



Values of ASHA

For every individual, values are the central guiding force for all behaviour and attitudes. Culture, experience, education, religion, law, language and media influence values. It is also important to know that values can change. While working on social issues, we are basically working with the attitudes and behaviours of the community and the programme implementors for a positive and desired change. Hence, it becomes very important to address the values of individuals for social development.

Every individual has her/his own values. There is nothing like right or wrong. Generally, they are received from our parents, our society and our surroundings. Values shape our personality and identity and are directly connected with our vision of life. They guide us to decide our goal and act on it. For example, If I know the destination that I have to reach, I can always choose the correct path when I come to a crossroads.

Without a clear sense of purpose and values, we are lost and confused. For example, whether to spend time in gossiping or in my work will depend on my values.

Values remain in the subconscious mind and act like red and green traffic lights. They tell us what we should or should not do. Values are a set of beliefs about what is good and desirable. They are based on assumptions about how the world works. Our idea of what is the right thing to do in a situation comes from these values.