



Aditya College of Engineering & Technology

Aditya Nagar, ADB Road, Surampalem – 533437

# HANDBOOK ON HUMAN VALUES AND PROFESSIONAL ETHICS



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## About the Institute:

The College is situated in an eco-friendly area of 180 acres with thick greenery at Surampalem, Gandepalli Mandal, East Godavari District, Andhra Pradesh. The College is 15 KM away from Samalkot Railway Station on Howrah-Chennai Railway line in South Central Railway. The College is 35 Km away from Kakinada and Rajahmundry on ADB Road.

The College has four academic Buildings with a total carpet area of 44,524 Sq. Mts. apart from two boys hostels and one girls hostel buildings. The particulars of academic buildings and the departments / offices accommodated are as follows.

The dreams of its bounding fathers took shape in 2004 in the form of Sri Sai Aditya Institute of Science and Technology which is now renamed as Aditya College of Engineering and Technology under G.O.RT.NO:92 with approval of AICTE in the aegis of Sarojini Educational Society, Kakinada and permanently affiliated to JNTU Kakinada. The college has two academic buildings apart from two boy's hostels and one girl's hostel buildings.

The campus is centrally located between Kakinada and Rajahmundry. It is situated in a eco-friendly area with thick greenery at Surampalem, Gandepalli Mandal, East Godavari District, AP. ACET offers various under graduate and post graduate courses in engineering, science and management and has state of laboratories and well stocked library and one of the best computing facilities. With an ideal teacher-taught ratio we strive for academic excellence through personalized attention. Since its inception ACET has achieved national standing in terms of academic performance, co-curricular and extra-curricular activities. Known for its creative dynamism and flexibility the college offers varied programs blending skill development and value orientation to shape the career of students.

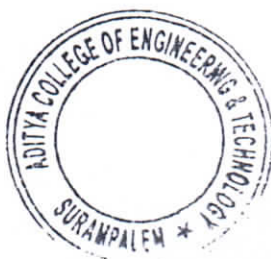
The college proudly offers 6 UG and 8 PG programmes in engineering, MCA, MBA with 15 years of rich standing in the educational era. Besides, the college has added many feathers in its cap which include AA+ Grade by Careers 360, South India 4th rank by Digital Mailers, South India 6th rank by Silicon India, 13th rank out of top 25 engineering colleges by 4Ps, a niche in Asia top 100 colleges by WCRC leaders, Best Placement Award by ASSOCHAM, All India 98th rank-DQ CMR top T-School survey by DATA Quest and 13th position in Top 20 colleges of India by the Sunday Indian.

These districts recognitions speak volumes of the institute's objective to promote engineering excellence. The total student strength is 5052 with faculty strength of 355 thus giving rise to healthy faculty student ratio.

It is approved by AICTE, recognized by Govt. of Andhra Pradesh, Permanently affiliated to Jawaharlal Nehru Technological University Kakinada (JNTUK) and is accredited by National Assessment And Accreditation Council (NAAC) with 'B' Grade. The college also received UGC recognition under Sections 2(f) & 12(B) of the UGC Act.

## Vision:

To induce higher planes of learning by imparting technical education with



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- International standards
- Applied research
- Creative Ability
- Value based instruction and to emerge as a premiere institute.

### Mission:

Achieving academic excellence by providing globally acceptable technical education by forecasting technology through

- Innovative Research And development
- Industry Institute Interaction
- Empowered Manpower

### Quality Policy:

Aditya is committed to create and sustain and improve the learning process through Total Quality Management and make itself a seat for scientific and Technological learning with continual improve and team work as its strength for achieving the set objectives.

As an institution of Technical education we have the responsibility towards different stakeholders i.e. students, teachers, parents, employers and the neighborhood community. We have been practicing the certain values sourced out of our institutional vision and mission.

Our core values are:

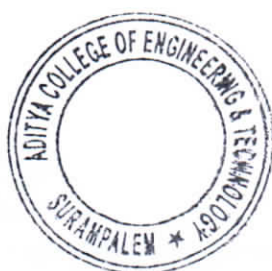
- Morality & Reliability
- Self-respect
- Dedication
- Excellence
- Responsibility
- Diversity
- Commitment


## **PART-I HUMAN VALUES**

Human values are the virtues that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings.

### **MORALS:**

Morals are the welfare principles enunciated by the wise people, based on their experience and wisdom. They were edited, changed or modified in accordance with the development of knowledge from time to time. Morality is concerned with principles and practices of morals such as: What ought or ought not to be done in a given situation?



  
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What is right or wrong about the handling of a situation? What is good or bad about the people, policies, and ideals involved?

### 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. 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.

### 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 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 the consistency of one's attitudes, emotions, and conduct in relation to justified moral values. Integrity comes in many forms, but honesty and dependability are two traits that are expected in most workplace situations.

Without responsible behavior, distrust can make a work environment tense and uncomfortable. A strong work ethic shows co-workers and clients that you're reliable and take your responsibilities seriously. Polite communication, respectable behavior and fiscal responsibility also help you stand out as a trustworthy employee.

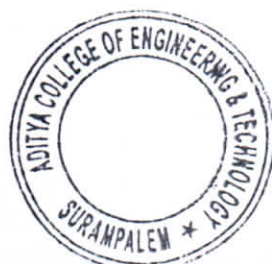
### MORAL DUTIES AND RIGHTS:

Moral duties and rights are called as Civic virtues, as a citizen of the country or an integral part of the society and environment. An individual may exhibit civic virtues by voting, volunteering, and organizing welfare groups and meetings.

The duties are to pay taxes to the local government and state, in time.

To keep surroundings clean and green.

Not to pollute the water, land, and air by following hygiene and proper garbage disposal. For example, not to burn wood, plastic materials, spit in the open, even not to smoke in the open, and not to cause nuisance to the public, are some of the civic (duties) virtues. To follow the road safety rules. On the other hand, the rights are to vote the local or state government. To contest in the elections to the local or state government. To seek a public welfare facility such as a school, hospital or a community hall or transport or communication facility, for the residents. To establish a green and safe environment,



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pollution free, corruption free, and to follow ethical principles. People are said to have the right to breathe in fresh air, by not allowing smoking in public. People have inalienable right to accept or reject a project in their area. One has the right to seek legal remedy, in this respect, through public interest petition. Civic virtues are indispensable for a self-governing administration.

#### RESPECT FOR ELDERS AND OTHERS:

This is a basic requirement for nurturing friendship, team work, and for the synergy it promotes and sustains. The principles enunciated in this regard are: Recognize and accept the existence of other persons as human beings, because they have a right to live, just as you have. Respect others' ideas (decisions), words, and labor (actions). One need not accept or approve or award them, but shall listen to them first. One can correct or warn, if they commit mistakes. Appreciate colleagues and subordinates on their positive actions. Criticize constructively and encourage them. They are bound to improve their performance, by learning properly and by putting more efforts. Show goodwill on others. Love others. Allow others to grow. Basically, the goodwill reflects on the originator and multiplies itself on everybody. This will facilitate collinearity, focus, coherence, and strength to achieve the goals.

#### LIVING PEACEFULLY:

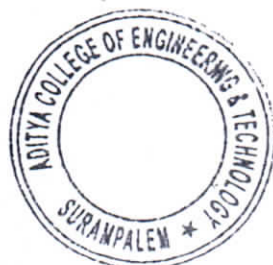
To live peacefully, one should start to install peace within (self). Charity begins at home. Then one can spread peace to family, organization where one works, and then to the world, including the environment. Only who are at peace can spread peace. You can't gift an article which you do not possess. The essence of oriental philosophy is that one should not fight for peace. It is oxymoron. War or peace can be won only by peace, and not by wars. One should adopt the following means to live peacefully, in the world.

#### 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.

#### SHARING:

Primarily, caring influences sharing. Sharing is a process that describes the transfer of knowledge (teaching, learning, and information), experience (training), commodities (material possession) and facilities with others. The transfer should be genuine, legal, positive, voluntary, and without any expectation in return. However, the proprietary information should not be shared with outsiders. Through this process of sharing, experience, expertise, wisdom and other benefits reach more people faster. Sharing is



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voluntary and it can't be driven by force, but motivated successfully through ethical principles. In short, sharing is charity. For humanity, sharing is a culture. Happiness and wealth are multiplied, and crimes and sufferings are reduced, by sharing. It paves the way for peace and obviates militancy. Philosophically, the sharing maximizes the happiness for all the human beings. In terms of psychology, the fear, divides, and distrust between the haves and have-nots disappear. Sharing not only paves the way to prosperity, but also sustains it. Economically speaking, benefits are maximized as there is no wastage or loss, and everybody gets one's needs fulfilled and satisfied.

Commercially speaking, the profit is maximized. Technologically, the productivity and utilization are maximized by sharing.

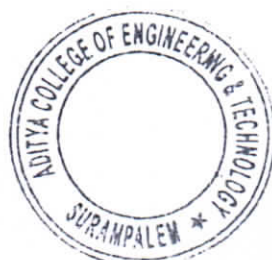
### HONESTY:

Honesty is a virtue, and it is exhibited in two aspects namely, truthfulness & 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 judgment, maintenance of truth, defending the truth, and communicating the truth, only when it does well 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.

### COURAGE:

Courage is the tendency to accept and face risks and difficult tasks in rational ways. Self-confidence is the basic requirement to nurture courage. Courage is classified into three types, based on the types of risks. Physical courage - The thrust is on the adequacy of the physical strength, including muscle power and armaments. People with high adrenalin, may be prepared to face challenges for the mere thrill or driven by a decision to excel. Social courage - It involves the decisions and actions to change the order, based on the conviction for or against certain social behaviors. This requires leadership abilities, including empathy and sacrifice, to mobilize and motivate the followers, for a social cause. Intellectual courage - It is inculcated in people through acquired knowledge, experience, games, tactics, education, and training. In professional ethics, courage is applicable to the employers, employees, public, and the press. Look before you leap. One should perform Strengths, Weakness, Opportunities, and Threat (SWOT) analysis. Calculate (estimate) the risks, compare with one's strengths, and anticipate the end results, while taking decisions and before getting into action.

Learning from the past helps. Past experience (one's own or borrowed) and wisdom gained from self-study or others will prepare one to plan and act with self-confidence, succeed in achieving the desired ethical goals through ethical means. Opportunities and threat existing and likely to exist in future are also to be studied and measures to be planned. This anticipatory management will help anyone to face the future with courage.



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### CO-OPERATION:

It is a team-spirit present with every individual engaged in business. Cooperation is an activity between two persons or sectors that aims at integration of operations (synergy), while not sacrificing the autonomy of either party. Further, working together ensures, coherence, i.e. blending of different skills required, towards common goals. Willingness to understand others, think and act together and putting this into practice, is cooperation. Cooperation promotes co linearity, coherence (blend), co-ordination (activities linked in sequence or priority) and the synergy (maximizing the output, by reinforcement). The whole is more than the sum of the individuals. It helps in minimizing the input resources (including time) and maximizes the outputs, which include quantity, quality, effectiveness, and efficiency.

### COMMITMENT:

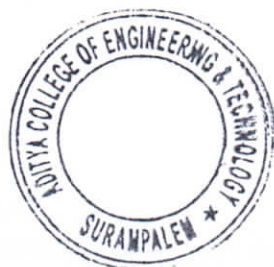
Commitment means alignment to goals and adherence to ethical principles during the activities. First of all, one must believe in one's action performed and the expected end results (confidence). It means one should have the conviction without an iota of doubt that one will succeed. Holding sustained 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. Only when the teacher (Guru) is committed to his job, the students will succeed in life and contribute well to the society. 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.


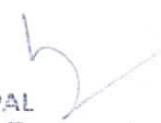
### EMPATHY:

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 oneself into the psychological frame of 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.

### SELF-CONFIDENCE:

Certainty in one's own capabilities, values, and goals, is self-confidence. These people are usually positive thinking, flexible and willing to change. They respect others so much as they respect themselves. Self-confidence is a positive attitude, wherein the individual has some positive and realistic view of himself, with respect to the situations in which one gets involved. The people with self-confidence exhibit courage to get into action and unshakable faith in their abilities, whatever may be their positions. They are not influenced by threats or challenges and are prepared to face them and the natural or



  
  
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unexpected consequences. The self-confidence in a person develops a sense of partnership, respect, and accountability, and this helps the organization to obtain maximum ideas, efforts, and guidelines from its employees.

#### CHARACTER:

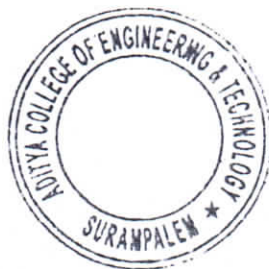
It is a characteristic property that defines the behavior of an individual. It is the pattern of virtues (morally-desirable features). Character includes attributes that determine a person's moral and ethical actions and responses. It is also the ground on which morals and values blossom. People are divided into several categories, according to common tendencies such as ruthlessness, aggressiveness, ambition, constricting selfishness, stinginess, cheerfulness, generosity and goodwill. Individuals vary not only in the type of their character but also in the degree. Those whose lives are determined and directed by the prevailing habits, fashions, beliefs, attitudes, opinions and values of the society in which they live, have at best a developed social as opposed to an individual character.

The aim of education is not only the cultivation of the intellect but also the formation of moral character. Increased intelligence or physical skill may easily be employed to the detriment of the community, if not accompanied by improved will. It is the function of ethics to determine the ideals of human character.

#### SPIRITUALITY:

Spirituality is a way of living that emphasizes the constant awareness and recognition of the spiritual dimension (mind and its development) of nature and people, with a dynamic balance between the material development and the spiritual development.

This is said to be the great virtue of Indian philosophy. Sometimes, spirituality includes the faith or belief in supernatural power/ God, regarding the worldly events. It functions as a fertilizer for the soil character to blossom into values and morals. Spirituality includes creativity, communication, recognition of the individual as human being (as opposed to a life-less machine), respect to others, acceptance (stop finding faults with colleagues and accept them the way they are), vision (looking beyond the obvious and not believing anyone blindly), and partnership (not being too authoritative, and always sharing responsibility with others, for better returns). Spirituality is motivation as it encourages the colleagues to perform better. Lack of motivation leads to isolation. Spirituality is also the energy and flexibility to adapt to challenging and changing situations. One should not be too dominating. Make space for everyone and learn to recognize and accept people the way they are. Variety is the order of the day. But one can influence their mind to think and act together. Tolerance and empathy are the reflections of spirituality.



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## PART-II

### PROFESSIONAL ETHICS

Professional ethics are principles that govern the behavior of a person or group in a business environment. Like values, professional ethics provide rules on how a person should act towards other people and institutions in such an environment.

#### **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 enthruses 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.

#### **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.

#### **Loyalty:**

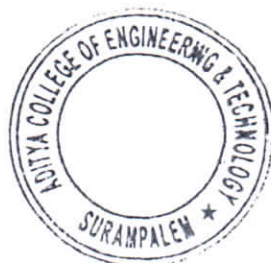
Loyalty is faithfulness or a devotion to a person, country, group, or cause. Philosophers disagree on what can be an object of loyalty as some argue that loyalty is strictly interpersonal and only other human beings can be the object of loyalty.

#### **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.

#### **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, stakeholders' 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



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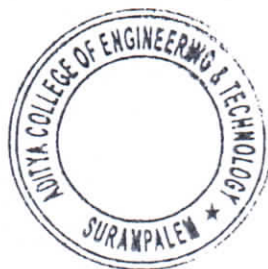
Mental Attitude (PMA) characterizes faith, integrity, hope, optimism, courage, initiative, generosity, tolerance, tact, kindness and good common sense.

### **Valuing Time**

Time is 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. This resource is 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. The proverbs, „Time and tide wait for nobody“ and „Procrastination is the thief of time. Time management is the key to increase effectiveness, efficiency or productivity

### **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.



A handwritten signature in green ink, appearing to be a stylized 'N' or 'M'.

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