

# Value Education

Prof. S. V. Joshi  
Professor and Head of Mech. Engg. Deptt.

1

## IF

If you can keep your head when all about you  
Are losing theirs and blaming it on you;  
If you can trust yourself when all men doubt you,  
But make allowance for their doubting too;  
If you can wait and not be tired by waiting,  
Or, being lied about, don't deal in lies,  
Or, being hated, don't give way to hating,  
And yet don't look too good, nor talk too wise;

If you can dream - and not make dreams your master;  
If you can think - and not make thoughts your aim;  
If you can meet with triumph and disaster  
And treat those two imposters just the same;  
If you can bear to hear the truth you've spoken  
Twisted by knaves to make a trap for fools,  
Or watch the things you gave your life to broken,  
And stoop and build 'em up with worn out tools;

2

If you can make one heap of all your winnings  
 And risk it on one turn of pitch-and-toss,  
 And lose, and start again at your beginnings  
 And never breath a word about your loss;  
 If you can force your heart and nerve and sinew  
 To serve your turn long after they are gone,  
 And so hold on when there is nothing in you  
 Except the Will which says to them: "Hold on";  
 If you can talk with crowds and keep your virtue,  
 Or walk with kings - nor lose the common touch;  
 If neither foes nor loving friends can hurt you;  
 If all men count with you, but none too much;  
 If you can fill the unforgiving minute  
 With sixty seconds' worth of distance run -  
 Yours is the Earth and everything that's in it,  
 And - which is more - you'll be a Man my son!  
**Rudyard Kipling**

3

- **Rudyard Kipling**, in full Joseph **Rudyard Kipling** (born Dec. 30, 1865, Bombay, India—died Jan. 18, 1936, London, Eng.) English short-story writer, poet, and novelist chiefly remembered for his celebration of British imperialism, his tales and poems of British soldiers in India, and his tales for children.
- Kipling's works of fiction include "The Jungle Book."

4

## Values -

- 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. People have gone to great lengths to demonstrate the validity of their beliefs, including war and sacrificing their own life! 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 value is defined as a principle that promotes well-being or prevents harm."*
- *Another definition is: Values are our guidelines for our success—our paradigm about what is acceptable."*
- *Personal values are defined as: "Emotional beliefs in principles regarded as particularly favorable or important for the individual." Our values associate emotions to our experiences and guide our choices, decisions and actions.*

5

## Introduction

- Values' education is a term used to name several things, and there is much academic controversy surrounding it. Some regard it as all aspects of the process by which teachers (and other adults) transmit values to pupils. Others see it as an activity that can take place in any organization during which people are assisted by others, who may be older, in a position of authority or are more experienced, to make explicit those values underlying their own behavior, to assess the effectiveness of these values and associated behavior for their own and others' long term well-being and to reflect on and acquire other values and behavior which they recognize as being more effective for long term well-being of self and others.
- This means that values education can take place at home, as well as in schools, colleges, universities, offender institutions and voluntary youth organizations. There are two main approaches to values education. Some see it as inculcating or transmitting a set of values which often come from societal or religious rules or cultural ethics.
- Others see it as a type of Socratic dialogue where people are gradually brought to their own realization of what is good behavior for themselves and their community. Value education also leads to success. It has values of hard work, how nobody is useless and loving studies.

6

## Types of value education -

- Explicit values education is associated with those different pedagogies, methods or programmes that teachers or educators use in order to create learning experiences for students when it comes to value questions.
- Implicit values education on the other hand covers those aspects of the educational experience resulting in value influence learning, which can be related to the concept of hidden curriculum. This discussion on implicit and explicit raises the philosophical problem of whether or not an unintentional action can be called education.

7

## Objectives of Value Education:

- a. To improve the integral growth of human beings.
- b. To create attitudes and improvement towards sustainable lifestyle.
- c. To increase awareness about our national history, our cultural heritage, constitutional rights, national integration, community development and environment.
- d. To create and develop awareness about the values and their significance and role.
- e. To know about various living and non-living organisms and their interaction with environment.

8

## Human values -

- Examples of human values include love, kindness, justice, peace, honesty, respect, openness, loyalty and equality. Human values are universal and are important considerations to take into account, when interacting with other people. These values help to create bonding between people of different nationalities, race, religious beliefs and cultures.
- Today, human values play a great role in establishing peace and protecting society. Respect is one of the most essential values that people need to have. To show respect to a person, one must be able to appreciate that person's views, qualities and behaviors. A person should be willing to do to others what one expects other people to do to him or her. Ideally, respect is considered the most basic value from which all other social standards are derived.
- Valuing the connection between human beings is important in creating peaceful coexistence and happiness. A person should be able to manage his or her reactions and feelings that could lead to misunderstandings or injury. Social standards help people to behave accordingly even when in a state of anger and to avoid any behavior lacking in respect.
- Putting human values into practice helps to contribute towards morality within the society. By integrating human values with personal relations, a person can live in harmony with others.

9

## Self introspection -

- Introspection means "to look inside," and describes the act of thinking about your own actions or inner thoughts. When you examine what you do, say, think or feel and how it affects your life and the lives of others, that's *introspection*.
- It means the act of "looking within." Introspection isn't "thinking about yourself" in the sense of calculating your own interests; it's more like searching inside in order to understand yourself — what some people mock as "navel gazing." Nineteenth-century philosopher William Godwin once said, "The philosophy of the wisest man that ever existed is mainly derived from the act of *introspection*."

10

## Morals -

- Morals are the welfare principles enunciated by the wise people, based on their experience and wisdom.
- They were edited, changed or modified or evolved to suit the geography of the region, rulers (dynasty), and in accordance with development of knowledge in science and technology and with time.
- Morality is concerned with principles and practices of morals such as: (a) *What ought or ought not to be done in a given situation?* (b) *What is right or wrong about the handling of a situation?* And (c) *What is good or bad about the people, policies, and ideals involved?*

11

## Ethics -

- **Ethics is the word that refers to morals, values, and beliefs of the individuals, family or the society.**
- The word has several meanings. Basically it is an activity and process of inquiry. 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'.

12

## Ethics – Continued

- 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 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.

13

## Laws -

- As against morals and ethics, laws are norms, formally approved by state, power or national or international political bodies. Breaking the norms is called *crime*, and *invite specific punishment*.

14

## Values for life -

- The five core human values are: (1) Right conduct, (2) Peace, (3) Truth, (4) Love, and (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

15

## Values – continued

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.

16



## Values – continued

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.

17

## Values – continued

- **PERSEVERANCE** is defined as persistence, determination, resolution, tenacity, 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. Perseverance builds character.
- **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.
- **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.

18

## Integrity -

- Integrity is defined as the unity of thought, word and deed (honesty) and open mindedness. It includes the capacity to communicate the factual information so that others can make well-informed decisions.
- 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.

19

## Virtues -

- *Virtues are positive and preferred values. Virtues are desirable attitudes or character traits, motives and emotions 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. Honesty, courage, compassion, generosity, fidelity, integrity, fairness, transparency, self-control, and prudence are all examples of virtues.*
- Virtues are tendencies which include, solving problems through peaceful and constructive means and follow the path of the golden mean between the extremes of 'excess and deficiency'. They are like habits, once acquired, they become characteristics of a person. Moreover, a person who has developed virtues will naturally act in ways consistent with moral principles. The virtuous person is the ethical person.

20

## Caring -

- **Caring is feeling for others.** 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.**

21

## 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.
- **But 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.**

22

## Empathy -

- **Empathy is social radar.** Sensing what others feel about, without their open talk, is the essence of empathy.
- Empathy begins with showing concern, and then obtaining and understanding the feelings of others, from others' point of view.
- It is also defined as the ability to put one's self into the psychological frame or reference or point of view of another, to know what the other person feels. It includes the imaginative projection into other's feelings and understanding of other's background such as parentage, physical and mental state, economic situation, and association. This is an essential ingredient for good human relations and transactions.

23

## Positive thinking and creative thinking -

- **Positive thinking** is a mental **attitude** in which you expect good and favorable results. In other words, **positive thinking** is the process of creating **thoughts** that create and transform energy into reality. A **positive** mind waits for happiness, health and a happy ending in any situation.
- **Creative thinking** - A way of looking at problems or situations from a fresh perspective that suggests unorthodox solutions (which may look unsettling at first).
- Creative thinking can be stimulated both by an unstructured process such as **brainstorming** (process for generating creative ideas and solutions through intensive and freewheeling group discussion), and by a structured process such as **lateral thinking** (a way of solving a problem by thinking about it in a different and original way and not using traditional or expected methods).

24

### Interpersonal and intra personal relationship-

- The difference is that "interpersonal" refers to relationships or actions that take place **between** two or more people while "intrapersonal" refers to things that go on exclusively **within** one person.

### Team work -

- The process of working collaboratively with a group of people in order to achieve a goal.
- Teamwork is often a crucial part of a business, as it is often necessary for colleagues to work well together, trying their best in any circumstance. Teamwork means that people will try to cooperate, using their individual skills and providing constructive feedback, despite any personal conflict between individuals.

25

### Human Rights -

#### Universal Declaration of Human Rights (UDHR)

- Published by United Nations, as adopted by United Nations General Council in 1948.
- The international community has a duty to uphold and defend these rights.
- Let us each do our part to make these universal rights a living reality for every man, woman and child, everywhere.

26

## Human rights – continued

- Human rights abuses did not end when the Universal Declaration was adopted. But since then, countless people have gained greater freedom. Violations have been prevented; independence and autonomy have been attained. Many people – though not all – have been able to secure freedom from torture, unjustified imprisonment, summary execution, enforced disappearance, persecution and unjust discrimination, as well as fair access to education, economic opportunities, and adequate resources and health-care. They have obtained justice for wrongs, and national and international protection for their rights, through the strong architecture of the international human rights legal system.

27

### Article 1

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

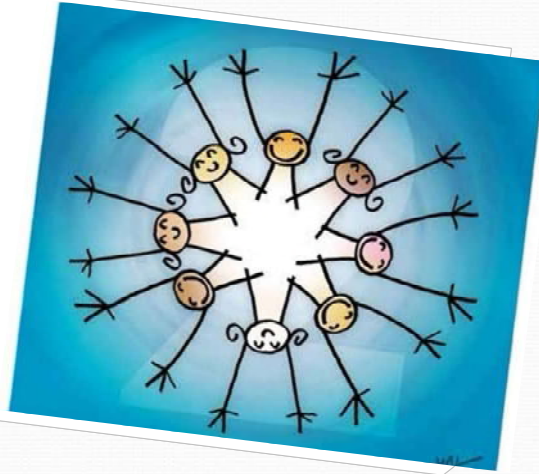


28

**Article 2**

Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.

Furthermore, no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs, whether it be independent, trust, non-self-governing or under any other limitation of sovereignty.



29

**Article 3**

Everyone has the right to life, liberty and security of person.



30

**Article 4**

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.



31

**Article 5**

No one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment.

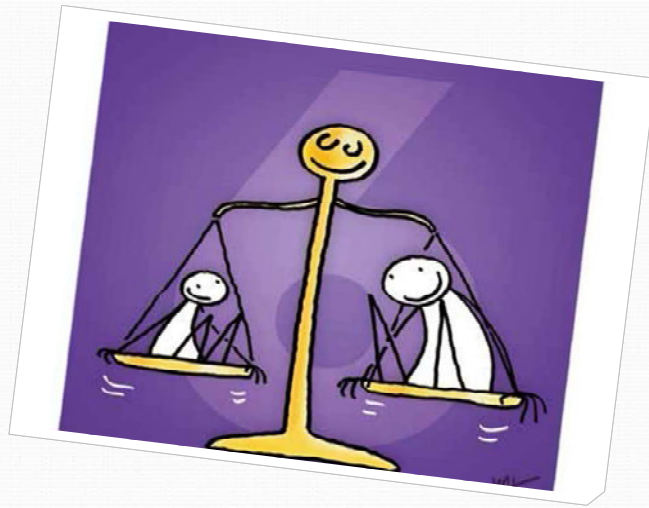


32



**Article 6**

Everyone has the right to recognition everywhere as a person before the law.



33

**Article 7**

All are equal before the law and are entitled without any discrimination to equal protection of the law. All are entitled to equal protection against any discrimination in violation of this Declaration and against any incitement to such discrimination.



34

**Article 8**

Everyone has the right to an effective remedy by the competent national tribunals for acts violating the fundamental rights granted to him by the constitution or by law.



35

**Article 9**

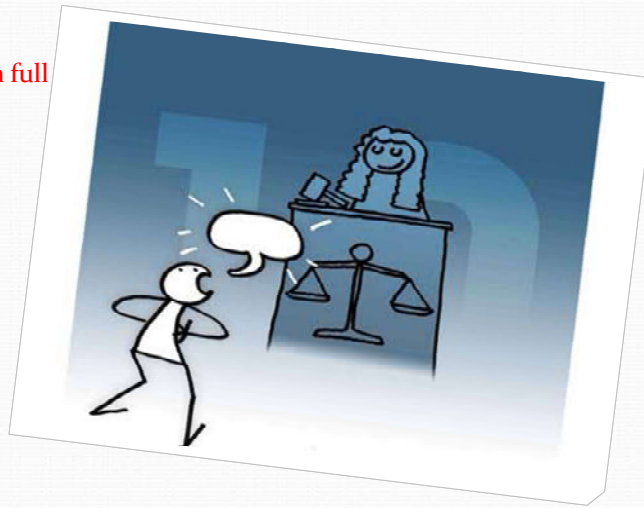
No one shall be subjected to arbitrary arrest, detention or exile.



36

**Article 10**

Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him.



37

**Article 11**

- (1) Everyone charged with a penal offence has the right to be presumed innocent until proved guilty according to law in a public trial at which he has had all the guarantees necessary for his defence.
- (2) No one shall be held guilty of any penal offence on account of any act or omission which did not constitute a penal offence, under national or international law, at the time when it was committed. Nor shall a heavier penalty be imposed than the one that was applicable at the time the penal offence was committed.



38

**Article 12**

No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.



39

**Article 13**

(1) Everyone has the right to freedom of movement and residence within the borders of each State.  
(2) Everyone has the right to leave any country, including his own, and to return to his country.



40

**Article 14**

(1) Everyone has the right to seek and to enjoy in other countries asylum from persecution.

(2) This right may not be invoked in the case of prosecutions genuinely arising from non-political crimes or from acts contrary to the purposes and principles of the United Nations.



41

**Article 15**

(1) Everyone has the right to a nationality.

(2) No one shall be arbitrarily deprived of his nationality nor denied the right to change his nationality.



42

**Article 16**

(1) Men and women of full age, without any limitation due to race, nationality or religion, have the right to marry and to found a family. They are entitled to equal rights as to marriage, during Marriage and at its dissolution.

(2) Marriage shall be entered into only with the free and full consent of the intending spouses.

(3) The family is the natural and fundamental group unit of society and is entitled to protection by society and the State.



43

**Article 17**

(1) Everyone has the right to own property alone as well as in association with others.

(2) No one shall be arbitrarily deprived of his property.



44

**Article 18**

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance.



45

**Article 19**

Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.



46

**Article 20**

(1) Everyone has the right to freedom of peaceful assembly and association.

(2) No one may be compelled to belong to an association.



47

**Article 21**

(1) Everyone has the right to take part in the government of his country, directly or through freely chosen representatives.

(2) Everyone has the right to equal access to public service in his country.

(3) The will of the people shall be the basis of the authority of government; this will shall be expressed in periodic and genuine elections which shall be by universal and equal suffrage and shall be held by secret vote or by equivalent free voting procedures.



48



**Article 22**

Everyone, as a member of society, has the right to social security and is entitled to realization, through national effort and international cooperation and in accordance with the organization and resources of each State, of the economic, social and cultural rights indispensable for his dignity and the free development of his personality.



49

**Article 23**

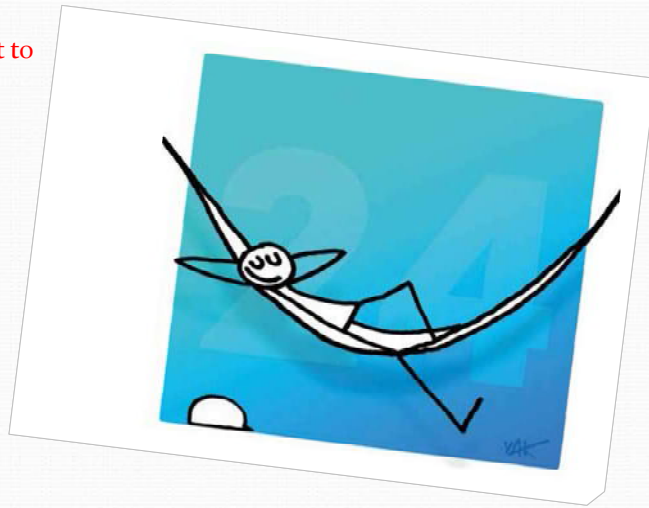
- (1) Everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment.
- (2) Everyone, without any discrimination, has the right to equal pay for equal work.
- (3) Everyone who works has the right to just and favourable remuneration ensuring for himself and his family an existence worthy of human dignity, and supplemented, if necessary, by other means of social protection.
- (4) Everyone has the right to form and to join trade unions for the protection of his interests.



50

**Article 24**

Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.



51

**Article 25**

(1) Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control.

(2) Motherhood and childhood are entitled to special care and assistance. All children, whether born in or out of wedlock, shall enjoy the same social protection.



52

**Article 26****(1) Everyone has the right to education.**

Education shall be free, at least in the elementary and fundamental stages. Elementary education shall be compulsory.

Technical and professional education shall be made generally available and higher education shall be equally accessible to all on the basis of merit.

**(2) Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms.**

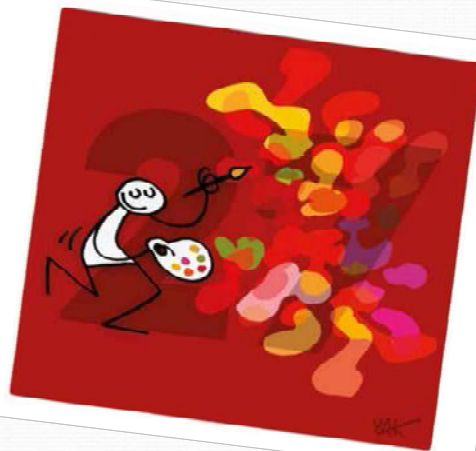
It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.

**(3) Parents have a prior right to choose the kind of education that shall be given to their children.**

53

**Article 27****(1) Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.**

(2) Everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.



54

**Article 28**

Everyone is entitled to a social and international order in which the rights and freedoms set forth in this Declaration can be fully realized.



55

**Article 29**

(1) Everyone has duties to the community in which alone the free and full development of his personality is possible.

(2) In the exercise of his rights and freedoms, everyone shall be subject only to such limitations as are determined by law solely for the purpose of securing due recognition and respect for the rights and freedoms of others and of meeting the just requirements of morality, public order and the general welfare in a democratic society.

(3) These rights and freedoms may in no case be exercised contrary to the purposes and principles of the United Nations.



56

**Article 30**

Nothing in this Declaration may be interpreted as implying for any State, group or person any right to engage in any activity or to perform any act aimed at the destruction of any of the rights and freedoms set forth herein.



57

## Right to Information Act - 2005

- The Right to Information Act (RTI Act) covers all levels of government Centre, State, district and local self governing bodies like Panchayats and Municipal bodies. It will also cover non-governmental organizations- i.e. NGOs and other private bodies- that are financed substantially with public funds provided by the Government. This means every citizen has the right to put in an application requesting information or copies of records held by these bodies and such information should be given by the concerned body.
- The citizens' right to information is not explicitly mentioned in the fundamental rights chapter of the Constitution. But in more than 10 cases the Supreme Court of India has declared that the fundamental right to life and liberty [Art.21] and the fundamental right to freedom of speech and expression [Art.19 (1)] include every citizen's fundamental right to access information. Parliament passed the RTI Act to enable all citizens to use their fundamental right to access information from public bodies.
- The main objectives of the RTI Act are –
  - To promote transparency and accountability in the working of every public authority, and
  - To set up a practical regime for giving citizens access to information that is under the control of public authorities.

58

## Right to Information Act - continued

### 1. When did it come into force?

It came into force on the 12th October. Some provisions have come into force with immediate effect viz. obligations of public authorities, designation of Public Information Officers and Assistant Public Information Officers and constitution of Central Information Commission, constitution of State Information Commission, non-applicability of the Act to Intelligence and Security Organizations and power to make rules to carry out the provisions of the Act

### 2. Who is covered?

The Act extends to the whole of India except the State of Jammu and Kashmir.

### 3. What does information mean?

Information means any material in any form including records, documents, memos, e-mails, opinions, advices, press releases, circulars, orders, logbooks, contracts, reports, papers, samples, models, data material held in any electronic form and information relating to any private body which can be accessed by a public authority under any other law for the time being in force.

### 4. What does Right to Information mean?

It includes the right to -

- i. inspect works, documents, records.
- ii. take notes, extracts or certified copies of documents or records.
- iii. take certified samples of material.
- iv. obtain information in form of printouts, diskettes, floppies, tapes, video cassettes or in any other electronic mode or through printouts.

59

## National integration -

- Mahatma Gandhi had once said, "We have to produce a society of those people who profess different religions, but they live like brothers." In fact, this statement of Gandhiji has the essence of national integration in India. India is a vast country with a number of differences in food, clothing, languages, even in her different New Years in different communities. Besides, India has seen the mixture of various races, cultures, traditions etc. Again, there are those who are vegetarians and those who are non-vegetarians. Through all these diversities and differences there runs the invisible link of common culture, common civility, common heritage, the same form of greeting one another, the same form of respect shown to elders as well as there are common Vedas, the Bhagwad Gita, the Ramayana and the Mahabharata, the festivals, National symbols and finally the struggle for Independence that united the whole mass of Indian people. Thus, national integration means a feeling of oneness among the entire Indians. **All our countrymen must feel emotionally integrated. We must think that we are Indians first and members of a particular religion afterwards.** Whenever India has been attacked by a foreign country, it has stood as one man to meet the crisis. National integration is essential for social peace and harmony too. The safety and prosperity of our country depends upon our unity. Our states are like parts of our body prosperity of different states means the progress of the whole country. The most important for us as Indians is our national feelings, because only this feeling can develop a peace-based- society, the need of the hour.

60

### Dr. APJ Abdul Kalam's ten points for enlightened citizenship -

- 1) I realize that small aim is a crime. I will have a great goal in my life and work hard to achieve that goal. I will acquire the knowledge continuously. I will sweat, sweat, sweat. I will persevere to achieve the goal.
- 2) I will work with integrity and succeed with integrity.
- 3) I will be a good member of my family, a good member of the society, a good member of my state, a good member of the nation and a good member of the world.
- 4) I will always try to save or better someone's life, without any discrimination of caste, creed, language, religion or state. Wherever I am, a thought will always come to my mind. That is, "What can I do for you?"
- 5) I will never get addicted to liquor, smoking and gambling. I will always try to retrieve at least 5 people from addiction and help them to lead a quality of life.

61

### Dr. APJ Abdul Kalam's ten points for enlightened citizenship -

- 6) I will always remember the importance of time. My motto will be "Let not my winged days be spent in vain".
- 7) I will plant at least 5 trees in my neighbourhood and grow. I will always work for making my village clean, city clean and state clean so that my earth will be clean and green. I will do my best to achieve energy independence by 2030.
- 8) As a youth of my nation, I will work and work with courage to achieve success in all my tasks and enjoy the success of others.
- 9) I am as young as my faith and as old as my doubt. Hence, I will light up then, the lamp of faith in my heart.
- 10) My national flag flies in my heart and I will bring glory to my state and the nation.

62

## Role of media in value building -

- There can be no doubt about the fact that media CAN play a very important role in promoting ethical standards, moral values and accountability in society. Ideally speaking, media SHOULD play a prominent role in advocating good morals and ethics like integrity and honesty, and, as a practical consequence, the fight against corruption.
- However, the actual role of the media in this regard depends heavily on the political will of those in power and on the political system in place. For example, if there is no true press freedom it will be difficult or even impossible for the media to investigate corruption and to promote the fight against it.
- Without a free but responsible media the project to build accountability, transparency and integrity and to fight against corruption will be doomed to failure.

63

## Role of media in value building – continued

- To fight corruption we do not only need media freedom but also a qualified, responsible investigative journalism. Responsible investigative journalism is not only costly but can also become very dangerous. Therefore, we need wealthy and courageous publishers, too, who are not only committed but also in the material position to support investigative journalism.
- In addition, we need training courses for journalists in responsible investigative journalism and in journalist ethical standards in general. A journalist without good moral values and not guided by good ethical standards cannot do a responsible work.

64



## Ecological balance -

- Ecological balance is a theory stipulating that natural conditions, including numbers of various animal and plant species, remain stable on their own through variations over time. The theory, also known as balance of nature, also holds that natural equilibrium can be changed significantly by new species entering an ecosystem, the disappearance of some species, man-made changes to the environment or natural disasters.
- The theory of ecological balance holds that natural systems typically correct themselves when small changes occur. For instance, if a particular species becomes too plentiful, numbers of a predator species may also increase temporarily to bring total numbers back into balance. Most ecologists now feel that natural systems are best described by catastrophe theory, which holds that small changes in one component of a natural system can result in significant and permanent changes to the entire system.

65

## Social values -

- Social values form an important part of the culture of the society. Values account for the stability of social order. They provide the general guidelines for social conduct. Values such as fundamental rights, patriotism, respect for human dignity, rationality, sacrifice, individuality, equality, democracy etc. guide our behaviour in many ways. Values are the criteria people use in assessing their daily lives; arrange their priorities and choosing between alternative course of action.

**Social conscience** means an attitude of sensitivity toward and sense of responsibility regarding injustice and problems in society.

### **Social Consciousness -**

It is consciousness shared by individuals within a society. According to Karl Marx, human beings enter into certain productive, or economic, relations and these relations lead to a form of social consciousness.

66

## Consumer rights -

- Consumer right is 'the right to have information about the quality, potency, quantity, purity, price and standard of goods or services', as it may be the case, but the consumer is to be protected against any unfair practices of trade. It is very essential for the consumers to know these rights.
- Out of the various laws that have been enforced to protect the consumer rights in India, the most important is the Consumer Protection Act, 1986. According to this law, everybody, including individuals, a firm, a Hindu undivided family and a company, have the right to exercise their consumer rights for the purchase of goods and services made by them. It is significant that, as consumer, one knows the basic rights as well as about the courts and procedures that follow with the infringement of one's rights.

67

## Consumer rights – continued

In general, the **consumer rights in India** are listed below:

- The right to be protected from all kind of hazardous goods and services
- **The right to be fully informed about the performance and quality of all goods and services**
- The right to free choice of goods and services
- **The right to be heard in all decision-making processes related to consumer interests**
- The right to seek redressal, whenever consumer rights have been infringed
- **The right to complete consumer education**

68

## Consumer responsibilities -

- There is no denying of the fact that most of us always prefer knowing facts related to our rights to avail them as well but often we remain lazy in practicing them by judging their values in the context of the consumer responsibilities we owe. Consumers can hardly enjoy the benefits of such rights until and unless they understand their own responsibilities for them because both are entwined to each other hence consumer responsibility remains crucial for long term availing of rights. That is why every consumer is advised to step forward cautiously while dealing with the concerned markets. **Make sure you ask certain questions to self whenever buying a particular stuff:**
- **Do you seriously need a product buying?**
- The time period for which you might use certain product
- **Do you expect the item would last till a time you expect for?**
- Know the health fallout of an item you choose. Whether it is a food item and do you find it to be best in terms of benefitting your health. Don't forget to see the product nutritional chart through keen eye on the labeling before buying.

69

## Consumer responsibilities – continued

- Buy only standardized goods. Look for ISI mark on electronic goods, FPO mark on food products, Hallmark on jewelry etc.
- **Follow manufacturer's instructions and use the product safely.**
- Read labels carefully about prices, quality, weight, expiry date of the product.
- **Ask for cash memo.**
- Avoid black marketing.
- **Respect the environment. Avoid waste, littering and contributing to pollution.**

70

## Professional ethics -

- Professional ethics means professionally accepted standards of personal and business behaviour, values and guiding principles. Codes of professional ethics are often established by professional organizations to help guide members in performing their job functions according to sound and consistent ethical principles.

71

## Code of ethics of engineers -

**National Society of Professional Engineers** has laid the code as below -

Engineers, in the fulfillment of their professional duties, shall:

1. Hold paramount the safety, health, and welfare of the public.
2. Perform services only in areas of their competence.
3. Issue public statements only in an objective and truthful manner.
4. Act for each employer or client as faithful agents or trustees.
5. Avoid deceptive acts.
6. Conduct themselves honorably, responsibly, ethically, and lawfully so as to enhance the honor, reputation, and usefulness of the profession.

72

## Leadership qualities -

- How often have you heard the comment, “He or she is a born leader?” There are certain characteristics found in some people that seem to naturally put them in a position where they’re looked up to as a leader.
- Whether in fact a person is born a leader or develops skills and abilities to become a leader is open for debate. There are some clear characteristics that are found in good leaders. These qualities can be developed or may be naturally part of their personality.

### Seven Personal Qualities Found In A Good Leader:

1. A good leader has an **exemplary character**. It is of utmost importance that a leader is trustworthy to lead others. A leader needs to be trusted and be known to live their life with honesty and integrity. True authority is born from respect for the good character and trustworthiness of the person who leads.
2. A good leader is **enthusiastic** about their work or cause and also about their role as leader. People will respond more openly to a person of passion and dedication. Leaders need to be able to be a **source of inspiration**, and be a motivator towards the required action or cause. Although the responsibilities and roles of a leader may be different, the leader needs to be seen to be part of the team working towards the goal. This kind of leader will not be afraid to roll up their sleeves and get dirty.

73

## Leadership qualities – continued

3. A good leader is **confident**. In order to lead and set direction, a leader needs to appear confident as a person and in the leadership role. Such a person inspires confidence in others and draws out the trust and best efforts of the team to complete the task well.
4. A leader also needs to **function in an orderly and purposeful manner** in situations of uncertainty. People look to the leader during times of uncertainty and unfamiliarity and find reassurance and security when the leader portrays confidence and a positive demeanor.
5. Good leaders are **tolerant of ambiguity and remain calm, composed and steadfast** to the main purpose. Storms, emotions, and crises come and go and a good leader takes these as part of the journey and keeps a cool head.

74

## Leadership qualities – continued

6. A good leader as well as keeping the main goal in focus is able to **think analytically**. Not only does a good leader view a situation as a whole, but is able to break it down into sub parts for closer inspection. Not only is the goal in view but a good leader can break it down into manageable steps and make progress towards it.
7. A good leader is **committed to excellence**. Second best does not lead to success. The good leader not only maintains high standards, but also is proactive in raising the bar in order to achieve excellence in all areas

**These seven personal characteristics are foundational to good leadership. Some characteristics may be more naturally present in the personality of a leader.**

However, each of these characteristics can also be developed and strengthened. A good leader whether they naturally possess these qualities or not, will be diligent to consistently develop and strengthen them in their leadership role.

75

## Personality development -

- **Personality Development means enhancing and grooming one's outer and inner self to bring about a positive change to your life.** Each individual has a distinct persona that can be developed, polished and refined. This process includes boosting one's confidence, improving communication and language speaking abilities, widening ones scope of knowledge, developing certain hobbies or skills, learning fine etiquettes and manners, adding style and grace to the way one looks, talks and walks and overall imbining oneself with positivity, liveliness and peace.
- Personality development is gaining more and more importance because it enables people to create a good impression about themselves on others; it helps them to build and develop relationships, helps in your career growth and also helps to improve your financial needs.
- Personality development is nothing but **a tool that helps you realize your capabilities and your strengths making you a stronger, a happier and a cheerful person.**

76

## Tips for personality development -

The whole process of this development takes place over a period of time. Even though there are many crash courses in personality development that are made available to people of all age groups, implementing this to your routine and bringing about a positive change in oneself takes a considerable amount of time. It is not necessary to join a personality development course; one can take a few tips and develop his or her own aura or charm.

- You may have heard this a million times “**Think Positive**”. It works.
- **Smile. And smile some more.** It adds to your face value and to your personality as well.
- **Read a few articles in the newspaper loudly.** This will help in communicating fluently.
- **Follow table manners and dining etiquettes.**
- Take good care of your **health, dress well, be neat and organized.**
- Prepare a chart that mentions your **strengths and weaknesses.** Now concentrate on the latter and find ways to improve upon the same. Do not forget to strengthen your strengths.
- Spend some time alone **concentrating on you and yourself alone.**
- **Practice meditation and yoga.** It will help you develop inner peace and harmony that will reflect outside.
- Do not live a monotonous life. **Be creative and do something new all the time.** Nothing bigger than the joy of creative satisfaction.