principles. They are like habits, once acquired, they become characteristics of a person.==

1.7.1 Civic Virtues

Civic virtues ar<mark>e the moral duties and rights, as a citizen of the village or the country or an integral part of the society and environment. An individual may exhibit civic virtues by voting, volunteering, and organizing welfare groups and meetings.</mark>

The civic duties are:

1. Paying Tax punctually

2. Keeping cleanliness in and around.

3. Avoiding pollution of the environment garbage disposal.(air, water,sound,garbage)

4. Following traffic safety rules.

The civic rights are:

1. Voting in Elections(local,state,central)

2. Contesting in the elections.

3. Seeking a public welfare facilities(education,health,transfortation, communation).

4. Establishing and maintaining a green,pollution free and safe environment, pollution free.

George Washington[4] embodied the civic virtues as indispensable for a self-governing administration.

<mark>Categories of Civic Virtues:</mark>

1. Civic Knowledge(about duties and rights)
Citizens must understand what the Constitution says about how the government is working, and what the government is supposed to do and what not to do. We must understand the basis of our responsibilities as citizens, besides duties and rights. We must be able to recognize when the government or another citizen infringes upon our rights. It implies that the government requires the participation of the enlightened citizens, to serve and survive.

2. Self-Restraint(non ethical issues)
For citizens to live in a free society with limited government each citizen must be able to control or restrain himself from non ethical activities at personal and social level.

3. Self-Assertion(pride regarding their rights and action for their fulfilment)
Self-assertion means that citizens must be proud of their rights, and have the courage to stand up in public and defend their rights.

4. Self-Reliance(as regards basic needs such as food, shelter, health)

These civic virtues, applicable to local, state, and central governments, nourish freedom and civil liberty at the root of democracy.

1.8 RESPECT FOR OTHERS

To nurture friendship, team work, and promotion and sustenance of the synergy (team strength and spirit)

1. **Recognition and accepting the existence of other persons as human beings:** Recognize and accept the existence of other persons as human beings, because they have a right to live, just as you have.

2. **Respecting others' ideas (decisions), words, and labor (actions) and interaction(in terms of listening, appreciation, critics & corrections,):** Appreciate colleagues and subordinates on their positive actions. Criticize constructively and encourage them. They are bound to improve their performance, by learning properly and by putting more efforts.

3. **Extending Goodwill and Affection to promote coherence, strength and overall growth**: This will facilitate co linearity, focus, coherence, and strength to achieve the goals.

1.9 LIVING PEACEFULLY

To live peacefully, one should start install peace within (self). Charity begins at home. Only who are at peace can spread peace.

- **Means to live peacefully, in the professional world:**

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The following are the factors and means that promote living, with internal and external peace:

1. Conducive environment (safe, ventilated, illuminated and comfortable).

2. Secured job and motivated with 'recognition and reward'.

3. Absence of threat or tension by pressure due to limitations of money or time.

4. Absence of unnecessary interference or disturbance, except as guidelines.

5. Healthy labor relations and family situations.

6. Service to the needy (physically and mentally-challenged) with love and sympathy.

1.10 CARING

- **It is a process which exhibits the interest in, and support for, the welfare of others with fairness, impartiality and justice in all activities, among the employees, in the context of professional ethics.**

- It includes showing respect to the feelings of others, and also respecting and preserving the interests of all others concerned.
- Caring is reflected in activities such as friendship, membership in social clubs and professional societies, and through various transactions in the family, fraternity, community, country and in international councils.
- In the present day context, caring for the environment (including the *fauna and flora*) has become a necessity for our very survival. If we do not care for the environment, the environment will scare us.

1.11 SHARING

- Sharing is a process that describes the transfer of knowledge(teaching, learning, and information), experience (training), commodities (material possession) and facilities with others. For the humanity, 'sharing' is a *culture*.
- The transfer should be genuine, legal, positive, voluntary, and without any expectation in return. However, the proprietary information it should not be shared with outsiders.
- Through this process of sharing, experience, expertise, wisdom and other benefits reach more people faster.
- Sharing is voluntary and it can not be driven by force, but motivated successfully through ethical principles. In short, sharing is 'charity'

Advantages of Sharing

The 'happiness and wealth' are multiplied and the 'crimes and sufferings' are reduced, by sharing. It paves the way for peace and obviates militancy. Philosophically, the sharing maximizes the happiness for all the human beings. In terms of psychology, the fear, divide, and distrust between the 'haves' and 'have-nots' disappear. Sharing not only paves the way to prosperity, early and easily, and sustains it. Economically speaking, benefits are maximized as there is no wastage or loss, and everybody gets one's needs fulfilled and satisfied. Commercially speaking, the profit is maximized. Technologically, the productivity and utilization are maximized by sharing.

Examples of Sharing

- Code-sharing in airlines for bookings on air travels
- Common Effluent Treatment Plant constructed for small-scale industries in the industrial estates.
- The co-operative societies for producers as well as consumers of sharing of the goods, profit and other social benefits.

Here is an anecdote that illustrates the benefits of sharing, for the young minds!

The shouting...the screaming…the fighting. That was the breaking point for me as I poured out `my woes to my mother`. "`How can I get them to` *share* as well as we did as kids?", I pleaded. Laughter was her reply. "Well, thanks a lot, mom," I said. "I'm sorry," she chuckled, "but you didn't always share." She went on to explain about the "Box of Misbehaved Toys." Every time we fought over a toy, she would quietly take that and put it into the box. Yes, I did remember that box. I also remember it wasn't always fair since one person may have caused all the commotion. But my mother was consistent. No matter what the reason for the struggle was, the toy disappeared into the box for one week. No questions asked, and no chance of parole. My siblings and I soon learned that sharing a toy was better than losing it. Often, one person would decide to just wait for a time when no one else was playing with the toy, rather than fight and lose it. It was not a perfect system, but I tried it anyway That box was a shock to my kids and it was close to full, within a few days…..As the weeks progressed, I noticed the box was emptier and the arguing was less. Today, I heard quiet music to my ears as my son said to his sister, "That's OK, you can play with it."

This story illustrates the worthy joy of sharing as compared to the pain of losing.

1.12 HONESTY

Honesty is a virtue, and it is exhibited in two aspects namely,

(*a*) Truthfulness and

(*b*) Trustworthiness.

Truthfulness is to face the responsibilities upon telling truth. One should keep one's word or promise. By admitting one's mistake committed (one needs courage to do that!), it is easy to fix them. Reliable engineering judgment, maintenance of truth, defending the truth, and communicating the truth, only when it does 'good' to others, are some of the reflections of truthfulness.

Trustworthiness is maintaining integrity and taking responsibility for personal performance. People abide by law and live by mutual trust. They play the right way to win, according to the laws or rules (legally and morally). They build trust through reliability and authenticity. They admit their own mistakes and confront unethical actions in others and take tough and principled stand, even if unpopular.

HONESTY IS THE BEST POLICY

Honesty is reflected commonly in terms of :

(*a*) Beliefs (intellectual honesty).

(*b*) Communication (writing and speech).

(*c*) Decisions (ideas, discretion).

(*d*) Actions (means, timing, place, and the goals). and

(*e*) Intended and unintended results achieved.

Actions that lead to dishonesty are:

1. *Lying***: It is giving** *wrong* **information to the** *right* **people.**

2. *Deliberate deception***: Decisions based on with insufficient understanding, data or proof, to impress upon the customers or employers.**

3. *Withholding the information***: during communication to one's superior or subordinate, intentionally or otherwise.**

4. *Not seeking the truth***:**

5. *Not maintaining confidentiality***: It is giving** *right* **information to** *wrong* **people.**

6. Giving professional judgment under the influence of extraneous(inappropriate) factors such as personal benefits and prejudice, violating the laws and ignoring experience, social welfare, and conscience(sense of right or wrong i.e Viveka).

1.13 COURAGE

Courage is <mark>the tendency to accept and face risks and difficult tasks in rational ways</mark>. Self-confidence is the basic requirement to nurture courage. In addition the following attitudes are required **(a) Facing the criticism, (b) owning responsibility**

c) accepting the mistakes and vigilance against the past mistakes

d) creative in finding the alternate means to achieve the desired objectives

(e) involvement (attitude, clear and firm resolve to act) and Commitment (willing to get it) (f) Perseverance (sustained hard work),

(i)Experimentation (preparedness to face the challenges, that is, unexpected nto action and to reach the desired goals by any alternative but ethical means).

Courage is classified into three types, based on the types of risks, namely

(*a***) Physical courage,**

(*b***) Social courage, and**

(*c***) Intellectual courage**.

- **In physical courage, the thrust is on the adequacy of the physical strength, including the muscle power and armaments.** People with high adrenalin, may be prepared to face challenges for the mere 'thrill' or driven by a decision to 'excel'.

- **The social courage involves the decisions and actions to change the order, based on the conviction for or against certain social behaviors. This requires leadership abilities, including empathy and sacrifice, to mobilize and motivate the followers, for the social cause.**

- **The intellectual courage is inculcated in people through acquired knowledge, experience, games, tactics, education, and training.** In professional ethics, courage is applicable to the employers, employees, public, and the press.

Supporting factors for acquiring Courage

- **SWOT analysis:Look before you leap. One should perform Strengths, Weakness, Opportunities, and Threat(SWOT) analysis.**
- **Calculate (estimate) the risks, compare with one's strengths, and anticipate the end results, while taking decisions and before getting into action.**
- **Learning from the past helps. Past experience (one's own or borrowed!) and wisdom gained from self-study or others will prepare one to plan and act with self-confidence, succeed in achieving the desired ethical goals through ethical means.**
- **Opportunities and threat existing and likely to exist in future are also to be studied and measures to be planned.**
- **This anticipatory management will help any one to face the future with courage.**

Dhairyam Sarvatra Sadhanam(Courage is the means of success in All endeavors)

Prof. Sathish Dhawan, Chief of ISRO, was reported to have exhibited his courage and owned responsibility, when the previous space mission failed, but credited Prof. A.P.J. Abdul Kalam (former President),when the subsequent mission succeeded. The courageous people own and have shown the following characteristics, in their professions:

1.14 VALUING TIME

Time is   the most perishable , most valuable and rare resource which is Once spent, is lost for ever. It can not be either stored or recovered. Hence, 'Time and tide wait for none' and 'Procrastination(postponing action) is the thief of time' amply illustrate this point.

 To realize the value of one year, ask the student who has failed in the examinations;. To realize the value of one month, ask the mother who has delivered a premature baby; to realize the value of one week, ask the editor of weekly; to realize the value of one day, ask the daily-wage laborer; to realize now the value of one hour, ask the lovers longing to meet; to realize the value of one minute, ask a person who has missed the train; to realize the value of one second, ask the person who has survived an accident; to realize the value one milli second, ask the person who has won the bronze medal in Olympics; to realize the value of one micro second, ask the NASA team of scientists; to realize the value of one nano-second, ask a Hardware engineer!; If you have still not realized the value of time, wait; are you an Engineer?

1.15 COOPERATION

It is a team-spirit present with every individual engaged in engineering. **Co-operation is activity between two persons or sectors that aims at integration of operations (synergy), while not sacrificing the autonomy of either party. Further, working together ensures, coherence, i.e., blending of different skills required, towards common goals.**

Willingness to understand others, think and act together and putting this into practice, is cooperation.

Role of Cooperation in Profession

- Cooperation promotes collinearity, coherence (blend), co-ordination (activities linked in sequence or priority) and the synergy (maximizing the output, by reinforcement).
- The whole is more than the sum of the individuals and hence cooperation leads to integral success.
- It helps in minimizing the input resources (including time) and maximizes the outputs, which include quantity, quality, effectiveness, and efficiency.
- According to professional ethics, cooperation should exist or be developed, and maintained, at several levels; between the employers and employees, between the superiors and subordinates, among the colleagues, between the producers and the suppliers (spare parts), and between the organisation and its customers.
- The absence of cooperation leads to lack of communication, misinformation, void in
- communication, and undue delay between supply, production, marketing, and consumption. This is likely to demoralize and frustrate the employees, leading to collapse of the industry over time and an economic loss to the society.

The codes of ethics of various professional societies insist on appropriate cooperation to nourish the industry.

The impediments(obstacles) to successful cooperation are:

1. Clash of ego of individuals.
2. Lack of leadership and motivation.
3. Conflicts of interests, based on region, religion, language, and caste.
4. Ignorance and lack of interest.

Methods to develop Cooperation

By careful planning, motivation, leadership, fostering and rewarding team work, professionalism and humanism beyond the 'divides', training on appreciation to different cultures, mutual understanding 'cooperation' can be developed and also sustained.

1.16 COMMITMENT

Definition

Commitment means *alignment to goals and adherence to ethical principles during the activities in a profession* holding sustained interest and firmness, in the ethical values, with the fervent(enthusiastic) attitude, confidence in action and the conviction to achieve success.

Examples:

- For example, a design engineer shall exhibit a sense of commitment, to make his product or project designed a beneficial contribution to the society.
- Only when the teacher (Guru) is committed to his job, the students will succeed in life and contribute 'good' to the society.
- The commitment of top management in vision and mission will naturally lead to committed employees, in all sections in the organization. This results in flourishing of the organization, society and the nation.

1.17 EMPATHY

Definition

It is defined as the ability to put one's self into the psychological frame(imaginative projection) of views of another person, to know what the other person feels. Empathy is an act of showing concern, and then obtaining and understanding the feelings of others, from others' point of view.

Role and Importance of Empathy

This is an essential ingredient for good human relations and transactions.

Empathy is social radar. Sensing what others feel about, without their open talk, is the essence of empathy. It motivates social service.

Example of Empathy:

Understanding of other's background such as parentage, physical and mental state, economic situation, and association then extending any help orally, physically or financially .

Ex:Participation in Blood Donation Camp

Requisite characteristics to practice Empathy

To practice 'Empathy', a leader must have the following characteristics

1. *Understanding others*: It means sensing others feelings and perspectives, and taking active interest in their welfare.

2. *Service orientation*: It is anticipation, recognition and meeting the needs of the clients or customers.

3. *Developing others*: This means identification of their needs and bolstering their abilities.

positive expectation of the subject's abilities and the resulting performance.

4. *Leveraging diversity* (opportunities through diverse people): This leads to enhanced

organizational learning, flexibility, and profitability.

5.*Political awareness*: It is the ability to read political and social currents in an organization.

Advantages(benefits) of empathy :

1. Good relations with stakeholders in any profession

2. Harmony in labour relations (in industry and marketing).

3. Good vendor-producer relationship (in partnering).

4. Increase in the efficiency of an organization(industry, finance, medical, education administration).

While dealing with customer complaints, empathy is very effective in realising the unbiased views of others and in admitting one's own limitations and failures. According to Peter Drucker, purpose of the business is not to *make a sale*, but to *make and keep a customer*. Empathy assists one in developing courage leading to success!

1.18 SELF-CONFIDENCE

Definition

Certainty in one's own capabilities, values, and goals, is self-confidence.

Characteristics of a Self Confident person

- Positive attitude and thinking, flexible and willing to change.
- Respect others efforts and give due credit.
- Professional courage and unshakable faith in their abilities.
- Not influenced by threats or challenges in a profession.
- Willing to listen to learn from others and adopt (flexibility),
- Frank to speak the truth

The self-confidence in a person develops a sense of partnership, respect, and accountability, and this helps the organization to obtain maximum ideas, efforts, and guidelines from its employees.

On the contrary, some leaders expose others when failure occurs, and own the credit when success comes.

Factors determining self-confidence in a person :

1. Heredity (attitudes of parents) and family environment (elders),

2. Friendship (influence of friends/colleagues),

3. Influence of superiors/role models, and

4. Training in the organization(e.g., training by Technical Evangelists at Infosys Technologies).

Methodologies for developing self-confidence in a person:

1. Encouraging SWOT analysis. By evaluating their strength and weakness, they can anticipate and be prepared to face the results.

2. Training to evaluate risks and face them (self-acceptance).

3. Self-talk . It is conditioning the mind for preparing the self to act, without any doubt on his capabilities. This make one accepts himself while still striving for improvement.

4. Study and group discussion, on the history of leaders and innovators (e.g., Sam Walton of Wal-Mart, USA).

1.19 CHALLENGES IN THE WORK PLACE

Employee's work ethics(The biggest workplace challenge)

Showing up to work everyday (interest in work and attendance),

Showing up to work on time (punctuality),

Taking pride in the quality of their work,

Commitment to the job,

Cooperation and Getting along with others.

This situation demands inculcation of good character in the workplace by employees.

1.19.1 Character

Definitions

- **It is a human attribute that defines the behavior of an individual. It is the pattern of virtues(desirable moral features) which determine a person's moral and ethical actions and responses. It is also the ground on which morals and values blossom.**
- **The character is the expression of the personality of a human being and exhibited through conduct. Character is determined by the expectations of society. Character implies certain unity of qualities with a recognizable degree of *constancy(faithfulness)* in mode of action.**

People are divided into several categories, according to common tendencies such as ruthless, aggressiveness, and ambition, constricting selfishness, stinginess, or cheerfulness, generosity and goodwill. Individuals vary not only in the type of their character but also in the degree of the character value. Psychology analyzes the elements of character to trace the laws of its growth, to distinguish the chief agencies which contribute to the formation of different types of character, and to classify them.

1.19.2 The Four Temperaments

Definition

A person's nature in terms of its effect on their behavior is called Temperament. It the inherent element in character with which the individual starts life .

From the times of Hippocrates, they distinguished four main types of temperaments:

1. Sanguine   2.Choleric   3. Phlegmatic   4.Melancholic.

The modern speculation accepts the same classification, but under other names.

These different types of temperaments are accounted for differences in physiological conditions of the tissues of the body, by diverse rates of activities in the processes of nutrition and waste, in the changes of nerve-energy, or in circulation, and by differences of tonicity in the nerves. It is agreed that different forms of temperaments have an organic basis such as *hormones* .

<u>Shaping of Character</u>

Although the original temperament is hereditary, we are responsible for moulding our character by following certain ethical qualities. Hence Character is defined as . *natural temperament completely fashioned by the human will*". The manner and degree in which currents of thought and waves of emotion are initiated, guided, and controlled by the will power in the complex situations has more effect in determining the resultant type of character. Frequent use of the intellect, controlled imagination, reasoning, practice of judgment and reflection etc contribute to the formation and refinement of mental habits.

1.19.3 Types of Character

From the four fundamental temperaments, various classifications of character have been adopted by different psychologists.

(*a*) the sensitive (humble, contemplative and emotional,

(*b*) the active (great and the mediocre), and

(c) the apathetic (purely apathetic or dull), and

(*d*) the intelligent.

1.19.4 Ethics and Character

Ethical values build the character of human being. Different systems ofbethics emphasize different virtues in constituting the ideal moral character.

For the utilitarian (Useful practically), *benevolence(compassion)* forms the primary element in the ideal character.

For the stoic(person with endurance & patience), fortitude(determination,stamina), and *self-control forms the primary element in the ideal character.*

In all conceptions of ideal character, firmness of will, fortitude(determination,stamina), constancy in adhering to principle, virtue of justice, the recognition of the rights, duties, and claims of others.

The richness of culture of the mind, results in larger intellectual horizon, broader sympathies and the character nearing to the ideal of human perfection.

1.19.5 Education and Character

The aim of education is for the cultivation of the intellect(understanding) and building up of moral character. Increased intelligence or physical skill without character be detrimental(destructive) for the community. As per Sanskrit Subhashita "Vidyaa Vinayena Shobhate" means Human Intellect is adored only by Humbleness.

Ex:Great Intellects like Sir M.Vishveshvarayya, Mahatma Gandhi, Dr.Babasaheb Ambedkar, Dr.S.Radhakrishnan, Dr.Abdul Kalam were very humble in Character.

1.19.6 Building Character in the Workplace

Managers have to influence the employees and employ creative means to build up character in the workplace, in the following ways

- *Activities Employee Hiring, Training, and Promotion*

   a) Implementing character oriented norms and procedures during Interviews, recruitment

   b) Training the employees to promote the ethical values, such as: trustworthiness, respect(towards self, organization, ,nation), responsibility, fairness, caring and citizenship and civic values

   c) Instituting recognition and reward system for the employees who exemplify(illustrate) the positive character. Example: Awards and appreciation certificates.

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- *Internal Communication*

Use internal communication channels to create a friendly environment that praises positive role at the workplace by encouraging voluntarism, and mentoring through

(*a*) Internal newsletters,

(*b*) Posters in the workplaces and recreation rooms,

(*c*) Mailers, and

(*d*) Electronic mails.

- *External Communication*

Communicating with customers, vendors and other stakeholders consciously affirming messages about character and ethics, such as

(*a*) Advertising and marketing with highlighting of consensual(everaccepted) values

(*b*) Assurance of products and services blended with character building,

(*c*) Include positive messages about voluntarism and celebrate(public praise), and

(*d*) 'Character counts' week in advertising, billings and other mailers.

- *Providing Financial and Human Resources*

(*a*) Supporting by encouraging public activities of the staff members, by offering sponsorship and incentives .

(*b*) Sponsor 'character' movement through financial support.

4. Community Outreach

(*a*) Use public outreach structures to encourage mentoring and other character-building programs.

(*b*) Encourage educational and youth organizations to become active in character building.

(*c*) Use corporate influence to encourage business groups (chambers of commerce, conferenceboards, and Rotary clubs) and other companies to support 'character' building.

Responsibility

Responsibility is an act of

(*i*) being accountable for one's actions,

(*ii*) being dependable in carrying out obligations and duties,

(*iii*) being reliable and consistent in word and action, and

(*iv*) being committed to community development.

1.20 SPIRITUALITY

Spirituality is an act of contemplation on the inner being of human beings which is everlasting and omnipresent. It promotes a sense oneness and unity and facilitates to cultivate all the human values and virtues in the natural course. Spirituality involves self introspection and mental exercises such as meditation. Spirituality results in long lasting vision and fruitful mission. For example spiritual leaders like Shankaracharya, Ramanujacharya, Madhvacharya, Sant Tukaram, Basaveshvara, Guru Nanak, Swami Vivekanand,   could do amazing socio religious work having impact on the community. Many of the ancient and modern scientists are spiritually oriented.Ex:Albert Einstien, Dr.Abdul Kalam. An organization can remain efficient and excellent with a dynamic balance between the material development and the spiritual development. This is said to be the great virtue of Indian philosophy and for Indians. Sometimes, spirituality includes the faith or belief in supernatural power/God, regarding the worldly events.

Role of Spirituality in a Profession

1. It functions as a fertilizer for the soil 'character' to blossom into values and morals.

2.Spirituality promotes all the human values and virtues like

3.Spirituality promotes creativity, communication, recognition of an individual as human being

4. Cultivates the sense cooperation,   respect to others and   reasonable acceptance of ideas and actions

5.Spirituality promotes long lasting vision and fruitful mission in a profession, organization and nation.

 6.Spirituality promotes partnership (with cooperation, sharing, caring and sense of growing together).

7.Spirituality promotes Tolerance and empathy resulting in good health of an indivisual, organization and society.

8.Spirituality facilitates to be energetic and flexible to adapt to challenging and changing situations.

9.Spirituality is motivation as it encourages the colleagues to perform better.

1.20.1 Spirituality in the Workplace

<mark>Building spirituality in the workplace: Spirituality is promoted in the workplace by adhering to thefollowing activities:</mark>

1.Respect the individuals as human beings and recognize their values in the profession.

2. Interact with work team members try to know their goals, aspirations, ideas and dreams too.

3. Share your personal ethics and beliefs without hesitation.

4. Support the noble causes outside the profession and business.

5. Encourage leaders to formulate and perform   value-based policies and actions

6. Illustrate self-knowledge and spiritual awareness in all your actions.

7. Do for others the things what you expect from them.

1.20.2 Sprituality for Corporate Excellence
The spiritual traits(qualities) to be developed for excellence in corporate activities are listed as follows:

1. *Self-awareness* **— Realization of self-potential. A human has immense capability but it**

needs to be explored and developed.

2. *Alertness in observation and quickness in decision making***, i.e., spontaneity which includes quick**

reflexes, no delay but also no hasty decisions.

3. *Being visionary and value based* **— This includes an attitude towards future of the organization and the society, with clear objectives.**

4. *Holism (Belongingness)* **—Holistic thinking, which means the welfare of the self, family, organization and the society including all other living beings and environment.**

5. *Compassion* **— Extending Sympathy, empathy and concern for others, essential for effective team functioning.**

6. *Respect for diversity* **— It means exploring unity in diversity and respect others and their views.**

7. *Moral Autonomy* **— Actions should be based on rational and moral judgment without yielding to unethical mass objectives.**

8. *Creative thinking and constant reasoning* **— Be innovative with consistent reasoning and Refrain from doing something only traditional.**

9. *Positive views of adversity* **— Tendancy of Converting every threat is converted into opportunity.**

10. *Humility* — The attitude to accept criticism (it requires courage!) and willing to correct. It includes modesty and acknowledging the work of colleagues.

11. *Sense of vocation* — Treat the duty as a service to society, besides your organization.