



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

**ERODE – 638 107**

## HUMAN VALUES AND PROFESSIONAL ETHICS

### ABOUT THE TRUST

The Kongu Vellalar Institute of Technology Trust was founded on 5th October 1983 by forty one philanthropists of Kongu Vellalar Community. The institutions established by the Trust are Kongu Polytechnic College in 1983, Kongu Engineering College in 1984, Kongu Arts and Science College in 1994, Kongu Industrial Training Center in 1997 and Kongu National Matriculation Higher Secondary School in 2002. All the institutions are diligently marching forward towards the pinnacle of glory by their remarkable achievements and laurels in the diverse fields of education.

The contribution of the noble trustees in uplifting the rural people of this region, their vision and zeal to develop the community and their patronizing service has brought the glory to KVITT and helped to achieve overall progress in the fields of education, rural development and industrial growth thereby engraving the name Kongu in golden letters in the history of this region.

### ABOUT THE COLLEGE

Kongu Arts and Science College was established in with a vision to uplift the students who hail from rural community. The college is situated in a serene atmosphere surrounded by sylvan picturesque ambiance offering a very conducive environment for the academic pursuit



  
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## **Motto**

To create well educated and disciplined humans to the world.

## **Vision**

To impart knowledge and skills to rural youth in order to meet their intellectual and social aspirations and cultural and technical needs of the society

## **Mission**

- To develop an effective curriculum and optimize institutionalized students activities
- To involve learners in practical life situations
- To expose students to rural realities
- To sensitize learners to national heritage and values

## **Manual on Human Values and Professional Ethics**

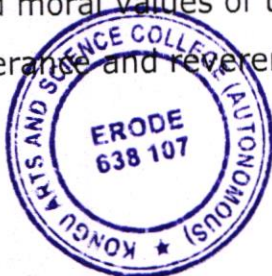
### **VALUES AND MORALS AT KONGU ARTS AND SCIENCE COLLEGE**


"Education means all-round drawing out of the best in child and man—body, mind, and spirit." - Mahatma Gandhi

### **Objective**

To substantiate that Morality and Righteousness are the essential parts of True Education

The value education offered by our college strengthens the ethical and moral values of the students by inculcating in them the values of tolerance and reverence.



  
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## **Policies and Practices**

Our institution assures to scatter a positive impact among the youth through value based programmes and activities. These programmes help them to get moulded as responsible citizens and noble human resources.

- The students begin their day in the college with 5 minutes meditation
- The Ethics club of our college aims at the holistic development of the students
- Frequent Personality Development Programmes are conducted by eminent Personalities
- The institution imparts awareness on "The Protection of Human Rights", among the female students through the Prevention of Sexual Harassment of Women Committee
- The institution offers special yoga classes to the students to ensure sound mind and healthy body
- To enhance the spiritual values of students, the institution organized Residential Programmes in association with Vivekananda Kendra, Kanyakumari
- Every month, the faculty members of the Department of Tamil offer a session on Moral and Ethical Values to the students of our college
- The Eco Club focuses on creating awareness among the students on the areas of recycling, pollution control, energy conservation and environmental education
- The Citizen Consumer Club educates the students about the rights of Consumers as stated in Consumer Protection Act
- The institution takes care of the students' health problems (mind and body) if any, through counselling by the trained faculty of the "Center of Health"



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Our College continues to provide Value based, Spiritual, Ethical and need based Education to give off Noble Human Resources.

Human values can be assured of a happy and harmonious human society. Honesty, integrity, love, and happiness are some of the end values that human beings seek to attain, practise and live with. At Kongu Arts and Science College, we cultivate and inculcate these values among the student and the staff through teaching, co-curricular and extracurricular activities. We as an academic institution believed that along with knowledge, wisdom is essential for sound growth of the society. Hence we are very much concerned to observe the following human values.

## Human Values

**The core human values are:**

- 1.Right conduct
- 2.Peace
- 3.Truth
- 4.Love
- 5.Co-operation
6. Honesty
- 7.Trust
- 8.Non-violence
- 9.Wisdom

1. Right Conduct:

**It encompasses the following values-**

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.

c) Ethical Skills: Good conduct, courage, dependability, duty, efficiency, ingenuity, initiative, perseverance, punctuality, resourcefulness, respect for all and sense of responsibility.



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2. Peace:

**It encompasses the following values-**

Attention, calmness, concentration, contentment, dignity, discipline, equality, equanimity, faithfulness, gratitude, happiness, harmony, humility, inner silence, optimism, patience, reflection, satisfaction, acceptance, control, self-esteem, tolerance, and understanding.

3. Truth:

**It encompasses the following values-**

Accuracy, curiosity, fairness, fearlessness, honesty, integrity, justice, optimism, purity, quest for knowledge, reason, self-analysis, sincerity, synthesis, truthfulness and determination.

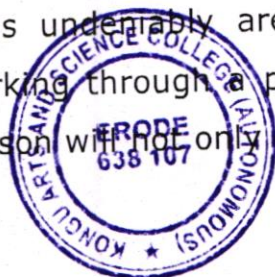
4. Love:

**It encompasses the following values-**

"Love conquers all" says Geoffrey Chaucer. It has immense value. Acceptance, affection, care, compassion, consideration, dedication, devotion, forgiveness, friendship, generosity, gentleness, interdependence, kindness, patience, patriotism, reverence, sacrifice, selflessness, service, sharing, sympathy, tolerance and trust are the segments of love.

5. Co-operation:

Co-operation is the process of working together to the same end. It is undeniably one of the most vital assets one can have when working through a problem. Having the opinion and voice of another person will not only draw out a discussion of the topic, but also lead to



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a well rounded solution. Co-operation has been in its high importance and held high in regard.

## 6. Honesty:

Honesty in the realm of human values is extremely important. The idea of staying true to oneself can often feel intimidating and impossible, but what most people felt to realize is that it is not the act of simply telling the truth that makes someone honest rather the quality of person who is being honest. An honest man is often straight forward, upright, sincere and fair.

## 7. Trust:

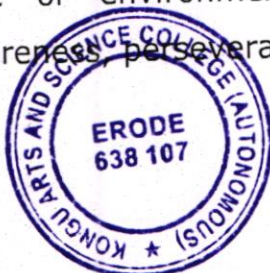
Trust can be interpreted in many ways. But ultimately it comes down to reliability and truth. Without trust, the world simply would not function. We create documents, money and bullet proof glass because we have lost faith which is why the most important human values. Learn to trust and be trusted, is not an easy task, but its important is beyond measure. In short, one cannot serve in the world without trust.

## 8. Non -Violence

**It encompasses the following values-**

a) Psychological: Benevolence, compassion, concern for others, consideration, forgiveness, morality, loyalty and happiness.

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



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## 9. Wisdom:

Wisdom is the most important human value in many ways. Its value is very important while living the lives. Wisdom is often confused with the words like knowledge and intelligence. But wisdom is defined as the quality of having experience and good judgment. Wisdom becomes necessary when society gets cramp with knowledge. In the explosion of knowledge based society, wisdom becomes the necessity.

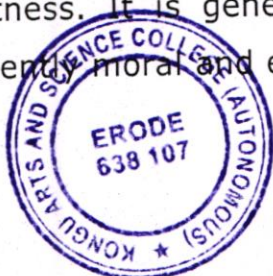
## Professional Values


**The core professional values are:**

- 1.Integrity
- 2.Loyalty
- 3.Passion
- 4.Commitment
- 5.Valuing Time
6. Attitude
- 7.Credibility & Responsibility

### 1. 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. Integrity is the quality of being honest and having strong moral principles; moral uprightness. It is generally a personal choice to uphold oneself to consistently moral and ethical standards.



  
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## 2. Loyalty:

Loyalty is faithfulness or a devotion to a person, country, group, or cause. Philosophers disagree on what can be an object of loyalty as some argue that loyalty is strictly inter personal and only other human beings can be the object of loyalty.

## 3. Passion:

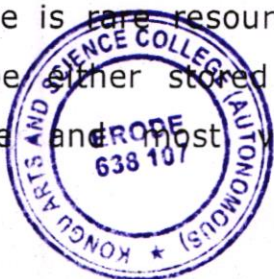
Passion is a feeling of intense enthusiasm towards or compelling desire for completion of the work. Passion defines performance enhancing aspects and work enjoyment. When an individual is passionate about their occupation they tend to work more resulting in more work satisfaction.

## 4. 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. This is a basic requirement for any profession. The commitment of top management will naturally lead to committed employees, whatever may be their position or emoluments. This is bound to add wealth to oneself, one's employer, society, and the nation at large. Target oriented efforts are put to reap efficiency.

## 5. Valuing Time:

Time is a rare resource. Once it is spent, it is lost forever. It cannot be either stored or recovered. Hence, time is the most perishable and most valuable resource too.



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continuously 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. Time management is the key to increase effectiveness, efficiency or productivity.

### 6. Attitude:

It is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. They are complex and an acquired state through experiences. Attitudes is the most distinctive and indispensable concept in present day. Attitude can be formed from a person's past and present. Key topics in the study of attitudes include attitude measurement, attitude change, consumer behavior, and attitude-behavior relationships. Positive attitude people are most successful in their life. One should develop such attitude which provides synergy and satisfaction in their day to day life. Positive Mental Attitude( PMA) characterizes faith, integrity, hope, optimism, courage, initiative, generosity, tolerance, tact, kindness and good common sense.

### 7. Credibility & Responsibility:

The obligation of an individual or organization to account for its activities, accept responsibility for the demand to disclose the results in a transparent manner. It also includes the responsibility for money or other entrusted property.



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