

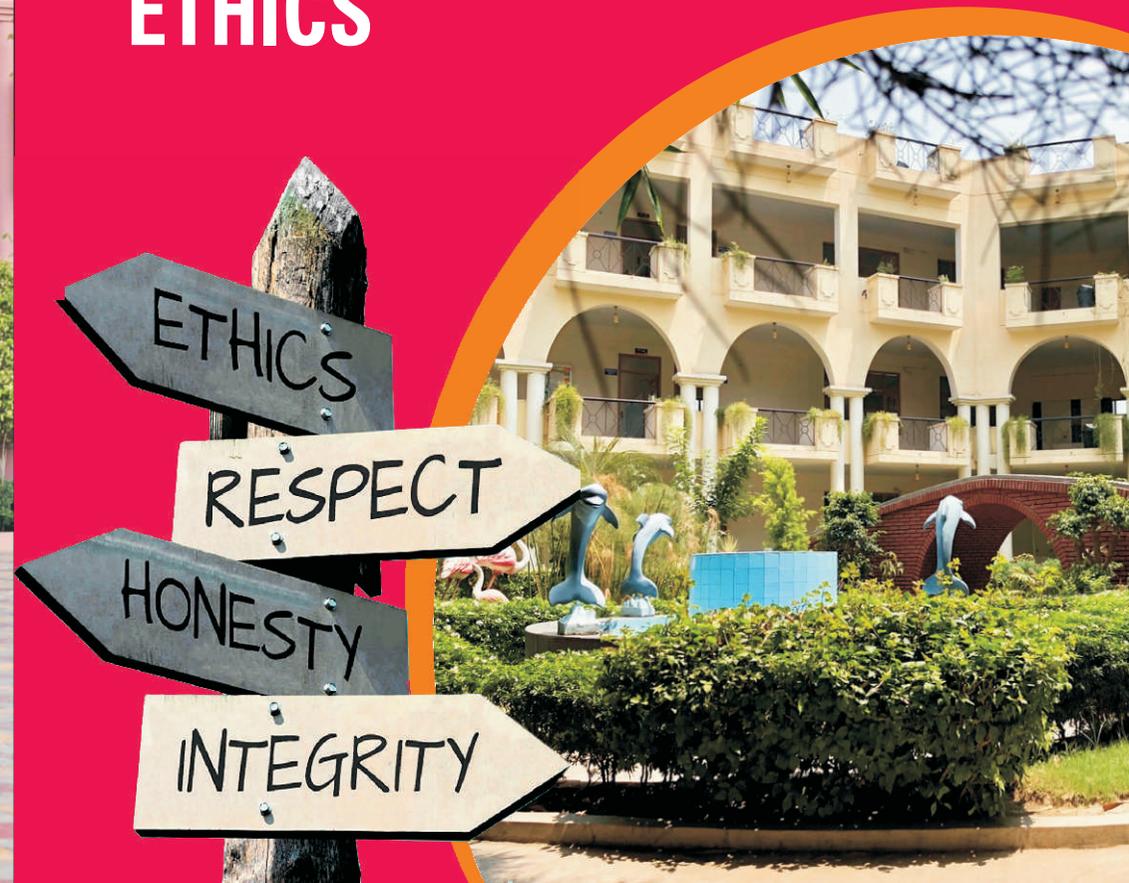


# DEV SAMAJ COLLEGE FOR WOMEN

Ferozpur City

- ! HIGHEST RANKED COLLEGE IN INDIA WITH 3.75/4 CGPA, RE-ACCREDITED BY NAAC 2013-14
- ! THE COLLEGE OF EXCELLENCE & THE POTENTIAL FOR EXCELLENCE STATUS BY UGC, NEW DELHI
- ! DBT STAR COLLEGE STATUS AWARDED BY THE MINISTRY OF SCIENCE & TECHNOLOGY, NEW DELHI
- ! DSCW MANAGED BY DEV SAMAJ SOCIETY, SECTOR 36-B, CHANDIGARH | AFFILIATED TO PANJAB UNIVERSITY, CHANDIGARH

## BOOKLET, MANUAL & BROCHURE ON HUMAN VALUES AND PROFESSIONAL ETHICS



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# ABOUT THE INSTITUTION

DSCW has been the sovereign shrine of women emancipation. Its history is like a sacred pilgrimage to the past. It is simply not the bricks and stones laid in to form a functional structural unit, rather each of its bricks has bathed in the sweat and blood of the myriad reformers like **Founder Principal P.V. Kanal Ji, Ex. Principal Dharamvir Ji and present chairman Shriman Nirmal Singh Dhillon, Secretary, Dev Samaj**. These eminent scholars have, in countless ways contributed their part of self and soul to infuse life into this living temple of education. The very atmosphere of the college breathes out the spirit of their sacrifice, devotion and value based education.

DSCW is an institution which was started as a result of the renaissance that India witnessed towards the end of the 19th century. A glimpse at its glorious past takes us more than eighty-six years back. Those were the times when degeneration had become the plague of the society. During the British rule, the country was still reeling under the burden of an orthodox and retrogressive society. Women were the soft targets of infinite atrocities of the wheedling ritualistic societies which gave a way to contrived conventions like Sati Pratha, Child Marriages, Purdah System etc. Education for women was totally tabooed. The emancipated and educated women fully vanished away under the shroud of pseudo-social values and baseless norms.

The zealous missionary, Bhagwan Dev Atma, the Founder of Dev Samaj, who was an eminent visionary and one of the Architects of Modern Indian Educational System that combines tradition with the moderanity, became a pioneer of Dev Samaj movement and brought about a mutation in the predicament of the conservative society and strove to lend women their dignity, respect and status. A great idealist and a reformer, Bhagwan Dev Atma verily believed that education of women alone could cure the malaise of the sick society and help in building a utopian state. He took up the cause of the hapless and illiterate women relegated mercilessly to the confines of their low self esteem and societal pressures. He toiled hard to bestir the steadfast society into educating women, making them self-reliant and independent. To achieve this end, he established the **first exclusive institutions for girls in Lahore in 1886 and at Ferozepur in 1901. In continuation to that, today Dev Samaj Society has 22 educational institutions under its umbrella.** Dev Samaj College for Women, Ferozepur came into existence in **1934** in the Border area of Punjab. Today, thousands of women are being empowered every year under the aegis of DSCW. Till date his principle of value based education for empowering women is the foundation of our ideology. In preservation of its rich heritage and the

promise of emancipation for women, the college has made its mark like no other. Forever in transition, from better to beyond the best, its journey is unending. From a modest beginning, Dev Samaj College has traversed a long way to evolve as an institution that has been discreet in every sense. The first of its kind, the institution has not ceased further the firsts' tradition continuing it to produce numerous firsts to its credit. Outstanding and unparalleled meritorious achievements have since been entangled in the infinite loop of the institution. It is one of the oldest women colleges under Panjab University established in 1934. It has the privilege of producing the **First Lady IAS officer, First Lady MBBS, First Lady Principal of Lady Irwin Medical College, New Delhi and First Hindu Lady B.A./B.T., in the divided and undivided Punjab, First Lady Deputy Commissioner of Shimla, First Lady Principal Secretary of the Prime Minister of India Mrs. Indira Gandhi, First Lady Governor of Madhya Pradesh & First Woman President of the Tribune Trust (2000).**

Thus, growing and prospering through this unending saga, the tiny sapling which was planted 86 years ago in the border area of Punjab, has now taken the shape of a dense tree. The capsule of the journey, brought in a turbulent surge under the patronage of Shriman Nirmal Singh Dhillon, the Chairman and Secretary Dev Samaj marked a rapid metamorphosis in the entire entity of DSCW, which is today **India's No.1 College (2013-14) with the exceptional CGPA of 3.75/4** awarded by prestigious National Assessment Council of India, Bangalore. U.G.C, Delhi has conferred DSCW with the celebrated status of **"College of Potential for Excellence"** Another feather added into the already proud cap of DSCW is the status of **College of Excellence** conferred by UGC in 2016-17. The Ministry of Science & Technology, New Delhi declared DSCW as Star College in the year 2018-19. Ex-Vice Chancellor Mr. Arun Grover declared this college as the Role Model College of the Panjab University. Thus it has neither rested nor looked back. This major boom is well comparable to nebulae (star nurseries) at work—creating stars across galaxies. The metamorphosis is humongous. With the dedicated efforts of Shriman Nirmal Singh Dhillon like Phoenix, has risen from its own ashes and blossomed into a magnificent temple of value based, world class education. But above all, this has always come with a promise, added and shared responsibility of the entire DSCW community – to never stop, to incessantly strive and to forever deliver – for there is nothing perfect, the parameters always fall short and have met with each time they raise their bar. That is what our history is and that is what comprises our heritage – **EXCELLENCE IN ALL ITS GLORY!!**

## VISION

- ⊙ DSCW is a leading, globally recognized institution, which steadfast in the pursuit of truth aligned with the motto of the College “Let the scientific temper Live through you” that fulfills the promise of imparting true value-based education amalgamated with the global standards of pedagogy and innovation in practices.
- ⊙ We aim at an intensely comprehensive programme for each of our student for the holistic development of her personality and strengths.
- ⊙ We focus on sculpting out leaders, entrepreneurs, innovators, reformers, researchers and thinkers that would bring about revolution in society, generate knowledge and lead India to that capstone of reformative restructuring from where it oversees the entire global command.

## MISSION

- ⦿ To be a student-centric institute providing experiential, innovative and lifelong learning skills along with addressing the societal problems.
- ⦿ To be peer friendly and to recognise their role as pivotal to self-assessment and improvement.
- ⦿ To be unceasingly evolutionary in nature, conforming to the demands of the global milieu.
- ⦿ To create an ambience in which neoteric ideas, research and scholarship flourish, and from which the luminaries and trailblazers of tomorrow emerge.
- ⦿ To address problems faced nationally and globally through close scrutiny and aptitude to reconstitute a healthy nation.
- ⦿ To eradicate the flaws and loopholes of our cultural/social milieu by enrooting strong ethical temperament in our students.
- ⦿ To impart education that transforms the students through rigorous coursework and to juxtapose it with an understanding of the needs of society, culture and prevailing employment scenario.
- ⦿ To collaborate with other academic and research institutes around the world for strengthening the apprenticeship and research ecosystem.

## CORE VALUES

THE CORE VALUES ADOPTED BY THE INSTITUTE AS EVER ABIDING PRINCIPLES ARE INTEGRITY, EXCELLENCE, TRANSPARENCY, ACCOUNTABILITY AND EMPATHY.

## OBJECTIVES

**The objectives of 'Professional Ethics and Human Values' are:**

- ⦿ To understand the moral values that ought to guide the professionals
- ⦿ Resolve the moral issues in the profession
- ⦿ Justify the moral judgment concerning the profession. It is intended to develop a set of beliefs, attitudes, and habits that a professional should display concerning morality.
- ⦿ To inspire morality and loyalty.
- ⦿ To develop the ability to deal effectively with all situations professionally.
- ⦿ To improve the cognitive skills.
- ⦿ To be ready to act in all desirable ways to be professionally adept.
- ⦿ Respect for persons, which means showing concern for the well being others, besides oneself.
- ⦿ Tolerance of diversity i.e. respect for ethnic and religious differences, and acceptance of reasonable differences in moral perspectives

## Part-1

# HUMAN VALUES

**B**hagwan Dev Atma founder Dev Samaj drew up a list of 16 Nobel Virtues / Values and professional ethics of character inculcated and developed by the Dev Samaj. Why we should cultivate human values and professional ethics? As per the philosophy of Bhagwan Dev Atma, human beings want to live in a good and helpful society without evil social rituals, evil social customs and evil social laws. We want sympathy in our suffering. We want others to keep their promises with us. If we want such society, we have to give in our share in building it. We must develop moral indignation against evil rituals, customs and laws. We must help and show sympathy when others are in suffering. These virtues only help us to build the society, we want for our welfare and good.

These virtues also serve to checkmate our ignoble character or vices. If I am honest, it checks my greed for money. I do not take bribes or cheat others. If I develop the feeling of gratitude, I am less selfish. My relations with others are sweet and serviceable. Every noble character or virtue, besides being truthful in itself, checks my evil passions. It is far better to develop a virtue than to fight directly an evil passion. Sunshine removes darkness best.

Few important human values and professional ethics which we inculcate among the students, teachers and all employees as per the philosophy of Dev Samaj are as follows:

### 1. DUE RESPECT TO OTHERS

Every man is born in a family where parents, brothers, sisters and our relatives live. Men of various status and ages live around us. If we want to live in a harmonious concord we must respect our elders. We should never indulge in lack of sense of respect for them. There are families where respect for age is absent. In such families the atmosphere of noble behaviour is absent. Rough, crude and

sometimes cruel behaviour is shown by youngsters who are patted and pampered which spoils them so they do not show any respect for age. In Dev Samaj College, respect for age is emphasised and developed. A period of time in a year is devoted to each one of the different relations: the development of respect for parents, love and due regard for brothers and sisters, love and harmonious relationship for members of society, love and respect towards husband and wife; in fact love and respect in all our relations. In this way respect for elders is taught and developed as a matter of course.

### 2. SENSE OF APPRECIATION & HONOUR OF CONSTITUTION

By Constitution, DSCW means a system of laws or principles for the government of the State or Society. Such laws or principles should be based on justice and equity with elasticity for details. No society is possible when law and order are not respected and Constitution is not honoured.

Respect of Constitution is a supremely beneficial movement which has made DSCW a staunch lover and partisan of the forces of law and forces of high principles based upon justice and equity. Under no pressure of anti-constitutional forces, has DSCW succumbed to disorder and terrorism.

The DSCW, therefore, teaches the members not only love of constitution but carries them to the regions of love for true knowledge and altruism. Love of constitution, therefore, is the least of blessedness which we get in DSCW and every member comes to believe not only in the love of peace and order but also in love of moral law and order along with spiritual evolution.

### 3. SENSE OF ORDER

DSCW considers love of order in things as the most valuable thing for the better atmosphere of home-life. DSCW observes that one of the greatest causes of domestic disharmony is mis-managing the things, that is, keeping things where they are not wanted and searching for things where they should not be kept, and thus losing a lot of time in looking for things placed without a set order. Maintenance of order in things, meetings and speeches leads to peace in society.

Students are taught that they should consider it their utmost duty to prove helpful and not harmful in a public meeting. If they are asked to speak on any motion, speak within the limits of time and in the order in which they are deputed to speak. "Don't go beyond limits of time and don't break the order." In fact love of order leads to love of discipline, love of moral values and love of good manner to be manifested toward fellow human beings.

#### **4. SENSE OF BEAUTY**

He who possesses the sense of order in things and meetings etc. does not necessarily possess the sense of beauty. We teach DSCW students that sense of beauty means sense of cleanliness, sense of decoration, artistic sense etc. We have, therefore, to admit the close relationship of the three higher senses the sense of order, the sense of cleanliness and the sense of beauty. All the three higher senses are necessary in our attitude to our temples, our residence and our personal life.

#### **5. SENSE OF DUTY OR RESPONSIBILITY**

If all possess this sense of responsibility, human society will become glorious. Rightly has our founder said, "The country whose inhabitants have got this sense of duty to greater degree, possesses to that extent, a greater number of persons who are trustworthy and reliable. The people of such a country are better men and produce better results by their efforts than the people of any other country who are lacking in this sense and who cannot prove themselves trustworthy or dependable in any relations". DSCW takes the onus of making its students have the self-control to maintain sense of duty and follow through on what they say they'll do. They are taught not to hide or make excuses or shift blame when things go wrong but, to take responsibility, own up to it and make it right.

#### **6. MORAL INDIGNATION**

The greatest force which should rule the world is the faith in the sure conquest of moral forces over all other forces. All persons, therefore, who want success of their individual endeavour and in their social and political life must develop the forces of higher character and thereby fulfil the most essential need of their person, of their social

units, their political life and their spiritual outlook and spiritual standard of life.

DSCW presumes that we human beings should be awakened to the glory of truth and goodness and our faith shall always rule our hearts and minds which would further make us deserving of the glory of manhood.

#### **7. GOODWILL TOWARDS ALL**

DSCW reckons that "He who rules by sword loses by sword! And he who rules by means of his altruistic forces deepens his hold upon his empire by means of altruistic forces!" Generosity shown towards others is the mightiest weapon to permanently keep the hold upon a kingdom and upon mankind. The students are taught to be generous and soft-hearted towards all around them.

DSCW believes that we should learn the lessons held and taught by history as:

1. Man can successfully retain his hold on mankind by love and not by hate.
2. Man can retain his hold upon mankind by service and not by subjection.
3. Man can extend his hold on mankind by altruism and not by enslaving and suppressing others.

#### **8. SENSE OF SYMPATHY**

What is religion (Dharma) that He wants to bring in the life of the human souls? DSCW believes and teaches that a true religion is which removes all kinds of sins and crimes, makes individuals sweet, true, reliable and worthy in various relations so that their mutual dealings produce good in all aspects of their lives and create such a state of knowledge and higher life in human souls, the possession of which makes any human soul capable of doing the greatest good not only to human beings but also to the animal kingdom, the vegetable kingdom and the material world." DSCW students are grilled with the sense of sympathy i.e feeling helpful towards others at the hour of sorrow and suffering or at a time of loss or harm by another or courageously standing by another in the cause of public good or public welfare.

## 9. SENSE OF FAITHFULNESS

DSCW considers that If every person were to possess sense of faithfulness in relation to right promises by taking pledges to be vegetarianism, not taking wine tobacco, not indulging in Gambling, Bribe-taking, stealing, suppressing of debts and deposits or refusing to return them when able to do so, killing any sentient being without an adequate cause. These pledges show how Dev Samaj cultivates right conduct. The Dev Samaj does not simply make it obligatory to maintain character but also stresses the need of further purification of heart by making adequate amends by following the pledges in true spirit and soul.

## 10. SENSE OF GRATITUDE

DSCW reckons that Services done to us either make us tender and grateful or make us selfish and cruel. "Every one of us receives services from others and either develops selfishness or develops unselfishness, we become either noble or ignoble. But individuals who develop gratefulness and tender regard for others become higher and altruistic". At DSCW , students are guided to follow such services which make them selfless and noble .These are the two positions that build a confirmed platform for being an Altruistic soul. We must not avoid them. Gratitude, no doubt is normal and natural reaction of even ordinary good souls. Absence of gratitude, therefore, means the bankruptcy of goodness in human heart.

## 11. SENSE OF HONESTY

In DSCW, Honesty is counted as one of the most prominent and most outstanding moral virtues in mankind. "Covet not the thing that belongeth of another" is the basic law of honesty. It is a rare virtue. It sometimes gives towering importance to the possessor. Its manifestation in some cases creates a moral atmosphere which nobody, who has witnessed it, forgets. DSCW students are chiselled to be an embodiment of moral character which connotes positive and virtuous attributes such as truthfulness and straightforwardness along with the absence of lying, cheating or theft.

## 12. SENSE OF PUNCTUALITY

Bhagwan Dev Atma founder Dev Samaj teaches us that no

consideration of bodily comfort, happiness or any other such temptation, no desire-force, no propensity and no thought of any other thing should succeed in influencing us to prove false to our time engagements and other promises.

DSCW considers punctuality as a worldly virtue. In the eyes of millions of persons keeping time engagements is considered a non-essential virtue, but at DSCW if anybody breaks his/her said engagement, it is necessary that he/she must express regret and apologise. We owe right conduct towards mankind and if we fail to manifest this virtue it is our second best duty to apologise.

## 13. SENSE OF SELF-RESPECT

Feeling of Self-respect is another altruistic force which rules our conduct . "By self-respect we mean respect for one's soul or respect for the dignity of soul or maintenance of high character of soul. It is definitely distinct from love of praise or love of position." Blessed are they who are dominated by the altruistic force of self-respect. DSCW strives to be ahead in imparting the feeling of self-respect in the students by providing a single platform for all the students irrespective of caste, colour or creed. Such blessed people remain liberated from various ignoble elements of character. They also show capacity for performing several good acts in harmonious environment.

## 14. SENSE OF SELF-CONFIDENCE

By self-confidence we mean reliance on one's powers or resources. Self-reliance in noble souls is one of the highest virtues. It makes one depend upon oneself and feel proud and confident of his inherent powers. Sense of self-confidence has led even ordinary men to achieve great things which even the bright men have so many times failed to procure. Bhagwan Devatma always stressed on having self-confidence to attain great heights in life. It is self-confidence in noble souls which has played great role in their self-achievements and achievements for fellow human beings. Self-confidence gives backbone to one's dream to walk on the ground. DSCW students are involved in various committed pursuits where they build their self-confidence and boost self-esteem which fosters a sense of community and respect.

## 15. SENSE OF SELF HELP

In Dev Samaj philosophy, living for wrong ends does not connote possession of the quality of self-help. Sense of one's power and abilities to attain right ends proves the sense of self-help. As we adopt right or wrong ends we also adopt right or wrong conduct. The use of powers to attain right ends and right conduct is to show the sense of self-help.

DSCW gives ample exposures to the students to use one's own powers to achieve success at various levels. Self-help is not considered here, in the ordinary non-moral sense but considered in relation to its help in standing faithful to right means and right ends. By means of higher-self one attains ability to apply right means for right ends and analyzing importance of higher-self and glorious manifestation in making their life unswayed by the energy of others.

## 16. SENSE OF COURAGE

By courage we mean the feeling with which one meets his difficulties, his dangers or his oppositions with firmness of mind. Courage is a rare virtue. Our culture is rich with exemplary tales of bravery and self-sacrifice for the greater good. Dev Samaj philosophy affirms that sense of courage is about doing what you're afraid to do. There can be no courage unless you're scared. Have the courage to act instead of react. DSCW students are guided to make up their minds to walk boldly through difficult situations as most of the obstacles would melt away if, instead of cowering before them they should face it with vigour and firmness. Sometimes standing against evil is more important than defeating it. Such selfless courage is a victory in itself.

### BENEFITS OF HUMAN VALUES:

**While goals may change, values are more often anchoring and consistent.**

- ⊙ They connect us to a greater purpose in life.
- ⊙ They differentiate the important from the unimportant.
- ⊙ They are an inexhaustible source of motivation and energy.
- ⊙ They allow us to live a dynamic and vital existence.
- ⊙ They drive our lives in a positive direction and make us move forward.

- ⊙ They provide an internal and personal reference for what is useful, beneficial, and desirable.
- ⊙ They develop one's competence by acquiring new skills and developing mastery in new situations.
- ⊙ Engage in new, demanding, and challenging tasks rather than repeating familiar ones.
- ⊙ Expresses the motivation to protect nature and includes the specific values of protecting the environment, a world of beauty and unity with nature.
- ⊙ Transcending beyond one's selfish interests and promoting the welfare of all people.
- ⊙ Collectively, they lay the foundations for societal laws, customs, and traditions.

## Part-II

# PROFESSIONAL ETHICS

**P**rofessional ethics encompass the personal and corporate standards of behavior expected by professionals. It provides rules on how a person should act towards other people and institutions in such a principled and conscientious environment. Unlike values, professional ethics are often codified as a set of rules, which a particular group of people use. This means that all those in a particular group will use the same professional ethics, even though their values may be unique to each person. The concept of professionalism often relates to your conformity to workplace norms concerning your treatment of others and the workplace. This includes showing up on time, dressing well, keeping your working area clean and sending email messages without typos and without exposing the addresses of others.

**There are some universal ethical principles that apply across all professions:**

### **HONESTY:**

Honesty is a facet of moral character that connotes positive and virtuous attributes such as integrity, truthfulness and straightforwardness, including straight forwardness of conduct, along with the absence of lying, cheating, theft, etc. Honesty also involves being trustworthy, loyal, fair, and sincere. It's about being real with yourself and others about who you are, what you want and how you need to live your most authentic life. Honesty promotes openness, empowers us and enables us to develop consistency in how we present the facts. The Employees of DSCW are expected to truthfully communicate the challenges and present the solution with honesty, students will in turn become loyal enthusiasts. Teachers who have a heart and stand by their values and intentions form relationships with their students based on truth. No amount of showiness can replicate this.

### **ADHERENCE TO THE LAW:**

The foremost quality of a good professional is to be responsible for exhibiting how to be respectful, courteous and kind law-abiding citizens. DSCW accentuates that the Employees should follow the laws in order to maintain a safer world for everyone and be kind at all times. Adherence means developing law-abiding skills. They should be mindful of the things they say and do while setting up consequences such as time outs and discipline the students appropriately.

### **ACCOUNTABILITY:**

In ethics and governance, accountability is answerability, blameworthiness, liability, and the expectation of giving a true statement or to be subject to giving an account or having the obligation to report, explain or justify something. According to the philosophy of DEV SAMAJ, accountability at work is essentially about ownership and initiative taken up by the employees stepping up, and doing what is best for the institute. An accountable professional will always take responsibility of results and outcomes and that he/she won't presume this to be purely the concern of management.

### **TRUSTWORTHINESS:**

Trustworthiness is an upstanding and righteous value considered to be a virtue. As per the perpetuated theory of Dev Dharma a trustworthy person is someone in whom you can place your trust and rest assured that the trust shall not be betrayed. DSCW Employees are supposed to be trustworthy professionals. A professional can prove his trustworthiness by fulfilling an assigned responsibility - and as an extension of that, not to let down expectations. Honesty, Integrity and Truthfulness are the three fundamental values that define the moral character and trustworthiness of DSCW Professionals.

### **RESPECT FOR OTHERS:**

Receiving respect from others is important because it helps us to feel safe and to express ourselves freely. In DSCW, respect means that you

accept somebody for who they are, even when they're different from you or you don't agree with them. The employees should earn their respect with their good behavior. Respect in institutional relationships builds feeling of trust, safety, and well-being.

#### **COMMITMENT:**

Commitment means alignment to goals and adherence to ethical principles during the activities. One should have the conviction without an iota of doubt that one will succeed. Holding sustained interest and firmness, in whatever ethical means one follows, with the fervent attitude and hope that one will achieve the goals, is commitment. It is the driving force to realize success. At DSCW this is a basic requirement sought for from all the employees of any profession. The commitment of top management will naturally lead to committed employees, whatever may be their position or emoluments.

#### **VALUING TIME:**

Time is a rare resource. It cannot be stored or recovered. Hence, time is the most perishable and the most valuable asset of life. This resource is continuously being spent, whether any decision or action is taken or not. The history of great reformers and innovators has stressed the importance of time and valuing time. DSCW considers that time management is the key to increase effectiveness, efficiency or productivity of a profession which further produces positive results at the workplace.

#### **PASSION:**

Passion is a feeling of intense enthusiasm or compelling desire for completion of the work. Passion defines the performance enhancing aspects and work enjoyment. When an individual is passionate about their occupation they tend to work tirelessly to produce best outcomes in more work satisfaction scenario. DSCW believes in providing such a scenario where the professionals can work with Passion as it only emanates from a belief in a cause or the enjoyment

one feels from performing certain tasks to improve their skills, overcome adversity, and find meaning in their work and life.

#### **BE COMPETENT AND IMPROVE CONTINUALLY**

Competence is the Keyword for DSCW Professionals to do a job properly, it is a combination of knowledge, skills and behavior which is used by the employees to improve their performance in their field. Competency grows through experience and to the extent one is willing to learn and adapt. Continuous self-development is a prerequisite in DSCW in aspiring professional services at all times.

#### **ALWAYS BE ETHICAL**

DSCW stands tall and the most sought for institution because of its ethical organizational skills. Ethical behavior is, acting within certain moral codes in accordance with the generally accepted code of conduct or rules. It is always safe for an employee to "play by the rules". DSCW takes this as the best policy and a clear moral conscience as well as the right way to go in one's profession. This may cause friction in some organizations but will always stand by the right moral decisions and actions of their employees.

#### **SET GOOD EXAMPLES**

Applying the foregoing rules will help the employees at DSCW, improve their professionalism within the organization but it is not complete until one impresses impact of knowledge on those around and below. One must show and lead by good example. Being a professional is about living an exemplary live within and without the organization. Professionalism is highly valued by every organization today and professionals are hardly out of work. Apply these golden rules of ethics and enjoy a wonderful, professional and prosperous career.

#### **WORK ETHICS**

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

based on hard work and diligence. It is also a belief in the moral benefit of work and its ability to enhance character. A work ethic may include being reliable, having initiative, or pursuing new skills. The work ethics is aimed at ensuring the economy (get job, create wealth earn salary), productivity (wealth, profit), safety (in workplace), health and hygiene (working conditions), privacy (raise family), securing (permanence against contractual, pension, and retirement benefits), cultural and social development (leisure, hobby, and happiness), welfare (social work), environment (anti-pollution activities), and offer opportunities for all, according to their capabilities, but without discrimination.

Workers exhibiting a good work ethic in theory should be selected for better positions, more responsibility and ultimately promotion. Workers who fail to exhibit a good work ethic may be regarded as failing to provide fair value for the wage, the employer is paying them and should not be promoted or placed in positions of greater responsibility. Work ethic is not just hard work but also a set of accompanying virtues, which has a crucial role in the development and sustenance. Social ingrainment of this value is considered to enhance character through hard work that is respective to an individual's field of work.

#### **BENEFITS OF PROFESSIONAL ETHICS:**

- ⊙ Helps to build trust and credibility among stakeholders, and enhances the overall stature of the institution.
- ⊙ Establishes a baseline for common decency, respect, fairness, and integrity in the Educational Institutions.
- ⊙ They provide a basis for positive and shared expectations about the nature of service environment.
- ⊙ Represents a kind of collective, time-tested wisdom that is passed on to new professionals.
- ⊙ It can foster an environment of trust, ethical behavior, integrity, and excellence.

- ⊙ Implements a strong incentive to ensure ethical treatment of its employees, students, partners, as well as the public.
- ⊙ Reassures potential employees that they won't be discriminated, bullied, or subjected to any other type of workplace harassment.
- ⊙ Develops high-integrity and helps the professionals become socially responsible and globally considerate beings.