



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka- 574 146, Surathkal, Mangaluru
(Private University Established by Karnataka Govt. ACT No.42 of 2013)
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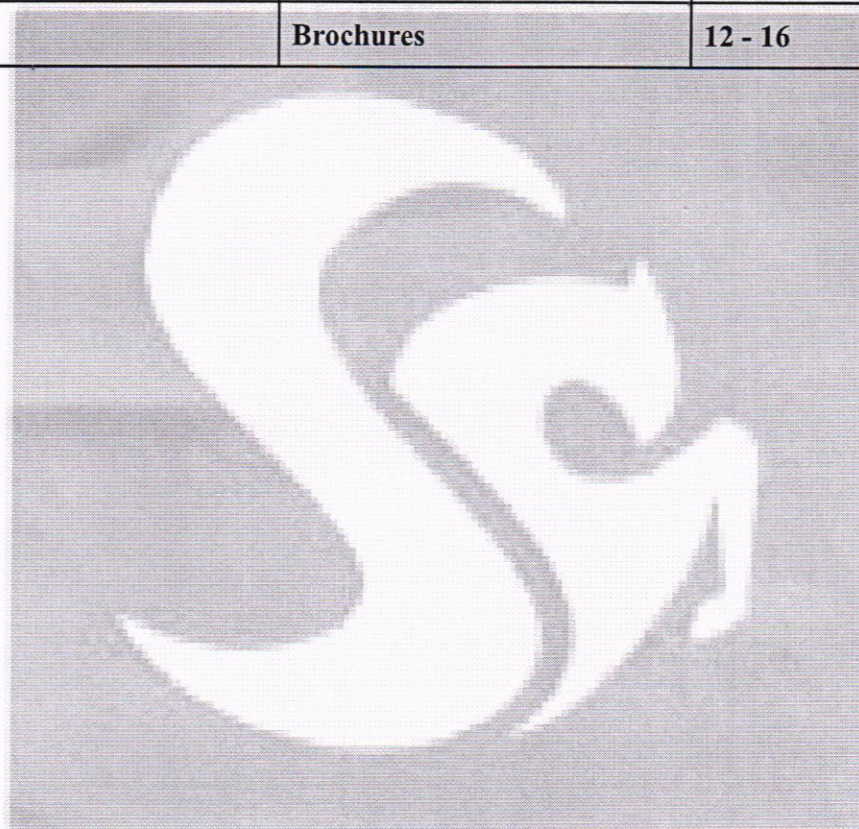
Handbook, Manual & Brochures on HUMAN VALUES & PROFESSIONAL ETHICS



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SAMAGRA GNANA




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1. Introduction

Definition of Human Values and Professional Ethics

Human values and professional ethics encompass a set of principles that guide individuals in making decisions and shaping their conduct in personal and professional spheres. It involves an understanding of what is considered valuable, ethical, and morally upright. The introduction sets the stage for exploring the profound impact of these values on personal and collective well-being.

Importance of Value Education

Value education is emphasized as a crucial aspect of personal development. It highlights the need for individuals to comprehend and integrate values into their lives to enhance happiness and contribute positively to society. The introduction delves into the transformative power of value education in fostering a harmonious and fulfilling life.

Relationship between Ethics, Values, Morals, and Attitude

The intricate interplay between ethics, values, morals, and attitude is explored. Ethics is framed as a policy for societal living, while values and morals are intrinsic principles that govern relationships and community living. The introduction lays the groundwork for understanding how attitudes shape behavior and contribute to either harmonious or disharmonious living.

I. The Essence of Humanness

Characteristics of Being Human

This section elaborates on the fundamental qualities that define human beings. It explores the inherent traits of caring, nurturing, inspiring, sharing, helping, guiding, learning, understanding, and teaching. Examples and anecdotes are incorporated to illustrate how these qualities manifest in real-life situations, emphasizing their significance in characterizing humanness.

Manifestation of Harmonious Living

Building upon the identified human qualities, the section delves into how these attributes manifest in relationships, communities, and society. It emphasizes the role of these characteristics in creating harmony and balance, asserting that living in harmony is a reflection of genuine humanness. Real-life examples and case studies further elucidate the concept of harmonious living.

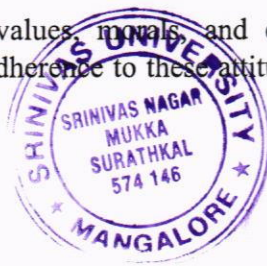
II. Attitudes: Values, Morals, and Ethics

Explanation of Values, Morals, and Ethics

This section provides in-depth explanations of values, morals, and ethics. Values are defined as intrinsic principles governing relationships, while morals are principles governing community living. Ethics, as the policy of living in society, nurtures order. Examples and scenarios are integrated to facilitate a comprehensive understanding of these concepts.

Significance in Shaping Human Identity

The section explores how values, morals, and ethics collectively shape human identity. It elucidates how individuals' adherence to these attitudes determines their humanness, contributing



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to their identity. Personal anecdotes and philosophical perspectives enhance the narrative, illustrating the profound impact of these attitudes on individual and collective identity.

III. Values - The Basis of Harmony in Relationships

Intrinsic Principles Governing Relationships

This section delves into the intrinsic principles that govern relationships – the values. Examples of values such as mutual respect, trust, affection, and gratitude are dissected to showcase their significance. Real-life scenarios illustrate how adherence to these values transforms relationships into balanced and harmonized connections.

Valueless Living and Unfulfilled Life

The narrative contrasts the positive impact of living by values with the consequences of valueless living. Mistakes and imbalances in relationships resulting from a lack of values are explored. This section serves as a motivational call to embrace values for a fulfilled and meaningful life.

IV. Morals - The Basis of Harmony in Community

Intrinsic Principles Governing Community Living

Building upon the understanding of values, this section introduces morals as intrinsic principles governing community living. It outlines key moral values related to earning wealth, marital propriety, and behavior in work settings. Through ethical examples, it emphasizes the importance of righteous living for the well-being of the community.

Righteous Wealth and Marital Propriety

In-depth discussions on the concept of righteous wealth and marital propriety provide a moral framework. The section highlights the significance of genuine efforts, loyalty, and commitment in earning wealth and maintaining healthy relationships. Real-life stories are incorporated to reinforce the moral values discussed.

Propensity Towards Kindness in Work-Behavior

This subsection emphasizes the moral value of displaying kindness and nurturing behavior in work settings. A comparative analysis between kindness and cruelty in work behavior is presented, illustrating how moral choices in daily interactions impact the overall harmony in the community.

Immoral Living and Its Consequences

The consequences of immoral living, framed as sin leading to crime, are explored. This section aims to underscore the ethical imperative of adhering to moral values in community interactions. It sets the stage for the subsequent exploration of ethics as a policy for societal living.

V. Ethics - The Basis of Harmony in Society & Social Order

Definition of Ethics as Societal Policy




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The section provides a comprehensive definition of ethics as a societal policy. It explains that ethics is the way of living that nurtures order in society. The narrative explores the role of ethical living in establishing and sustaining societal order, ensuring the continuity of humankind.

Principles for Sustaining Resources and Societal Order

Detailed principles for sustaining resources and societal order are presented. These principles include abundant production, proper distribution, and full utilization of resources for social welfare. The section elucidates how the sustainability of resources can be achieved through practices such as education, guarding natural cycles, and protecting resource sources.

Consequences of Unethical Living

The narrative explores the consequences of unethical living, emphasizing the potential imbalance, exploitation, struggle, and conflict that may arise. This section establishes the critical role of ethical living in maintaining harmony in society and contributing to the well-being of future generations.

VI. Ayam Nijah Paroveti - The Concept of Global Family

Interpretation of the Sanskrit Verse

The Sanskrit verse, "Ayam Nijah Paroveti Gadana Laghuchetasam, Udar Charitanam Tu Vasudhaiva Kutumbakam," is introduced and interpreted. The section explains the meaning of the verse, emphasizing the distinction between lower and higher consciousness regarding the concept of family.

Emphasis on Higher Consciousness and Global Unity

Building on the interpretation of the verse, this section underscores the significance of higher consciousness in perceiving the entire earth as a family. It explores the idea that, for individuals with elevated awareness, the entire world becomes a united family. Philosophical insights and cross-cultural perspectives contribute to a holistic understanding of the concept.

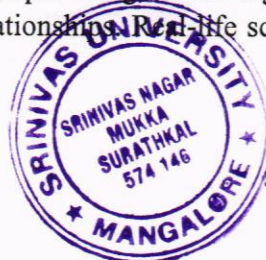
VII. Developing Harmonious Relationships:

Stepwise Guide for Building Relationships

This section provides a stepwise guide for developing harmonious relationships. Each step is detailed with explanations, examples, and practical tips for implementation. The guide encompasses understanding, respect, sincerity, exemplary behavior, clarity, encouragement, support, empowerment, prayerfulness, optimism, gratitude, kindness, being a good friend, and expressing love.

Incorporating Understanding and Respect

The first steps of understanding and respect are explored in-depth. The section emphasizes the significance of actively listening, empathizing, and recognizing the uniqueness of individuals in building strong foundations for relationships. Real-life scenarios illustrate the positive impact of incorporating these steps.




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Fostering Exemplary Behavior and Clarity

The guide progresses to fostering exemplary behavior and clarity. It outlines the importance of modeling the behavior one expects in return and maintaining open communication. Examples of role models and instances of clear communication contributing to healthy relationships are incorporated.

Encouragement, Support, and Empowerment

This subsection explores the steps of encouragement, support, and empowerment. It highlights the role of positive reinforcement, providing assistance in times of need, and empowering others to reach their full potential. Case studies and personal stories illustrate how these steps lead to mutually beneficial relationships.

Prayerfulness, Optimism, and Gratitude

Prayerfulness, optimism, and gratitude are discussed as essential components of relationship building. The section explores the impact of spiritual practices, maintaining a positive outlook, and expressing gratitude on fostering strong connections. Real-life examples demonstrate the transformative power of incorporating these steps.

Kindness, Being a Good Friend, and Expressing Love

The guide concludes with the steps of kindness, being a good friend, and expressing love. It emphasizes the enduring impact of acts of kindness, the qualities of a genuine friend, and the importance of expressing love openly. Heartwarming stories and testimonials serve to illustrate the profound influence of these steps on relationships.

VIII. What Is Relationship Building All About?

Role of Relationships in Community Organizing

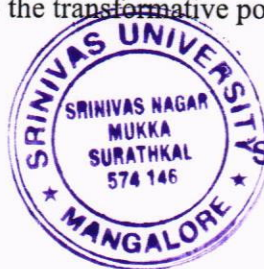
This section explores the pivotal role of relationships in community organizing. It delves into how strong interpersonal connections contribute to the success of community initiatives, fostering motivation, shared goals, and a sense of belonging. Real-life examples showcase the collaborative power of relationship-building in achieving common objectives.

Significance in Achieving Goals

The narrative expands on the significance of relationships in achieving individual and collective goals. It explores how a network of supportive connections can amplify efforts, provide resources, and contribute to overall success. Case studies and historical examples illustrate the transformative impact of effective relationship-building in various contexts.

Fostering Camaraderie and Shared Experiences

This subsection emphasizes the role of relationships in fostering camaraderie and shared experiences. It explores how genuine connections contribute to a sense of community, shared identity, and mutual understanding. Examples of successful communities built on strong relationships provide insights into the transformative power of camaraderie.




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IX. Fundamental Reasons to Build Relationships

Importance of One-to-One Connections

This section underscores the importance of one-to-one connections in relationship-building. It elaborates on how individual connections serve as the building blocks for broader networks, emphasizing the depth and authenticity of one-on-one interactions. Personal anecdotes and testimonials highlight the profound impact of meaningful connections.

Building Alliances and Giving Meaning to Work

The narrative explores the role of relationships in building alliances and giving meaning to work. It discusses how collaborative efforts, fueled by strong connections, lead to shared success and satisfaction. Real-life examples showcase how alliances and meaningful work relationships contribute to personal and professional fulfillment.

Fostering Camaraderie for Collective Success

This subsection delves into the concept of fostering camaraderie for collective success. It emphasizes the idea that a cohesive and supportive community is built on strong relationships. The narrative explores how cultivating a sense of belonging and camaraderie contributes to the collective success and well-being of the community.

X. Kinds of Relationships

Diverse Relationships and Their Roles in Community Organizing

This section explores the diverse kinds of relationships and their roles in community organizing. It categorizes relationships into various types, such as professional, personal, familial, and communal. The narrative elucidates how each type of relationship plays a unique role in contributing to the overall fabric of a well-connected and harmonious community.

XI. You Are at the Center

Visualization of Relationships as Spokes in a Wheel

This section employs the metaphor of relationships as spokes in a wheel, with the individual at the center. It explores the concept of self-awareness and personal responsibility in relationship-building. The narrative emphasizes how individuals, as the center of their relationships, hold the power to shape the dynamics and outcomes of their connections.

Emphasis on Personal Responsibility

Building upon the visualization of relationships as spokes, this subsection emphasizes personal responsibility in relationship-building. It explores how individuals can proactively contribute to the strength and health of their connections by taking responsibility for their actions, choices, and contributions. Real-life examples illustrate the transformative impact of personal responsibility in relationships.

XII. When Do You Build and Sustain Relationships?




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The Ongoing Nature of Relationship Building

This section emphasizes the ongoing nature of relationship-building. It explores the idea that meaningful connections require continuous effort, communication, and investment of time. The narrative dispels the notion that relationships are static, highlighting the importance of adaptability and growth in sustaining strong connections.

Establishing Relationships Before They Are Needed

Building upon the idea of ongoing relationship-building, this subsection explores the importance of establishing connections before they are needed. It discusses the proactive approach of cultivating relationships in anticipation of future collaboration or support. Real-life examples illustrate the strategic benefits of preemptive relationship-building.

XIII. Establishing Relationships Before You Need Them

The Importance of Proactive Relationship Building

This section delves into the importance of proactive relationship-building. It outlines the strategic benefits of establishing connections before they are needed, emphasizing the value of foresight and preparation. The narrative explores how proactive relationship-building contributes to resilience, resourcefulness, and success in various personal and professional endeavors.

XIV. How Do You Build Relationships? An 11-Step Program

Stepwise Guide for Effective Relationship Building

This section provides an 11-step program for effective relationship building. Each step is detailed with practical tips, examples, and actionable strategies. The guide encompasses understanding, respect, sincerity, exemplary behavior, clarity, encouragement, support, empowerment, prayerfulness, optimism, gratitude, kindness, being a good friend, and expressing love.

XV. How Do You Build Relationships with People of Different Cultural Backgrounds?

Tips for Building Relationships with Diverse Cultural Perspectives

This section offers tips for building relationships with people of different cultural backgrounds. It explores the importance of cultural sensitivity, open-mindedness, and curiosity in fostering connections across diverse contexts. Real-life examples and case studies highlight successful cross-cultural relationship-building and the benefits of embracing diversity.

XVI. How Do You Build Relationships with People in Positions of Political Power?

Guidelines for Forming Relationships with Individuals in Positions of Authority

This section provides guidelines for forming relationships with people in positions of political power. It explores the dynamics of power dynamics and the importance of approaching relationships with authenticity, respect, and a focus on shared values. Examples of successful




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collaborations and partnerships with political figures illustrate effective relationship-building strategies.

XVII. How Do You Sustain Relationships?

Tips for Maintaining and Nurturing Relationships

This section offers tips for maintaining and nurturing relationships over time. It explores the importance of communication, reciprocity, and adaptability in sustaining strong connections. Practical strategies for overcoming challenges and addressing conflicts in relationships are discussed, drawing on real-life examples of enduring connections.

XVIII. The Role of social media in Relationship Building

Positive and Negative Impacts of social media on Relationships

This section examines the role of social media in relationship building. It explores both the positive and negative impacts of social media on connections, highlighting the potential for increased connectivity as well as challenges related to privacy, authenticity, and online conflict. Case studies and examples illustrate the diverse effects of social media on relationships.

XIX. Conclusion

Summary of Key Points

The conclusion summarizes the key points discussed throughout the document. It highlights the importance of human values and professional ethics in shaping personal identity, fostering harmonious relationships, and contributing to the well-being of communities and society at large.




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2. Introduction to Professional Ethics

Professional ethics are the guiding principles that dictate the behavior and conduct of individuals within a specific profession. These ethics help maintain standards of honesty, integrity, and responsibility, ensuring that professionals uphold the trust placed in them by clients, colleagues, and society at large. In various fields, including medicine, law, business, and education, adherence to professional ethics is paramount for fostering trust, promoting accountability, and safeguarding the welfare of all stakeholders involved.

I. 10 Golden Rules of Professional Ethics:

Integrity: Always act with honesty and transparency, maintaining consistency between your words and actions. Uphold moral principles and avoid conflicts of interest that may compromise your professional judgment.

Respect: Treat all individuals with dignity, regardless of their background, beliefs, or status. Show empathy, understanding, and consideration towards colleagues, clients, and stakeholders.

Confidentiality: Safeguard sensitive information entrusted to you, respecting the privacy and confidentiality of clients and colleagues. Avoid disclosing confidential information without proper authorization.

Professional Competence: Continuously strive to improve your skills, knowledge, and expertise within your field. Provide services only within the scope of your competence, seeking guidance or referring clients to appropriate resources when necessary.

Accountability: Take responsibility for your actions and decisions, acknowledging and rectifying any mistakes or errors. Be accountable to clients, colleagues, and the public, maintaining transparency in your professional conduct.

Fairness and Impartiality: Treat all individuals fairly and impartially, without prejudice or discrimination based on factors such as race, gender, religion, or socioeconomic status. Ensure equal access to opportunities and resources for all.

Professionalism: Maintain a professional demeanor in all interactions, adhering to established norms, standards, and codes of conduct within your profession. Strive to create a positive and respectful work environment for colleagues and clients alike.

Conflict Resolution: Handle conflicts and disputes with professionalism, diplomacy, and respect for all parties involved. Seek mutually acceptable solutions through open communication, negotiation, and mediation whenever possible.

Social Responsibility: Recognize your role and impact within society, striving to contribute positively to the well-being of individuals, communities, and the environment. Consider the ethical implications of your decisions and actions on broader societal concerns.

Continuous Learning and Improvement: Embrace a mindset of lifelong learning and self-improvement, staying updated on developments, trends, and best practices within your

profession. Engage in reflective practice to enhance your professional skills and ethical awareness over time.

II. Ethics for Teachers and Colleagues:

In the field of education, professional ethics play a crucial role in fostering a conducive learning environment, promoting mutual respect, and ensuring the welfare of both students and colleagues. Teachers and educators serve as role models for their students, exemplifying ethical behavior and instilling values of integrity, honesty, and empathy. Additionally, they must uphold ethical standards in their interactions with colleagues, administrators, and the broader educational community. Here are some key ethical considerations for teachers and colleagues:

Student Welfare: Teachers have a responsibility to prioritize the welfare and development of their students. This includes creating a safe and inclusive learning environment, promoting academic integrity, and supporting the holistic growth of each student.

Professional Boundaries: Teachers must maintain appropriate professional boundaries with their students, refraining from behavior that may be perceived as exploitative, inappropriate, or unethical. This includes avoiding conflicts of interest and refraining from engaging in relationships that may compromise their professional role or judgment.

Confidentiality: Teachers should respect the privacy and confidentiality of student information, refraining from disclosing sensitive or personal details without proper authorization. This includes maintaining confidentiality in student records, assessments, and communications.

Fairness and Equity: Teachers should treat all students with fairness, equity, and respect, regardless of factors such as race, gender, ethnicity, or socioeconomic status. They should strive to create an inclusive learning environment that recognizes and values diversity.

Academic Integrity: Teachers play a critical role in upholding academic integrity and honesty. They should promote ethical behavior in all aspects of teaching and assessment, discouraging plagiarism, cheating, and other forms of academic dishonesty.

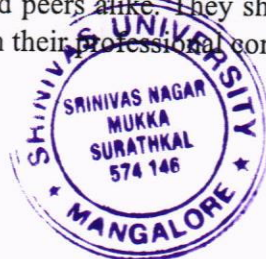
Professional Collaboration: Colleagues should collaborate and communicate effectively, supporting each other in the pursuit of shared goals and objectives. This includes sharing resources, expertise, and best practices, as well as providing constructive feedback and support.

Respect and Collegiality: Colleagues should treat each other with respect, professionalism, and collegiality, fostering a positive and supportive work environment. They should value diverse perspectives and contributions, promoting a culture of mutual respect and collaboration.

Conflict Resolution: In cases of disagreement or conflict, colleagues should seek to resolve issues through constructive dialogue, mediation, or other appropriate channels. They should prioritize the interests of students and the overall well-being of the educational community.

Professional Development: Teachers and colleagues should engage in ongoing professional development activities to enhance their skills, knowledge, and effectiveness. This includes participating in training programs, workshops, and conferences relevant to their field of expertise.

Ethical Leadership: Teachers and colleagues should demonstrate ethical leadership qualities, serving as role models for students and peers alike. They should uphold the highest standards of integrity, honesty, and accountability in their professional conduct.




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CONVOCATION 2022-23

Convocation Discourse

Dear Graduates,

Congratulations on reaching this milestone! As you step into the next chapter of your journey, remember the lessons learned, the challenges overcome, and the friendships forged. Embrace the opportunities ahead with confidence, integrity, and a commitment to excellence. Each of you holds the potential to make a difference in the world. Stay curious, stay resilient, and never stop learning. Your achievements today mark the beginning of a new adventure filled with endless possibilities. May your futures be bright, and may you continue to inspire others with your passion and dedication. The invaluable teachings that you will carry with you are as follows:

Integrity: Uphold honesty and integrity in all your actions, both personal and professional. Trust is the foundation of any relationship, and maintaining integrity builds trust with colleagues, clients, and employers.

Respect: Treat others with respect and dignity, regardless of their background, beliefs, or position. Respectful interactions foster positive relationships and create a supportive work environment.

Responsibility: Take ownership of your actions and decisions. Recognize the impact of your choices on others and be accountable for the outcomes. Responsible behavior demonstrates maturity and reliability.

Empathy: Cultivate empathy towards others by understanding and acknowledging their perspectives, feelings, and experiences. Empathetic individuals are better equipped to communicate effectively and collaborate with diverse teams.

Professionalism: Embrace professionalism in your conduct, appearance, and communication. Professionalism encompasses punctuality, reliability, and adherence to workplace norms and standards.

Fairness: Practice fairness and impartiality in all your dealings. Treat everyone equitably, without favoritism or bias. Fairness fosters trust and ensures equal opportunities for all.

Teamwork: Value collaboration and teamwork, recognizing the strength of collective effort. Respect the contributions of each team member and work towards common goals with mutual support and cooperation.

Continuous Learning: Commit to lifelong learning and professional development. Stay updated on industry trends, advancements, and best practices to enhance your skills and adapt to evolving challenges.

Ethical Decision-Making: Develop the ability to make ethical decisions guided by principles of right and wrong. Consider the potential consequences of your actions on stakeholders and choose courses of action aligned with ethical values.

Contribution to Society: Recognize your role in contributing positively to society. Seek opportunities to give back to your community, whether through volunteer work, mentorship, or socially responsible business practices.

By embracing these human values and professional ethics, you can not only succeed in your career but also make a meaningful impact on the world around you. Congratulations on your graduation, and best wishes for your future endeavors!

Dr. CA. A. Raghavendra Reddy, Chancellor, Srinivas University



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CONVOCATION 2021-22

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CONVOCATION 2020-21

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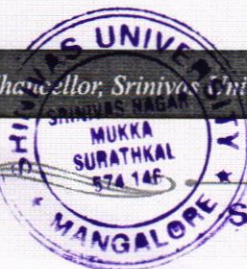
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Srinivas Nagar, Mukka- 574 146, Surathkal, Mangaluru
(Private University Established by Karnataka Govt. ACT No.42 of 2013)
(Recognized by AICTE New Delhi/ UGC New Delhi/Govt. of Karnataka)
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CONVOCATION 2018-19

Convocation Discourse

Dear Graduates,

Congratulations on reaching this milestone! As you step into the next chapter of your journey, remember the lessons learned, the challenges overcome, and the friendships forged. Embrace the opportunities ahead with confidence, integrity, and a commitment to excellence. Each of you holds the potential to make a difference in the world. Stay curious, stay resilient, and never stop learning. Your achievements today mark the beginning of a new adventure filled with endless possibilities. May your futures be bright, and may you continue to inspire others with your passion and dedication. The invaluable teachings that you will carry with you are as follows:

Integrity: Uphold honesty and integrity in all your actions, both personal and professional. Trust is the foundation of any relationship, and maintaining integrity builds trust with colleagues, clients, and employers.

Respect: Treat others with respect and dignity, regardless of their background, beliefs, or position. Respectful interactions foster positive relationships and create a supportive work environment.

Responsibility: Take ownership of your actions and decisions. Recognize the impact of your choices on others and be accountable for the outcomes. Responsible behavior demonstrates maturity and reliability.

Empathy: Cultivate empathy towards others by understanding and acknowledging their perspectives, feelings, and experiences. Empathetic individuals are better equipped to communicate effectively and collaborate with diverse teams.

Professionalism: Embrace professionalism in your conduct, appearance, and communication. Professionalism encompasses punctuality, reliability, and adherence to workplace norms and standards.

Fairness: Practice fairness and impartiality in all your dealings. Treat everyone equitably, without favoritism or bias. Fairness fosters trust and ensures equal opportunities for all.

Teamwork: Value collaboration and teamwork, recognizing the strength of collective effort. Respect the contributions of each team member and work towards common goals with mutual support and cooperation.

Continuous Learning: Commit to lifelong learning and professional development. Stay updated on industry trends, advancements, and best practices to enhance your skills and adapt to evolving challenges.

Ethical Decision-Making: Develop the ability to make ethical decisions guided by principles of right and wrong. Consider the potential consequences of your actions on stakeholders and choose courses of action aligned with ethical values.

Contribution to Society: Recognize your role in contributing positively to society. Seek opportunities to give back to your community, whether through volunteer work, mentorship, or socially responsible business practices.

By embracing these human values and professional ethics, you can not only succeed in your career but also make a meaningful impact on the world around you. Congratulations on your graduation, and best wishes for your future endeavors!

Dr. CA. A. Raghavendra Rao, Chancellor, Srinivas University



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