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REDRESSAL OF DOMESTIC VIOLENCE CASES IN INDIA: LEGAL AND ETHICAL PERSPECTIVE- A STUDY

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ABSTRACT

The Protection of Women from Domestic Violence Act, 2005 (PWDVA) was enacted to provide speedy remedies to women who are subjected to domestic violence. The de-legitimization of domestic violence has been significant change in India. When India seeks to progress in globalization, India cannot afford to ignore Gender equality being important constituent of development. Indian Constitution promises justice social economic and political, hence protection of women is part of achieving such justice. National Policy for women aims for Women Empowerment. No country can be deemed to be developed if half of its population is severely disadvantaged. CEDAW, the Beijing Platform of Action 1995, White Ribbon Campaign, and many other International and National mechanisms look ahead towards the country's legal system to contribute in the process of empowering women.

Indian Judiciary in general and Supreme Court of India in particular, act like custodian of the Constitution of India. The final interpreter and guardian of the laws in India is Indian Judiciary. Laws are enacted by the legislators, implemented by the administrators and when problem arises, the third organ of our Constitution, judiciary helps in achieving social justice. There is ethical obligation on the judges to achieve gender justice and to maintain the ethical values generated by the constitution of India.

At what extent judiciary maintains this promise has to be understood, hence this paper aims to study the judgments delivered by the Indian Judiciary and to observe the criticality in rendering the justice on the grounds of ethics and law.

Keywords: DV- Domestic Violence Act, Women empowerment, Role of Indian Judiciary

INTRODUCTION

The Protection of Women from Domestic Violence Act, 2005 (PWDVA) was enacted to provide speedy remedies to women who are subjected to domestic violence. The de-legitimization of domestic violence has been significant change in India. When India seeks to progress in globalization, India cannot afford to ignore Gender equality being important constituent of development.

A serious bridle to development of our country is Violence against the daughters. Domestic violence is a part of violence where the wounds are not visible at times as the perpetrators are near and dear ones.

In Russia there is a famous proverb, because he loves you, he beats you. Indian society also believes in such misconceptions and what happens inside the doors, does not come out. There are many reasons for that, one of it being the social pressure and lack of legal knowledge.

Ethically today in this developing globalized economy, the daughters of our country should feel safe. The safety and rights of the women should be recognized and protected not only by the law makers and administrators but by the society also. The widely prevalent fact of domestic violence phenomenally on a large scale remains deceptive in public. The civil laws do not mention this type of crime. India being the signatory for millennium development goals, promised its daughters to make India violence free. National Policy was adopted in 2001. Hence in 2005 the legislative attempt evidenced that women will be protected from the violence happening at home. To avert domestic violence happening in society a new law was introduced named as "The Protection of Women from Domestic Violence Act 2005" Ethical assurance about equality, freedom and right to live with dignity is given by the Constitution of India. This law guarantees and attempts to fulfil this assurance by promoting Art. 14, 15 and 21 of the Constitution.

Unethical acts happen inside the doors of many families in India. Forced intercourse, forcing to look at the pornography or another obscene pictures or material, any act of sexual nature to abuse humiliate or degrade the dignity of a child or a woman and many more unwelcome conducts many women of all age, married or unmarried, children of any age and the adolescents, face on a regular basis. This includes verbal and emotional violence also. Many women and children accept insult as their fate. The social pressure is so high that they do not have any choice than keeping shut. Any woman or child in a domestic relationship with a perpetrator can seek the help of domestic violence Act for such unethical behavior and get the fundamental rights enforced.

NEED OF THE STUDY

As per the statistics for the year 2014-2016, (<https://www.indiastat.com/Searchresult.aspx>) India reveals the following facts:

CR-Cases registered under Domestic Violence Act, CCS- cases charge sheeted, CON- cases convicted, PAR- persons arrested, PCS persons charge sheeted, PCV- persons convicted

States	2014						2015					
	CR	CCS	CON	PAR	PCS	PCV	CR	CCS	CON	PAR	PCS	PCV
Kerala	140	106	02	116	115	02	132	122	06	124	129	07
Bihar	112	52	02	123	65	03	161	149	03	215	182	05
Uttar Pradesh	66	67	02	345	350	02	04	03	02	04	03	04
Madhya Pradesh	53	51	02	59	59	05	91	93	09	100	100	09
Rajasthan	17	11	00	16	16	00	14	11	02	19	19	02
Maharashtra	04	03	00	06	05	00	08	04	00	24	11	00
Gujarat	02	02	00	02	02	00	02	02	00	02	02	00
India(total with other states)	426	312	09	693	639	13	461	418	22	540	482	27

The above table explains that India had registered 426 cases in 2014 and 461 cases of domestic violence in 2015. State of Kerala ranks highest in registering the cases in 2014. Wherein State of Gujrat has the lowest registration. The table shows very low rate of conviction. On the other hand, persons charge sheeted are more in all the states across is higher.

This shows the need of redressal of the cases is very high. The role of the Judges is crucial. Indian Judiciary is custodian of the Constitution. Legal and moral duties of the judges would impact the social justice in India. Hence this research works on judgements delivered by the higher courts. The ethical grounds being the foundation of the social justice would get enhance with the support of the judiciary. In the light of National Policy 2001 and MDGs Empowerment of women is possible when all the organs of the Constitution work in the interest of the vulnerable group of the society. Women Children need protection not only on ethical grounds, but also on the grounds of interpretation of laws.

OBJECTIVES

1. To understand the effects of laws protecting from domestic violence.
2. To study ethical aspects of Indian Society towards Women.
3. To understand the critical contribution of the Indian Judiciary in redressal of domestic violence cases.
4. To observe the ethical trends in Judicial Decisions in response to observance of ethics in protection of domestic violence.

HYPOTHESIS

Indian Judiciary promotes ethical and Constitutional morality in resolving cases under Protection of Women from Domestic Violence Act 2005.

SCOPE OF THE STUDY

This study covers the role of the judges in delivering the judgements about women protection in Domestic Violence cases.

LIMITATIONS

The study is limited to the cases related to domestic Violence against women. The judgements studied in this paper are Supreme Court and High Court Judgments relating to protection against domestic violence only.

OBSERVATIONS AND FINDINGS**Case-1**

Issue: Are Divorced women entitle to relief under the Act.

Bharti Naik Vs. Ravi Ramnath Halarnkar (2011) Bom DMC747

Facts of the case: The marriage between the couple was annulled in the year. But even after the annulment the wife continued to reside in the matrimonial house. Then the husband forcibly threw her out of the house. She then went to her parents place but there also her brothers started harassing and abusing her. So she approached

a Protection Officer. The officer helped her in filing the suit under the Act. She asked for the residential house and necessary reliefs against her husband.

The magistrate's court and the session's court rejected her claims on the ground that "divorced wife has no relationship with her husband. Hence she cannot claim the relief.

In Appeal the case was turned. Bombay High Court in this appeal concluded that women in past relationships or divorced women are entitled for the reliefs under the Act. This decision was based on the study of the definitions such as 'aggrieved women' respondent, domestic relationship and shared household.

Observations: The Hon'ble court has worked and delivered the judgement considering the ethical aspects of the Act and if the purpose of the Act has to sufficed then the interpretation of these definitions should be in favor of aggrieved woman. Else the purpose of the Act would have been defeated.

Case-2

Issue: Are daughters entitled to reliefs against their father?

Chithrangathan Vs. Seema, I (2008) DMC 365, Ker.

This case dealt with this issue, where the daughter had filed the petition against her father under the provisions of the Act.

Observations: the order of residence was granted in her favor. The Court also agreed with the powers of Protection officer to file an Appeal on behalf of the aggrieved person under S7 of the Act. Laws protect the exploitation of women and the marital status has nothing to do with the justice as the Domestic Violence may cause to any woman or child. The daughters also on legal and ethical grounds seek the justice when it is a matter of her protection and survival.

Case-3

Ashish Bhowmik Vs. Tapasi Bhowmik, MANU/WB/0273/2010 Cal.

Issue: can the Widow ask for the relief against her natal as well as her marital families.

Facts of the case: The husband was an employee of LIC. After his demise the widow was thrown out of the shared household by her mother-in-law and brother –in law. So she filed proceedings against them under PWDVA for protection, residence, maintenance and compensation. She also filed in the civil court for her property claims.

The magistrate's court and the sessions court granted her residential orders. The session's court awarded her Rs. 2000/ p.m. for alternative accommodation and directed the response to return her stridhan. The respondents filed an appeal against this order. The High Court of Calcutta upheld the orders of the lower courts and remitted the matter back to the trial court to decide on the other claims of the widow.

Observations: This shows the sympathy shown by the High Court towards the widow and supporting her for her survival. Returning of the stridhana was ordered by the lower court and was upheld by the HC. This step shows the fulfilment of moral and the legal duty of the courts.

Case-4

Issue: Is the mother entitle for the relief from the sons?

Sikakollu Chandramohan Vs. Sikakollu Saraswathi Devi MANU/AP/1062/2010, AP

Facts: A 76 year widow was suffering from various ailments filed for reliefs against her sons. She had three sons and five married daughters. As her deceased husband was an established cement factory owner, and even she was an additional director in that factor, she had certain decent lifestyle. She after the death of her husband got a share in the property and was residing with her son. But due to ill treatment, cruelty negligence she moved to her daughters house. The sons cheated her by taking her signature under the pretext that she is managing the company. She filed the suit for maintenance under S125 Cr.Pc. She was awarded with 25000/ p.m. Later she filed a suit under the DV Act. All the sons were respondents. The court awarded additional maintenance of Rs.75000/

Sons went into appeal. Sons stated that the cruelty and violence she mentioned while asking the relief, had occurred before the DV Act came into force, the mother had separated prior to the enactment of DV laws. So she is not entitled for the awarded money. The HC dismissed the appeal. The court held that mother is entitled under both the laws, Cr.Pc. as well as under PWDVA.

Observations: In the above case the HC interpreted the S.20 of the Act favoring the aggrieved woman to avail the benefit under both the laws. With regards to the huge amount of maintenance the court stated that the maintenance has to be fair and reasonable and should be as per the standard of living of the mother. The court also observed that the monthly income of the sons individually was 8lakhs p.m. The mother was living with her daughter and for her illness, she needs money as well as she also had to maintain her original lifestyle. Hence in this case the ethical and moral duty is performed while fulfilling the legal duty by the Hon'ble HC.

CONCLUSION

Indian judiciary has shown a very strict adherence of laws and ethics in their judgments. Innocent women are protected and the appropriate actions against the guilty were initiated while interpreting the sections of the DV Act. Very strong aspect of our democracy is, we have independent and impartial judiciary. We consider the judiciary as a temple of justice. The judiciary is expected to show sympathetic, humane and independent impartial behavior in performing the duties assigned to it through the Constitution of India. The main purpose of DV Act is to provide speedy remedies to women who are subjected to DV. This law acknowledges a woman's right to reside in a violence free environment. The cases studied in this paper show the sympathetic behavior towards the vulnerable women in the judgements. The summary proceedings and speedy relief is in the hands of the judicial authorities. In DV cases the landmark judgments delivered by the higher courts have become an example of Humanity. The woman who is in live-in-relationship also was awarded with the order in response to her claims. To conclude the study states that positive trends are shown by the judiciary in the judicial decisions delivered by them.

RECOMMENDATIONS AND SUGGESTIONS

1. The judge while giving his verdict should take longer time to study the case on ethical grounds along with the legal scale.
2. Ethical aspect of Constitutional directives of equality of sexes needs to be upheld in all the cases to support women empowerment.
3. Spreading awareness through the judgements is ethical duty of the judiciary and it should be promoted on large scale.
4. Publication of such judgements should be on the larger scales.
5. Positive implementation of judicial accountability includes observance of ethical duty. Judges should be trained with this aspect.

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- <https://indiankanoon.org/>

AN EMPIRICAL STUDY OF ETHICS IN THE STUDENT COMMUNITY

Kanika Khurana¹ and Harshal Pathak²Assistant Professor¹, University of Mumbai, Thane Sub Campus, MumbaiStudent Researcher², University of Mumbai, Thane Sub Campus, Mumbai**ABSTRACT**

Aim and Objective: Within an increasingly knowledge based economy – inexpensive and quick access to information along with intense competitive pressures that many Indian educational institutions are characteristic of – have an impact on student behaviours to cope with the demands of academic success. The various ethical issues that arise in student behaviours, determining factors and future consequences have been studied in extant research. The current paper aims to study ethical choices of college going students both at the graduate and postgraduate level.

Method of Study: Through an anonymous survey, primary data was collected to analyse ethical behaviours and underlying beliefs among students in the two areas of cheating in classroom-based individual assessment (tests and exams) and plagiarism in academic submissions. These two areas were chosen owing to the large contribution they have on a student's academic performance in a majority of the Indian higher education institutions till date, thus bearing a significant effect on future opportunities available to them. Additionally, statements conforming to different ethics theories were offered to students to identify the explanatory reasons.

Scope: An analysis of the data threw up various moral conflicts that arise in ethical decision making by students as well as the reasoning used to justify questionable behaviour. With an understanding of the prevalence of unethical behaviour and the underlying beliefs, academics can better formulate appropriate methods and teaching tools towards heightened moral awareness and better ethical choices among students.

Keywords: Ethical Theories, Student Ethics, Cheating, Plagiarism, Unethical Behaviour, Ethical Justification, Academic Dishonesty

INTRODUCTION

Though ethics in students are considered critical to producing citizens who behave ethically in their consequent work and personal lives – ethical behaviour of students, especially academic honesty remains questionable. Numerous studies have focussed not just on studying the nature and forms of academic transgressions but also on inculcating improved moral awareness. Most educational institutes have dedicated subjects and courses on personal and professional ethics. However it will be presumptuous to claim that such actions have been successful at addressing academic dishonesty. The current empirical study focuses on understanding the two forms of academic dishonesty – namely, cheating inside the classroom and plagiarism – and the related ethical perceptions and rationalisation given by college students to justify their behaviour. The findings contribute immensely to an understanding of the social, cultural and situational factors affecting ethics in the student community.

LITERATURE REVIEW

Unethical behaviour in college students poses a serious concern for society. A common form that such behaviour manifests itself in is academic dishonesty. Research provides persuasive evidence that academic dishonesty is closely associated with unethical behaviour and dishonesty at the workplace (Sims, 1993; Nonis & Swift, 2001). There have been several studies that have analysed academic dishonesty prevalent in higher educational institutions –these include types of cheating methods used by students (Kidwell, Wozniak, & Laurel, 2003), individual factors that affect dishonest behaviour such as age, gender, educational discipline, personality types (Ruegger & King, 1992; Coleman & Mahaffey, 2000) as well as moral awareness and ethical perception of students (Lowry, 2003). Academic dishonesty could include different forms of cheating such as copying from others inside or outside the classroom, using published or unpublished data without giving appropriate credit, using physical and electronic means of copying, and gaining unauthorised access to assessment questions and material.

Going beyond the forms and predictors of dishonest behaviour among students, researchers have also attempted to understand the ethical reasoning that students assume in order to justify their unethical behaviour. McCabe (1992) identified the three neutralisation strategies of denial of responsibility, condemnation of condemners and appeal to higher loyalties as neutralisation strategies applied the most by students in dismissing their cheating behaviour. Further, Granitz & Loewy (2007) study the reasoning used by students to justify ethical

transgressions related to plagiarism and find that deontology, situational ethics and Machiavellianism are the most common explanatory theories.

PURPOSE

The purpose of this study is to understand the rationale used by students to justify unethical conduct in the form of academic dishonesty, along with an understanding of the ethical perception and extent of practice of such dishonesty among the college student community.

METHODOLOGY

Within a positivist theoretical framework, a quantitative research study was undertaken. Convenience sampling method was chosen to administer surveys to both graduate and post graduate students in a certain University campus comprising students from law and business management disciplines. The anonymous online survey generated 109 responses for the study. The survey consisted of three categories of questions to generate data on the students' perception, recent behaviour and ethical reasoning towards academic dishonesty. Separate questions addressed the two issues of cheating within the classroom in tests or exams, and plagiarism in academic assignments and submissions done outside class – within the broad subject of academic dishonesty. Whereas the first set of questions were direct multiple choices to indicate the perception of cheating as ethical, unethical and circumstantially ethical, the plagiarism question focussed on ethical perception as well as concept awareness. The second set of multiple choice questions assessed the behaviour of students on the two forms of dishonesty as absent, occasional and frequent. The final question on justification used a 5-point Likert scale ranging from 'strongly agree' to 'strongly disagree' across 10 statements providing rational justification and corresponding to the 5 categories of ethical theories of utilitarianism (greatest good for greatest number), situational ethics (context dependent action), rational egoism (acting in self-interest), deontology (acting on duty and rule) and cultural relativism (ethics based on cultural norms).

ANALYSIS AND RESULTS

The results in Table 1 indicate that 61% students perceived cheating as completely unethical and 99% (sum of Column 2 and Column 3 total) realise that it is a questionable practice, yet nearly 71% (sum of Row 2 and Row 3 total) prevail to cheat and 10% have frequently cheated. This reflects the discordance between cheating related perception and behaviour.

Behaviour	Perception				
	% of Respondents	Ethical	Partially ethical	Unethical	Total
	Never Cheat	0.0%	6.4%	22.9%	29.3%
	Occasionally Cheat	0.0%	26.6%	34.9%	61.5%
	Frequently Cheat	0.9%	5.5%	2.8%	9.2%
	Total	0.9%	38.5%	60.6%	100.0%

Table-1: Ethical perception and behaviour of respondents regarding cheating

As far as plagiarism is concerned, Table 2 indicates that even though 68% students (sum of Column 2 and Column 4 total) consider plagiarism as unethical, 63% of all students (sum of Row 1 and Row 2 total) plagiarise to some extent and 13% students plagiarise in almost all academic submissions. It is also found that 75% students (sum of Column 1 and Column 2 total) are aware of the concept of plagiarism and out of those 77% perceive it as unethical. On the contrary, of the 25% unaware students (sum of Column 3 and Column 4 total), only 40% perceive plagiarism as unethical, which indicates that a lack of awareness may be significantly related to a misguided perception and dishonest behaviour related to plagiarism.

Behaviour	Awareness and Perception					
	% of Respondents	Aware & Ethical	Aware & Unethical	Unaware & Ethical	Unaware & Unethical	Total
	Regularly Plagiarise	1.8%	5.5%	2.8%	2.8%	12.9%
	Occasionally Plagiarise	9.2%	31.1%	4.6%	4.6%	49.5%
	Never Plagiarise	6.4%	21.1%	7.3%	2.8%	37.6%
	Total	17.4%	57.7%	14.7%	10.2%	100.0%

Table-2: Concept awareness, ethical perception and behaviour of respondents regarding plagiarism

A 5-point Likert scale helped gain insights on the rationale used by students to justify cheating and plagiarism as per the five categories of ethical theories including utilitarianism, situational ethics, rational egoism, deontology and cultural relativism. Statistical methods of *analysis* used were weighted interval *scales*, with

intervals ranging from 5 to 1 corresponding to strongly agree to strongly disagree. Additionally, Chi square tests validated the results obtained from the weighted interval scale for the most significant theories employed.

The analysis on justification and reasoning used (Table 3) brings out the theory of cultural relativism and situational ethics as the most commonly employed theories in justifying cheating with statements such as 'some cheating is acceptable in India' and 'sudden demise of a family member may justify cheating in the exam' finding wide agreement among the respondents. For plagiarism, deontology and utilitarianism were commonly employed as ethical justifications with statements such as 'no one is harmed if I don't mention data sources' and 'I mention information sources only because it is an academic requirement' being the most commonly agreed upon statements.

Type of Unethical Behaviour	Ethical Reasoning Theory	Highest Scores for Weighted Interval Scales
Cheating	Cultural relativism	3.4
	Situational ethics	2.8
Plagiarism	Utilitarianism	3.1
	Deontology	3.3

Table-3: Ethical Theories employed as Justifications for Academic Dishonesty

CONCLUSION

The research uncovers the widespread awareness and prevalence of academic dishonesty in higher education institutes in India by undertaking a study of students from a well known Indian University. A majority of students admitted to indulging in academic dishonesty such as cheating and plagiarism in spite of an understanding of the moral transgression of their behaviour. The significance of the study is not limited to revealing the extent of such academic dishonesty, but also in providing direction to improve the recognition of moral issues in student conduct in higher education. The results provide clear evidence of the cultural, situational, utilitarian and deontological theories that allow students to justify their behaviours to the self or to society across the different forms of dishonesty. Additionally, improved awareness of concepts such as plagiarism and discussion around the commonly used justifications and ramifications of such behaviours – on their future conduct in personal and professional lives can help avoid the discordance in student thinking and action. The validity of the results is however constrained by a limited sample size and homogeneity of respondents; expanding the respondent base in future studies will help corroborate the results.

Future research in this area can build upon the cultural aspects of dishonesty and ethical justifications by using samples from across countries. Additionally, control and experiment groups can be made for students with and without exposure to the ethical dimensions of their behaviour to determine if discussion and awareness can lead to a change in behaviour. Such steps can go a long way in developing morally aware students and future citizens towards building a more ethical society.

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GANDHIAN PRINCIPLE OF TRUSTEESHIP: ETHICAL CONTEMPLATION OF BUSINESS

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I. ABSTRACT

Globalisation and liberalisation are marked as Cut throat competition, threat to domestic industry, profit and wealth maximization and so on.

At the backdrop of globalization and liberalization, Gandhi has buoyed up the morality of business through his principle of trusteeship which is of great importance to bring ethical behaviour in business sector. In this research paper, author studied Gandhi's management principles to understand their importance in today's business parlance.

In today's world, where 'wealth without work' and 'commerce without morality' have become a modus operandi, Gandhian principles can be of great significance for better tomorrow.

The paper also offers critical evaluation of Gandhian principle of trusteeship with reference to ancient Indian philosophy for betterment of life from employer to employee, supplier to customer and government to public.

Keywords: Gandhian principle of trusteeship, Globalization, Liberalisation, Ethics in business

II. INTRODUCTION

The whole life of Mohandas Karamchand Gandhi was an everlasting quest for Truth. The colossal form of this task is well known as non-violent civil disobedience movement in South Africa for civil rights and Indian Independence Movement. The appurtenance to this is social reform against untouchability, women empowerment, educational reform and most importantly economic independence through Khadi Movement.

The ideology of Mahatma Gandhi on the outset, assails seven sins in the society viz. 'politics without principle', 'wealth without work', 'pleasure without conscience', 'knowledge without character', 'commerce without morality', 'science without humanity', and 'worship without sacrifice'. The contemplation of Mahatma in order to prevent this seven sins gave birth to a Moral Theory of Sustainable life i.e. Gandhism. Gandhism talks all important aspects of life. It provides solution to all hurdling problems of human life.

One important boon of Gandhism to the business community is the 'Theory of Trusteeship'. In this paper author has studied the trusteeship principles to understand and enunciate its relevance in modern age.

III. REVIEW OF LITERATURE

1. National Council of Rural Institutes in its publication 'Gandhi Today' (2010) discusses about Gandhiji's relevance, Gandhian Model of Development, Gandhi's power and principles, Hind Swaraj, Environment and Sustainable development.
2. Ravindra Kelkar's compilation 'Trusteeship' includes Mahatma Gandhi's thoughts on trusteeship that have been published in various books, weeklies like Harijans, Young India and Pyarelalji's (Gandhiji's PA) concluding of trusteeship.
3. Francis Cherunilam's 'Business Environment' to study changing business environment.
4. Bharatan Kumarappa's compilation 'My Religion' which contains Mahatma Gandhi's religious views from weeklies like Young India, Harijan and his autobiography 'My Experiments with Truth'

IV. RESEARCH METHODOLOGY

Secondary source of data has been collected from various books and websites

V. OBJECTIVES OF THE STUDY

- a) To study the relevance of principle of trusteeship in today's globalised world.
- b) To understand principle of trusteeship in relation to business ethics.
- c) To examine that the study of principle of trusteeship is valid in economic sector.

VI. SIGNIFICANCE

1. In a modern society with a problem of limited resources and unlimited wants, the study of Gandhian principles enables a moral use of these resources.

2. The era of animosity, unpleasantness, friction under the name of Globalisation can be transformed by gandian principles that proclaim common good, welfare of all living being, non- violence, economic equality, kindness.
3. The ancient Indian abstract thought of 'Vasudhaiva Kutumbakam' (the world is a family) can become concrete action if gandhian principles are followed at corporate level.

VII. OVERVIEW OF GANDHIAN PRINCIPLE OF TRUSTEESHIP

Mahatma Gandhi's Principal of trusteeship is a socio economic philosophy where his motive is to attain the ultimate aim of life which is regarded in Indian Philosophy as 'Moksha' (Salvation). He always worked on ethical aspects of business. His Ideology was highly influenced by the teaching of Bhagwadgita, Buddha, Jesus, where prime importance is given to non- possessiveness. While describing Arjuna the superior kind of renunciation in Geeta Shri Krishna says, "कार्यमित्येव यत्कर्म नियतं क्रियतेऽर्जुन |

सङ्गं त्यक्त्वा फलं चैव स त्यागः सात्त्विको मतः ||" (When actions are taken in response to duty, Arjun, and one relinquishes attachment to any reward, it is considered renunciation in the nature of goodness.)¹ In Patanjali sutra it's given as, ' (With constancy of

aparigraha (unattachment), a spiritual illumination of the how and why of Motives and birth emerges) 2. While preaching the prayer to his disciples Jesus says , 'Give us our daily bread', which is against the greed of accumulation of wealth and unnecessary stocking. Gandhiji strived to make a balance between business and religion. In principle of trusteeship he gave Prime importance to Ahinsa (Non- Violence), Aparigraha(unattachment), Samabhava (Equability). His view on Trusteeship Can be summarised in his own word as, "Supposing, I have come by a fair amount of wealth – either by way of legacy, or by means of trade and industry – I must know that all that wealth does not belong to me; what belongs to me is the right to an honourable livelihood, no better than that enjoyed by millions of others. The rest of my wealth belongs to the community and must be used for the welfare of the community."³ It would not be fallible to say 'Principle of Trusteeship is a non- violent communism.'

After release from Aga Khan Palace Gandhiji's collaborators Pyarelalji, Kishorilalbhai, Narharibhai drew a practical formula of Trusteeship. They summarised the long discussion on this topic during imprisonment with Gandhi in following form;

1. Trusteeship provides a means of transforming the present capitalist order of society into an egalitarian one. It gives no quarter to capitalism, but gives the present owning class a chance of reforming itself. It is based on the faith that human nature is never beyond redemption.
2. It does not recognise any right of private ownership of property except as so far as it may be permitted by society for its own welfare.
3. It does not exclude legislative regulation of the ownership and the use of wealth.
4. Thus under state regulated trusteeship, an individual will not be free to hold or use his wealth for selfish satisfaction or in disregard of the interest of society.
5. Just as it is proposed to fix a decent minimum living wage, even so a limit should be fixed for the maximum income that would be allowed to any person in society. The difference between such minimum and maximum incomes should be reasonable and equitable and variable from time to time so much so that the tendency towards obliteration of the difference.
6. Under the Gandhian economic order the character of production will be determined by social necessity and not by personal whim or greed. 4

V. CHANGING PROBLEMS IN TODAY'S BUSINESS WORLD

The IMF defines globalisation as "the growing economic interdependence of countries worldwide through increasing volume and variety of cross- border transactions in goods and services and of international capital flow , and also through the more rapid and widespread diffusion of technology." Globalisation is adoption of the global outlook. It is global movement of people, capital, and technology. It includes removal of all artificial barriers and moving towards integration of Economy. Globalisation entails Liberalisation and Privatisation. Various strategies to enter into foreign market through globalisation viz. Exporting, Licensing/Franchising, Contract Manufacturing, Management Contract, Assembly operations, Fully owned manufacturing facilities, Joint Venture, Countertrade, Mergers and Acquisitions, Strategic alliance, Third country location.

In India globalisation started with adoption of the new economic policy 1991. It introduced some favourable changes like optimum utilisation of Human, Financial, Technical and Natural Resources, Access to Foreign technology, Cultivation of entrepreneurship, Growth of domestic market, delicensing of industries, removal of restrictions on growth, counter competitive strategies, generation of employment opportunities etc.

Though globalisation is for sustainable development of world economy, in its perverted application it has proved a threat to domestic companies especially to cottage and rural based industries. The expected healthy competition is turning into cut throat competition and to survive in this business houses follow unethical business practices. Indian Firms with problems like poor infrastructure, obsolescence of technology, poor quality of products, limited marketing channels, inadequate capital, lack of experience, inadequate Research and development programmes are struggling for their survival.

Not only in India but across the word Globalisation has exploited weaker section of the society. According to business week/ Harris Poll, in early 2000, more than two thirds of Americans believe that globalisation drags down US wages. US employees can lose their comparative advantage when companies build advanced factories in low wage countries, making them as productive as those at home.⁵ Millions of Americans have lost jobs due to imports or production shifts abroad. A strong majority of the Americans feel that trade policies have not adequately addressed the concern of American workers, international labour standards, or the Environment.⁶ In the context of globalisation one sentence of M.R. Rajagopalan is most appropriate, "Before the industrial revolution goods were produced by the masses. After the industrial revolution, it was mass production of goods."⁷

VIII. RELEVANCE OF GANDHIAN PRINCIPAL OF TRUSTEESHIP AND THE ROAD AHEAD

The relevance of Gandhian Principles in rebuilding modern society is unparalleled as it urges to change the attitude of capitalist. In Gandhiji's opinion wealthy people should enjoy their wealth by renouncing it, if they hold it with themselves they will remain the slaves of their riches and passions and consequently of those who over power them. The trusteeship principle is utterly based on non-violence as such change in the attitude of capitalist will be with deliberation. There will not be any statute to enforce trusteeship. Such implication of trusteeship has to come from below, because if it is imposed from above it will be liable to prove a dead weight.

Gandhi's principle of trusteeship has been a legacy for those who fight for weaker section and for justice. Vandana Shiva's movement against TRIPS which has threatened the interest of peasant by departing from farm saved seeds to industrial produced seed, which is one of the root cause of Farmer's Suicide in India. Like Mahatma Gandhi's Salt Satyagraha Vandana Shiva has launched 'Bija Satyagraha' based on non-cooperation against unjust and immoral IPR laws being imposed by MNCs' and rich countries.

Likewise Mahatma Gandhi has been a role model for many environmentalist, Philanthropists like Sundarlal Bahugunas in his Chipko Movement, Medha Patkar and Baba Amte in Narmada Bachav Movement, Martin Luther King Junior and so on. Even few businessmen in the world like Jamnalal Bajaj, J.R. D. Tata, Steve Jobs, Bill Gates, Warren Buffet, Sudha Murthy have followed Gandhian principle of trusteeship and yet proved successful.

The transformation of the society from Elitism to Egalitarianism, from Centralisation of powers to its decentralisation, from greedy desire to generosity can only be possible with the convention of trusteeship principle at the level of educational institutes, whereby the changes in the outlook of unconditioned minds takes place in most effective way. Impression formed at that age strike roots deep down into one's nature.

Gandhian thoughts if implemented by all odds in business sector can surely eradicate burning issues like Pauperism, Scarce Resource, Child labour, Women exploitation, Inequality, Unfavourable Marketing Practices. The statement of Reddy E.S. in this respect proves to be most significant, " The message of Gandhi can be of help to the American people in charting a way out, but only if there is a creative application to the present day condition in America and the emergence of a leadership which assimilates Gandhi within the traditions of the country. The role of the youth which is pressing for change is important in this respect. If India is able to recapture the spirit of Gandhi, that will have a great influence on American opinion."⁸

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THE IMPORTANCE OF ETHICAL, MORAL AND PROFESSIONAL SKILLS FOR NOVICE TEACHERS IN HIGHER EDUCATION INSTITUTES: A STUDY

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ABSTRACT

Soft skills especially ethical, moral and professional skills play an important role in sharpening individual's personality by complementing his/her hard skills. This paper is an attempt to explore the complexity of the novice teachers' experiences and identify the concerns they face in their induction and initial years. The complicated nature of teaching, in both practice and preparation requires an effort in this direction.

Aim and Objectives: This study aims to examine the ethical, moral and professional skill of novice teachers in Higher Education Institutes from the views of their administrators and the self-rating data collected from novice teachers.

The main purpose of this study is to explain and interpret the practice of ethics, moral and professional skills from two different perspectives selected for study – the Administrators and Novice teachers themselves.

Method of study: This study will employ qualitative method using focus group interviews to collect data from 10 administrators of Educational institutes and 20 Novice teachers employed in the selected institutes of SVKM in Mumbai along with the and a quantitative method using the self-rating questionnaire.

Scope: The study will be beneficial to the Administrators, Novice Teachers and the Higher education Institutes in tracing the missing link if any on developing the ethical, moral and professional skills of the novice teachers and to work towards improvement right from the initial years of their induction.

Keywords: Novice, Professional skills, Ethical skills, Complicated, Missing Link.

INTRODUCTION:

Soft skills are defined as the relevant qualities and skills that lead to effective job performance. There are seven soft skills identified by the school of Philosophy. Ethical Skills is one of the seven soft skill components out of communicative skill, critical thinking and problem solving skill, team work skill, life-long learning and management of information, entrepreneurship skill, moral and professional skill, and leadership skill.

In higher education institute, ethical, moral and professional skills are given great importance along with communication skills as teachers deal with human beings and not machines all the time. Those who have high moral standards are the ones who possess these skills. They should also be able to understand the effects of economy, environment, and socio-cultural factors on their respective professional practice. In relation to ethical issues, novice teachers should be able to analyse and arrive at decisions in matters concerning ethical dilemma. Beyond the working environment, novice teachers should be able to practice good ethics while having a sense of responsibility towards society (Ministry of Higher Education India, 2006).

In the working environment, hard skills normally refer to technical procedures or practical tasks that are typically easy to observe, quantify, and measure. Training of such skills for novice teachers is relatively easy given that they have acquired the necessary knowledge in university education (Shakir, 2009). In contrast, soft skills which are normally referred to as 'people skills', are not easily taught although they are very much needed in the working life especially the ones like ethical, moral and professional skills.

STATEMENT OF THE PROBLEM

The lack of understanding among teacher trainees and university graduates referred to as Novice teachers by the researchers about the ethical aspects of working in Higher Education Institute has become imperative for imparting them with a better understanding of the required soft skills. It is required by both teacher educators and researchers. The empirical data of soft skills can be used as a proof to convince educational policy makers on the importance of acquiring soft skills among teacher trainees. As such, more researches have to be carried out to explore the area of soft skills and is therefore useful and needed.

The teaching and learning of 'hard skills' are made easier with a common entrance standard, uniform syllabus and evaluation system. However the development of soft skills specifically ethics, moral and professional skill amongst teacher trainees remains a difficult task as it involves less measurable elements and varies highly with each individual according to his or her character and background (Shakir, 2009). The lack of ethics, moral and

professional skill amongst the novice teachers is partly attributed to the 'rote learning' style adopted by the Indian learners to excel academically as a result of the examination-based education system (Ahmad, 1998). Thus, teacher trainees resort to memorizing facts and figures to excel as their success in university is constantly assessed by how many A's they achieve in their examinations. Consequently, teaching- training process fails to develop an inquisitive mind and analytical skills along with honing of ethical skills.

Given the belief that novice teachers often over rate themselves in believing that they are well qualified and updated in their chosen field, they do not find the necessity to enhance soft skills like ethics, moral and professional skills as part of personal traits and which requires to be enhanced (Shakir, 2009). Therefore, awareness related to the importance of ethics, moral and professional skill must be created to teacher trainees to meet the needs and expectation of the globalized job market. Acknowledging this fact, these traits should be part of characteristics possessed by the novice teachers when they leave university degrees and enter the education industry, but in reality it does not happen. There is a demand from educational institutions to prepare university graduates for the workplace that is preferred by today's employers (Reio& Sutton, 2006).

Investigations on the acquired soft skills of trainees as well as to take steps in furnishing teacher trainees with the required soft skills especially the ethical skills are very much needed to bridge the gap among teacher trainees when they enter their workplace as novice teachers. Organizations need to re-examine their present practices of human resources to make sure that the contribution of their novice teachers are ethical in the first place which in turn will be relevant to the organisation's success and competitiveness.

RESEARCH OBJECTIVES

The following are the main objectives of this study

- To assess the components of soft skills namely communicative skill, team work skill, ethical, moral and professional skill, and leadership skill that are needed by novice teachers in their workplace by self – rating technique on a scale of 1 to 4.
- To study the components of the above mentioned skills that are needed by novice teachers in their workplace from administrators' points of view.

METHODOLOGY

Researchers utilized Mixed Mode Method to collect data in two phases, namely, phase 1 and phase2.

In phase 1, a survey research design using questionnaire involving a sample of 20 novice teachers who had graduated not more than three years and have been appointed as Teachers, from five identified institutes of SVKM were taken for study.

In phase 2, a total of 10 College administrators involved in focus group interviews who are the immediate leaders of the respondents in phase 1, were considered by employing case study design. Focus group interviews were conducted in four groups. A purposive sampling was employed for both quantitative and qualitative approaches.

The questionnaire consisted of 20 items including items of demographic information and items related to soft skills needed and gained by novice teachers.

The focus group interview comprised questions encompassing

- What components of soft skills were most needed by novice teachers?
- Which components of soft skills novice teachers were lacking of?
- Identifying critical issues caused by the particular component of soft skills.
- Any in-service training provided by colleges to novice teachers.

FINDINGS

Descriptive statistical analysis

Table-1: Level of soft skills needed by novice teachers in their workplace – self rated.

Soft Skills	Mean Score	Std. Deviation
Team Work	2.3	0.4
Communication	3.0	0.6
Ethics/Professional/Moral	2.8	0.5
Leadership	2.4	0.3

Results based on Table 1 showed respondents' self-rated information on the level of soft skills that was needed to be improved upon by novice teachers in their workplace. Team work skill was found to be most needed in their workplace, followed by, leadership skill, ethical moral and professional skill and finally the communicative skill.

Focus group interviews

Table-2: Level of soft skills needed by novice teachers in their workplace – Administrators.

Soft Skills	Mean Score	Std. Deviation
Team work	3.1	0.3
Ethics/ Professional/Moral	3.3	0.3
Communication	2.9	0.5
Leadership	2.8	0.7

Results based on Table 2 show administrators' feedback on the level of soft skills that was gained by novice teachers from teaching professional training. Team work and Ethical skills found to be the two major components of soft skills that they gained from teaching professional training, followed by communication and leadership skills.

According to the administrators, novice teachers could improve upon their communication and leadership skills. They felt that the novice teachers were committed to their job and took responsibilities. They also believed that they could become role model to their students if they improved upon these two lagging areas of skill sets. Administrators also found that in-service training really could help them enhance ethics, moral and professional skill.

Majority of the administrators suggested that teacher trainees should undertake periodic industrial training throughout the first five years of teaching professional training period, to realize the importance of possessing a certain level of soft skills as they have an 'early preview' of what is expected out of them. Secondly this could trace the missing link – Academia Industry Linkage.

DISCUSSION AND CONCLUSION

From the self-rating result, the researchers found that novice teachers self- rated high on communication and ethics, moral and professional skill in their workplace. **In addition, novice teachers revealed that they gained ethical soft skill from their teaching professional training but still a need was felt to gain more clarity on the written code of ethics of the University Grants Commission which is the foundation stone for the code of ethics for teachers. This they felt could help them attain a greater clarity and efficiency while performing their duties.**

Hence, novice teacher must identify their weaknesses and limitations and take the opportunity to acquire as much good traits as possible during their teaching professional training. Meanwhile, senior teacher educators in colleges and university have to prepare them to meet the demand of ethical skills of the job market. Results from the scores of the study does prove that novice teachers self rated high on communication and ethical skill where as they felt the need to improve upon their team work and leadership skills .But from the administrators perspective novice teachers needed to improve upon communication and leadership skills .So on an average both from the perspective of novice teachers and the administrators the institutes selected for study (SVKM) are performing healthy on the ethical, moral and professional front.

Possessing what it takes to be an ethical teacher is a difficult task for many teachers, especially to the novice teachers as ethical skills are imbibed in a person. However, the researchers felt that this skill was relatively on the higher side in the SVKM institute especially with novice teachers. Further, with experience and interaction the novice teachers would take ethical decisions.

Hence the researchers recommend

- To enhance soft skills like ethical, moral and professional skill amongst teacher trainees by orienting the novice teachers in order to make them capable of competing in a world without boundaries.
- To frame guidelines on how to assess the level of ethical, moral and professional skills amongst novice teachers.
- To prepare a set of Code of Ethics at the institute level.
- To form an ethics committee in every higher education institute to discuss ethical dilemmas that the novice teachers encounter on a weekly basis.

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THE IMPACT OF ETHICS IN RESERVATION

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ABSTRACT

In this paper, we present a novel solution based on existing reservation policies in India. Any topic on reservation in India results in debates and controversies among society. Even after implementing reservation policies for more than 70 years of independence, the beneficiaries and non-beneficiaries are still unhappy. The beneficiaries, especially the SCs and STs don't find noticeable impact on socio-economic status. Most of them are found to be isolated socially, they are illiterate and many are still poor. On the other hand the non-beneficiaries find that the caste based reservation are extended for longer period, depriving them of employment, promotions and also admission to meritorious colleges. The different commissions set up for the upliftment of the Backward classes under the guidance of the Central Government need to correctly identify the caste/communities who are deprived of proper socio-economic status.

In this paper, we propose the need of caste based reservation in India. We present a case to safeguard the constitutional rights of the backward classes and to improve their socio-economic status without depriving the non-backward classes. Proposed solution in caste based reservation system is to provide reservation in education and employment both in government and private sector for a certain time period. The different commissions set up will take a stock of things after every 5 years considering different parameters and decide policies to review the reservations.

Keywords: Socio-Economic; Literacy; Dalits; Affirmative action; Corporate giants

I. INTRODUCTION

Equality, Fraternity and Liberty were the three pillars of one of the greatest revolution the world has seen for long time called as the French Revolution. The freedom struggle led by M K Gandhi was also based on equality as the major theme.. Social inequalities existed 2500 years back and the shudras lived a life of humiliation. In the 20th century Dr. B.R. Ambedkar aggressively addressed the cause of the depressed classes.. Though Mahatma Gandhi and Dr. B.R. Ambedkar both were against inequalities in the society, it is found that the approach towards the solution for the same was different. When Dr. Ambedkar was the Chairman of the drafting committee, he made provisions for the Scheduled Castes, Scheduled Tribes and other backward classes in the Constitution of India to grant special rights to these classes.

According to Dr. Ambedkar, Reservation was the only solution to bring the lower caste people to equal status through education and employment, which they have been deprived over years. However, he stressed more on the right implementation of the same. People opposing reservation must understand that 50 years of affirmative action stands nowhere as compared to 2500 years of subjugation. We observe that the backward classes so mentioned are still to achieve a proper socio-economic status.

II. LITERATURE REVIEW

Yesu [1], in his paper, has broadly focused on the history of Indian reservation system. The author highlighted the evolution of reservation systems and how they had helped in the growth of the SCs and STs in the country. The authors have focused on the contributions of Chhatrapati Shahu Maharaj and how he introduced reservations in the beginning of 20th century to maintain socio-economic equality.

Anindita [2], in her paper tries to bring the realities of caste system in India and the suffering of the Dalits from the hands of the high caste hindus. She also acknowledges the work of Dr. B.R. Ambedkar in safe guarding the interest of the SCs and STs Constitutionally. She also marks that the benefit of reservation was more indirectly rather than directly. She also emphasizes on reservation policy was the only way out for the Dalits to grow. According even after so many years of reservation, the development of the Dalits have not reached the prescribed levels. She brings to notice the fact, that some of the economically and socially stable people from the reserved category are still taking the benefits rather than the one who are economically and socially weaker. This as-per-se kills the purpose for which the reservation policy was being introduced.

Ashwini [3] compares affirmative actions in the US and India as far as the Reservation system is concerned. According to her the history of affirmative action in India is much longer as compared to US. Secondly she points out that the Constitution of India safeguards the interest of SC-ST and therefore legally it is difficult to challenge. The reservation system also allows the representation of backward class in the government as

compared to US where there is no constitutional provision to safeguards the interest of the black. She has also noted that the implementation of the policies is not to the mark in government organization and educational institutions.

Nitin [6] In his Master Thesis report the author tries to identify the backwardness of the SC, ST and OBC taking in to account different parameters such as education, wealth. He has given statistical data from the NSS and has analyzed the same. He has elaborately stated how the SCs are not having enough land as compared to STs. On the similar ground he has discussed on the issue of landownership for the STs as they are the ones staying in forest as their natural habitats and their land of share should be in forest. [7] Handbook represents the statistical data for the Scheduled castes, other backward classes and has covered several areas such as Demography, Educational Statistics, Economic Status. The Data hence will be useful to represent the position of the different weaker sections in the society and can form a basis for framing policies in the upliftment of the weaker sections of the society. [8] This web reference was useful in having the glimpse of affirmative actions in several countries like US, Japan, Canada , China where measures have been taken to prevent discrimination.[9] This web reference helps to know more about Dr. Ambedkar and his work on maintaining social equality.

III. METHODOLOGY

On the basis of the Analysis provided the ministry of Social welfare, we propose the following Methodology

- i. As explained earlier the census has to be taken every five years and the report of the same has to be released at the earliest.
- ii. The census should be caste based as identified by the Central Government and the development of each caste in education, social status, and economic conditions should be correctly analyze.
- iii. The conditions of the Backward caste in Rural, Urban and Metropolitan cities should be studied and the percentage of the people from different castes should be taken in to consideration before allocating reservations
- iv. Measures should be first taken to eradicate untouchability and then slowly curb the reservation system. The different atrocities in the state should be studied thoroughly and a policy should be worked out to completely eradicate untouchability.
- v. Reservation should also be included in private jobs but the monitoring machinery should be strong in implementing policy decisions.
- vi. Since majority of the Backward class are found to be studying in Municipal or Government Institutions, the infrastructure of these institutions should be improved in different aspects.
- vii. In a particular caste, the most deserving and weaker in the community should be preferred as compared to others in the same community. A policy to that extent needs to be framed on the basis of parameters like Social and Economic status.
- viii. Industrialist, Corporate giants, Educationist, Social Workers should be included in the Expert committees to guide the government to draw a consensus on how to curb reservation and provide justice to those who had been humiliated for more than 2500 years.

IV. RESEARCH FINDINGS AND ANALYSIS

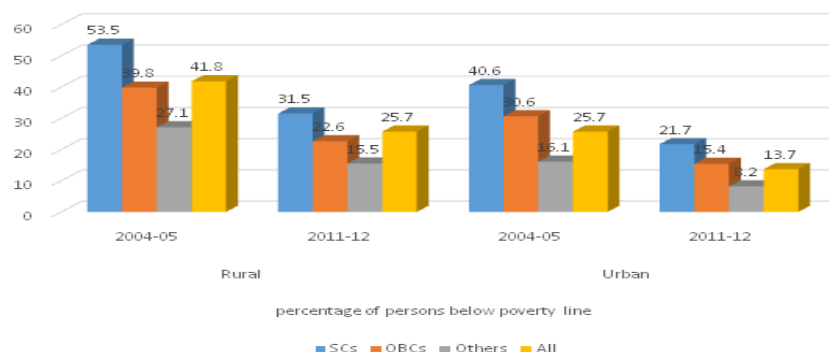
In the process of analyzing the state of backward classes and searching for appropriate information we would present here some of the statistics of the data received from the statistics division of Department of Social Justice and Empowerment, Government of India Ministry of Social Justice and Empowerment as per their handbook of January 2016.

Some of the highlights we like to present here are

1. The Gross Enrolment Ratio (GER) of the scheduled castes boys and girls is higher than all other categories in the classes from I – VII. As for the higher classes from IX and X the GER is much lower which describes the percentage of the SC categories is coming down when it comes to higher education.
2. The percentage of persons below poverty line was 31.5 % for Scheduled Castes, 22.6% for Other Backward Classes and 15.5% for other castes people in rural India. Similarly it is observed that 21.7 % of Scheduled Castes, 15.4 % of Other Backward Classes and 8.2 % of Other caste people are below poverty line in the Urban area during the year 2011-12.
3. The table and graph below represent the Percentage of population below poverty line by social groups in India - 2004-05 and 2011-12 based on Tendulkar committee methodology

Social Group	percentage of persons below poverty line			
	Rural		Urban	
	2004-05	2011-12	2004-05	2011-12
SCs	53.5	31.5	40.6	21.7
OBCs	39.8	22.6	30.6	15.4
Others	27.1	15.5	16.1	8.2
All	41.8	25.7	25.7	13.7

Percentage of population below poverty line by social groups in India - 2004-05 and 2011-12 based on Tendulkar committee methodology



V PROPOSED SYSTEM AND CONCLUSION

We propose a system which should be having a proper analytical study. The most important part will be the census. The last census was taken by the government in the year 2011. There should be caste based census every five years. On the basis of the caste based census the social, educational and economical status should be identified. The parameters should include different age groups and whether the backward classes are still facing the social challenges especially the SCs and STs. Further more the economical status should be identified category wise and also the region they belong to, this will give the opportunity to the weakest in the community to climb up the ladder. We propose that the proper framework to be worked out with the help of current technologies. An analysis with the help of experts should come to conclusion to how many years logically and technically the caste based reservation should exist and what parameters should help uplift the backward classes at a faster pace. A proper review analysis should also specify which castes in particular state have become more socially, educationally and economically stable in the same category and whether they do require reservation as compared to the other castes in the same category.

As in the United States, South Africa, and other countries caste based reservation should be included in private sector which will improve the overall development, as we observe that the government jobs are mostly curbed with the advent of privatization and globalization. The proposed reservation in the private sector should be worked out for a specific time limit and should be considered every five years. The monitoring systems should be well managed to properly analyze the development of backward classes using certain parameters.

1. The percentage of SCs and OBCs in the Central Government Services (including safaikaramcharis) was same (17.3%) and the percentage of other caste was 58% as on 1.1.2013.
2. However the percentage of SCs , OBCs and Others in the Group 'A' services was 12.06%, 8.37% and 74.48%. In the group 'B' services the representation of SCs is 15.73%, OBCs is 10.01% and Others is 68.25%. In case of central public sector undertakings the percentage of SCs is 18.14%, that of OBCs is 28.53% and that of other castes is 55.33%.The above data is during 2013-14.

From the above information it is concluded that due to lack of higher education in the Backward classes, Specifically the SCs, they end up doing lower end jobs as compared to their percentage in the Group B and Group A services. The analysis also gives us an understanding that inspite of more than 70 years of Indian Independence this critical development of the Backward classes is still a challenge for the Indian Democracy. Hence, we are attempting to give a novel solution to this problem.

VI. FUTURE WORK

1. In future Big Data Analytics can be used to get the accurate statistics.
2. The Assets and Income of the individual should also be taken in to account when giving caste based reservation even to SCs.

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ETHICS IN SOCIAL MEDIA WITH SPECIAL REFERENCE TO SELFIES: AN ORIENTATION

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ABSTRACT

The use of social media is influencing everyone irrespective of age, gender and culture. This paper aims to examine how parents are becoming unethical to their children due to the excessive use of social media. It also elaborates how these neglected kids are addicted to their social media profiles and selfies. The present generation is recreating their own identity through these emerging selfie applications and hence, question arises about the basic aspect of self-ethics. The edited pictures can mislead its audience by highlighting the unreal aspects of an individual. The question of ethics arrives when a social media user wants to hide his real self with these edited self and selfies.

This study is conducted through the analysis of recent studies on selfie addiction and certain articles that have gone viral in social media.

Keywords: Ethics, identity, social media, selfie, unreal.

INTRODUCTION

The 21st century is the age of social networking sites. It is a vast platform for individuals to create their own profiles with a choice of the personal contact list to interact with each other with the facilities of chatting, video calling, video/photo/selfie/status sharing. Almost all individuals especially the teenagers are preoccupied and engrossed with their phones and being insensitive to chat in worship places, workplaces and even during family get-togethers.

AIM OF THE STUDY

The aim of the paper is to highlight the excessive use of social networking sites as a result of lack of interaction among family members.

The paper also tries to bring out the cause of Selfie Addiction especially among the teenagers.

METHOD

The Researcher has taken inputs from various magazines and journals and tried to analyse the reason behind selfie addiction which in turn relates to the unethical attitude of not only the teenagers but also the parents and society.

REVIEW OF LITERATURE

The protest of German kids against their parents' excessive smartphone use recently got viral in social media is the best example of unethical behaviour of parents.

"Play with me, not with your cell phones, read posters from a kids' demonstration recently held by 7-year-old Emil Rustige in Germany's Hamburg"(Matta, 2018, para. 1). Some of the parents are nowadays becoming unethical towards their kid due to the overuse of social networking sites. Studies found that kids are often felt neglected as they are getting less attention from parents.

"A larger-scale study, reported by The Swaddle, interviewed more than 6,000 children; aged 8 to 13, across eight countries — finding that more than half them felt their parents spent too much time on the phone. Further, one-third reported feeling neglected and unimportant when parents were preoccupied with their phones" (Matta, 2018, para. 6).

It is evident that parents are not only being unethical to their kids but also to themselves. Due to lack of care, support and face-to-face interaction with parents, these kids are also tending to be more attached to their social media profiles.

"The success of social media must be understood partly in relation to the shrinking social landscape. (Boyd, 2014, p. 21). It is clear that students need face to face interaction within family as well as society. Boyed again says, "Socializing is more homebound" (Boyd, 2014, p. 21). As parents are busy with the act of money making and the use of mobile phones, kids are not getting enough opportunities for family and social interaction. Due to these shrinking social landscapes, social networking sites are the only option for kids to stay connected.

"Study upon study have found that the things we use devices for most (social media, games, even instant messaging) feed dopamine receptors in the brain in ways that mimic addiction. It's difficult to put down the phone — especially if the alternative is to listen to a whining child" (Matta, 2018, para. 4).

In social networking sites, the present generation is more obsessed with selfies. According to the Oxford English Dictionary, a 'selfie' is a "photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media". The teenagers are totally addicted to posting selfies on social media platforms like Instagram, Facebook etc.

Another interesting factor is that the majority of social media users are negating the use of basic inbuilt front camera application for other selfie applications like Youcam Perfect, Candy Camera, Sweet Selfie, B612 – Selfiegenic, Beauty Plus – Easy Photo, BestMe Selfie, etc. These applications will help the user to add effects to the selfies at the time of capture itself. This may help them to change the colour, contrast and saturation of the picture and even their skin colour as they like. For example, a person in dark complexion can adjust his selfie portrait into a fair one by negating reality.

"Selfie-taking is more than just the taking of a photograph. It can include the editing of the color and contrast, the changing of backgrounds, and the addition of other effects before uploading. These added options and the use of integrative editing have further popularized selfie-taking behavior, particularly among teenagers and young adults" (Griffiths and Balakrishnan, 2018, p. 3).

SCOPE

The scope of the study is to brainstorm the teenagers about the ill effects of getting addicted to selfie and the resultant psychological breakdown that might be caused in an individual.

The psychological attachment towards brighter colours forces an individual to edit selfies accordingly to highlight themselves with artificial colours. The recreation of identity through these emerging selfie applications is questioning the basic aspect of self-ethics. The edited pictures can mislead its audience by highlighting the unreal aspects of an individual. The question of ethics arrives when a social media user wants to hide their real self with these edited self and selfies.

"For (millennials), social media is a powerful tool with the ability to create an entirely new persona, void of reality. The formula is quite simple. If you post enough artsy, chic pictures of yourself that rack up plenty of likes, then real-life accomplishments will not matter because the popularity of your social media accounts will determine your status on the social hierarchy" (Tamplin, 2017, para. 9).

The creation of a new persona or identity in social media is the unethical act of impersonation. It is the act of pretending to be another individual by the negation of own personal traits through the use of fillers or editing techniques in social networking sites and selfie applications.

In 2014, The American Psychiatric Association (APA) had classed 'selfitis' (i.e., the obsessive taking of selfies) as a new mental disorder. According to recent reports, selfie addicts seem to be unethical in the present social scenario. The photograph of a man taking a selfie in the backdrop of an injured woman reported by BBC and other leading channels sparked discussion over the ethics of selfies. ABC news reported his activity as an 'inhuman act'.

The aspect of ethics is beyond the editing of photographs through mobile applications. Many of the social media users are starving for a selfie to be posted on regular basis. The major aim of these posts is to get maximum likes, comments and shares in the social networking sites, thus trying to seek attention, which is often described as Attention Seeking syndrome. This is the result of the unethical act of denial of parental attention and face to face interactions in family as well as society due to the busy schedule of parents resulting in the addiction of social media among kids.

Thus Selfie obsession and recreation of identity with use of fillers or editing techniques in social networking sites and selfie applications leads to unethical act of impersonation. Selfie addicts are becoming inhuman in their social life due to the excessive urge to take selfies at any situation.

RECOMMENDATION

The Researcher through this paper initiates the two way communication of the parents and the children to avoid any sort of addiction to social media usage, thereby avoiding the unethical ways of using Selfies.

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EMPLOYER BRANDING: UNFOLDING STUDENTS PREFERENCES OF EMPLOYER IN MUMBAI SUBURBS

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ABSTRACT

With the increased competition in the employment market, an organization needs to create its image as desirable employer in the eyes of perspective employees. Employer Branding therefore has emerged as an important element and management practice applied by the organization to project and become a 'great place to work'. The objective of this research paper is to highlight the relevance of employer branding from the perspective of 'potential' young employees in Mumbai Suburban region and how employer branding influences the recruitment preference. Whether the awareness of the employer brand has influence on the student's preference. The study will be conducted through collection of primary data from 54 respondents registered with Training and Placement Cell of Shri Vile Parle Kelavani Mandal (SVKM), Vile Parle (West), Mumbai and pursuing Under Graduate courses from the various institutions under SVKM. The study is beneficial to organizations, educational institutions and the students who are the participants as employer, link and employee respectively in this recruitment and selection process. The present study is beneficial the organizations which come for campus placements in finding right people to work in their organizations.

Keywords: Employer branding, employee engagement, word-of-mouth publicity

INTRODUCTION

With the increased competition in the employment market, an organization needs to create its image as desirable employer in the eyes of perspective employees. Employer Branding has emerged as an important management practice applied by the organization to project and become a 'great place to work'. Attracting potential candidates is an important issue in the recruitment process. Organizations need to attain differentiation and become more competitive in attracting talented (Egerova, Lanari, Eger & Savov, 2015) and especially young people through employer branding initiatives. Employer attractiveness surface when the young people take the opportunity and participate in the selection process at the specific company. The young applicants today have more awareness, access to information and a greater bargaining power vis-à-vis employer. The present research study is undertaken to highlight the relevance of employer branding from the perspective of 'potential' young employees in Mumbai Suburban region and how employer branding influences the recruitment preference. Whether the awareness of the employer brand has influence on the student's preference.

EMPLOYER BRANDING

The term Employer Branding is conceptualised by Ambler and Barrow in their paper in the year 1996. They defined employer branding as "the package of functional, economic, and psychological benefits provided by employment and identified with the employing company". The definition highlights on certain features of organization in terms of benefits to maintain existing employees as well as to attract anticipated employee and to differentiate one organization from the other. Companies have invested more in their marketing and tried to create the strong brands for attracting, acquiring and retaining talent. The organization can use the various touch points with the perspective employees to communicate about its objectives, work culture and ethics and human resource policies.

SCOPE AND OBJECTIVES OF RESEARCH

The present research study is undertaken with the following objectives

- To find the relevance of employer branding from the perspective of 'potential' employees and the influence of employer branding on recruitment preferences.
- To find the dependency between employer branding approach and recruitment preferences of the students.

RESEARCH METHODOLOGY

The present research study is based on the data collected through a questionnaire. The sample selected for this study comprised of the students from the Commerce discipline under the management of Shri Vile Parle Kelvani Mandal (SVKM) and registered with SVKM's Training and Placement Cell. The total sample size is 54 students and convenience sampling was used to collect primary data regarding employer branding from the students through questionnaire. The data collected is analysed by calculating percentage.

REVIEW OF LITERATURE

Ambler T and Barrow S (1996), in their article "The Employer Brand", explained that employer branding is the manner in which an organization markets itself to its potential employees specifically and to the public in general. An employer brand is what the applicant looks for while applying for job in the company. **Berthon, P., Ewing, M.T. and Hah, L.L.** (2005) in their research article, "Captivating company: dimensions of attractiveness in employer branding " attractiveness of an employer is employee-based brand equity derived by putting efforts to communicate the expected utility that a potential employee should anticipate from joining a company. **Chhabra Neeti Leekha and Sharma Sanjeev** (2014), in their study, "Employer branding: strategy for improving employer attractiveness", studied the already adopted employer branding strategies and the preferred channel through which organizations should promote employer attractiveness. The study provides valuable inputs for formulating effective employer branding strategies. **Jain, Sonal** in her paper, 'Employer Branding and its impact on CSR, motivation and retention of employees using Structured Equation Modeling' aimed to find out the dimensions of employer branding and to study its relationship with intention to stay, Corporate Social Responsibility (CSR), and Motivation. The study found that the relationship of Employer Branding with Intention to Stay, CSR, and Motivation have been significant. **Kotler Philip (2009)** in his book stated that branding is endowing products and services with the power of a brand. Branding creates mental structures that help consumers organize their knowledge about products and services in a way that clarifies their decision making, and in the process provides value to the firm.

WAYS OF EMPLOYER BRANDING

Employer branding is established by opting different ways of communication by the organization. **Social Media** is at the heart of modern communication technologies specially used by Gen Y. social media like Face book, Twitter and LinkedIn require users to create profiles and input identifying information. Users may then send messages, chat, view user-generated media, and otherwise interact using website as a medium. (Broughton, A., Foley, B., Ledermaier, S., & Cox, A. 2013). Social Media and the other media options can be used by employer to create employer brand. Many companies use **Digital Advertisements** to engage the students and to those who have already visited career page on their website. Companies also use their website to enhance their recruitment process. A company's website is an innovative tool for employer branding. In the process of campus recruitment, a diligent applicant gathers information about the company, and one of the chief sources of information is the company's website. **Word of mouth Publicity** plays a big role in attracting the students. The articles published in newspapers and magazines about company's social responsibility initiatives and about social outreach programmes also creates positive image about the company. The interviews given by the top management communicates to the potential applicants an idea and information about the company. Now a social media communicates corporate information much faster than traditional Medias. It can help company to gain advantage over the competitors. The present employees of the organization are the brand ambassadors of that organization. They are a source of information about organizational culture, work-life balance, and adequate opportunities for advancement. This implies that talent acquisition is closely linked with employee engagement (Flesher, 2016). **The organization of Seminars, conferences, and road shows** gives the potential applicants information about the company. It also gives the potential applicants an opportunity to meet the existing employees of the companies. Companies start campus-recruitment process with a pre-placement talk, a brief session in which senior employees, including human resource managers talk about the company, its Vision, mission organizational structure, products, roles and responsibilities of the job that is offered by them. This interaction plays a critical role in affecting applicant's attitude and perception towards the company.

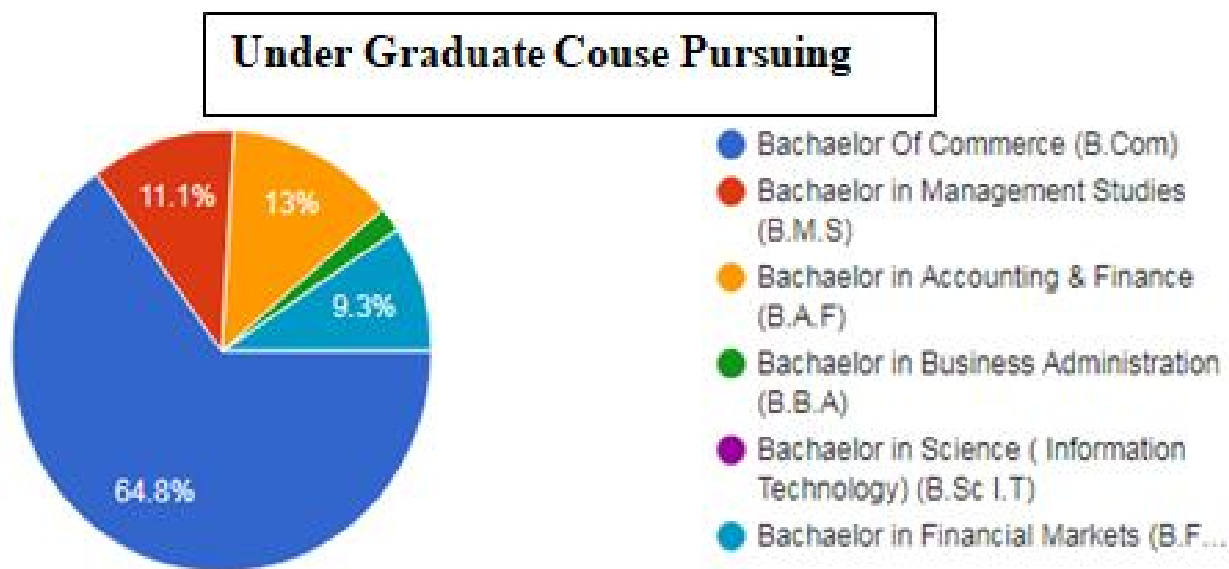
Analysis of Data: The survey was conducted from 54 respondents pursuing under graduate courses from SVKM's Institutions and registered with Training and Placement Cell (T&P) of SVKM. The responses were measured on five point rating scale where 1 stands for the least preferred and 5 stands for the most preferred. Table No. 1 provides the demographic profile of the respondents:

Table No-1: Demographic Profile of the Respondents

Particulars	Subgroup	Number	Percentage
1. Gender	Male	29	53.7
	Female	25	46.3
2. UG Course Pursuing	Bachelor in Commerce	35	64.8
	Bachelor in Management Studies	6	11.0
	Bachelor in Accounting and Finance	7	13.0
	Bachelor in Business Administration	1	1.8
	Bachelor in Financial Markets	5	9.3

3. Class	Third Year	18	33.33
	Second Year	27	50.00
	First Year	9	16.67

Among the total respondents, 53.7% of the respondents are male and 46.3% of the total respondents are female. Regarding the undergraduate course pursued by the students, 64.8% of the total respondents were from Bachelor of Commerce course, 11% pursuing Bachelor in Management Studies, 13% doing Bachelor in Accounting and Finance, 1.8% belong to Bachelor in Business Administration and 9.3% pursuing degree course in Bachelor in Financial Markets.



Internet Advertising: When asked the respondents that whether they will appear for the campus placement process of a company who advertise frequently on websites, job portals and internship portals. 20.4% of the respondents gave rating of 5, 37% ranked 4, 31.5% gave rating 3, 9.3% rated it 2 and only 1.9% ranked this factor the lowest 1. This shows that when recruiters advertise using internet and disseminate job offers on website, it has positive impact on employer image.

Print Advertising: With regards to the students response to appearing for the campus placement process of a company whose advertisements you frequently read in newspaper and magazines, 16.7% of the respondents gave rating of 5, 46.3% ranked print media advertising influence 4, 24.1% gave rating 3, 7.4% rated it 2 and only 5.6% ranked this factor the lowest 1. This implies that when the companies advertise using print media, it has positive impact on employer branding.

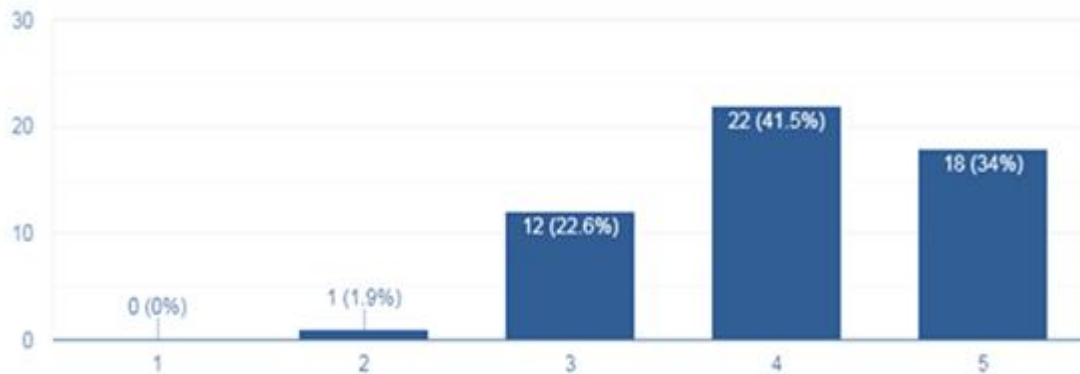
Opinion of the College Faculty: With regard to influence of the college faculty on students' perception of the recruiting firm the question was asked if they will appear for the campus placement process of a company about which they have heard from their college faculty. 44.4% of the respondents gave rating of 5, 40.7% ranked the college faculty opinion influence 4, 11.1% gave rating 3, 1.9% rated it 2 and only 1.9% ranked this factor the lowest 1. This implies that the information about a potential employer that the students get from their faculty members influence their choice of the company.

Presence on Social Media: When asked the respondents that whether they will appear for the campus placement process of a company about which they have read on LinkedIn, Facebook and other social media. 25.9% of the respondents gave rating of 5, 33.3% ranked the influence of social media on their employer preference 4, 22.2% gave rating 3, 14.8% rated it 2 and 3.7% ranked this factor the lowest 1. The content posted on social media do influence students in their selection of the company.

Opinion of family and friends: During the beginning of the career and selecting first employer youngsters depend extensively on the opinion of their family members and friends, whether they will appear for the campus placement of a company about which they have heard from your family and friends. 34% of the respondents gave rating of 5, 41.5% ranked the opinion of family and friends on their employer preference 4, 22.6% gave rating 3, only 1.9% rated it 2 and none of the respondents ranked this factor the lowest 1. This clearly shows that word of mouth publicity can be a great influencing factor for employer branding.

Will you appear for the campus placement process of a company about which you have heard from your family & friends?

53 responses

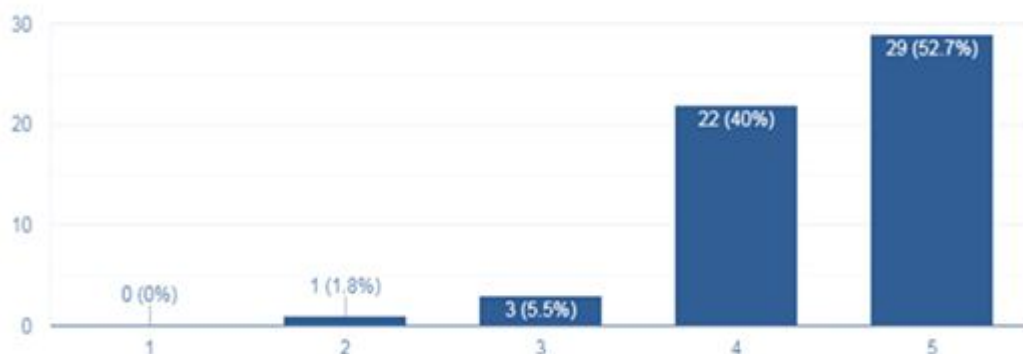


Organization of seminar and conferences: Regarding the impact of seminars and conferences organized by the company the respondents were asked if they will you appear for the campus placement process of a company which conducts various seminars and conferences which are attended by students of their age. 29.6% of the respondents gave rating of 5, 38.9% ranked the factor organization of seminar and conferences influence on their employer preference 4, 20.4% gave rating 3, 7.4% rated it 2 and 3.7% of the respondents ranked this factor the lowest 1.

Interaction with existing employees: With regard to the impact of interaction with the company's existing employees on the campus recruitment the students were asked if they will you appear for the campus placement process of a company with whose existing employees they have interacted and got positive feedback from them. 52.7% of the respondents gave rating of 5, 40% ranked the factor interaction with the existing employees influence on their employer preference 4, 5.5% gave rating 3, 1.8% rated it 2 and none of the respondents ranked this factor the lowest 1.

Will you appear for the campus placement process of a company with whose existing employees you have interacted and got positive feedback from them?

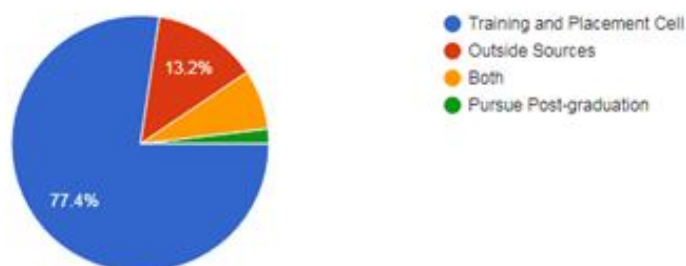
55 responses



Role of Training & Placement (T&P) Cell: When asked the registered students whether the T&P cell of their college has imparted various training sessions thereby making its student industry ready. Only 9.6% of the respondents gave rating of 5, 13.5% ranked T&P role 4, 46.2% gave rating 3, 11.5% rated it 2 and 19.2% of the respondents ranked this factor the lowest 1. The respondents were asked if they would go to Training and Placement cell for getting placed or look for outside sources. 77.4% of the respondents informed that they will look up to T&P cell for the placement, 13.2% of the respondents answered that they will explore outside sources for the placement and 5.7% of the respondents replied that they will like to explore both the options T&P cell as well as outside sources. 3.7% of the total respondents were interested in pursuing post-graduation course.

Would you go to your Training and Placement for getting placed or look for outside sources?

53 responses



When asked the respondents that are they satisfied with level of companies (in terms of size, brand value, work exposure) brought on board by the training and placement cell? 11.1% of the respondents gave rating of 5, 33.3% ranked the satisfaction level at 4, 50% gave rating 3, 1.9% rated it 2 and 3.7 of the respondents ranked the lowest 1.

RECOMMENDATIONS AND CONCLUSIONS

1. Employer branding is influenced by many factors the most influential variable is interaction with the existing employees of the company followed by opinion of the college faculty and opinion of family and friends of the student applicant. 92.7% of the respondents gave rating of 5 and 4 to forming opinion based on the interaction with existing employees of the organization. 92.7% of the respondents were influenced by the employer brand because of their interaction with current employee of the organization and due to their faculty opinion. Word of mouth publicity works for creating employer brand. The company which care for its existing employees and follow ethical Human Resource policies can go a long way in attracting the young talent.
2. The organization should use more extensively internet advertising, print advertising, social media to be positioned in the mind of young generation. Organizations today need to develop multi-pronged approach to employer branding.
3. 77.4% of the respondents informed that they will look up to T&P cell for the placement. Only 11.1% of the respondents gave rating of 5 with regard to satisfaction with the companies brought on board by T&P Cell.

There is a relationship between the branding approach and recruitment preference of the students. The strong employer branding affects the recruitment preference of the students. The students analyses the company it's Human Resource policies and work ethics before deciding to apply for the job. The organizations need to focus on using digital advertising, print media and social media aptly to improve employer branding. The organization can generate a positive employer brand through word of mouth publicity, positive opinion of the faculty members, publishing news articles, and their employee's interaction with the students. Organizational Human Resource policies, organization culture and ethical HR practices also influence employer brand.

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MODERN SOCIETY ETHICS BASED ON CLOUD COMPUTING

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ABSTRACT

As the meaning of contemporary is that a person or a thing that stays on a same pace of time. Ethics is a philosophical discipline relating to concepts of good and bad in our moral life in community ethics to the field of IT-industry. Ethics have become an organizational priority in today's world market. But in the cloud computing the ethics of the connectivity increases and the criminal activity decrease this also tend us to store more files and document. Cloud computing is a new generation of computing systems, increasingly developing as a promising solution to deal with the outburst of computing complexity and data size. There are multiple technological criteria affecting ethical issues in Cloud, such as security; privacy; compliance and performance metrics. Focus on capital expenditure, infrastructure, applications, usage, mobility, and cost structure. Cloud computing featuring easy deployment, connectivity, configuration, automation and scalability. Internet usage continues to grow globally and as part of this, the take-up of personal cloud data storage solutions has also been increasing. This rise in internet access speeds as well as an increase in the numbers of vendors resulting in completion between them. This research aims to explore the usage of these cloud data storage solutions along with the perceived security and privacy risks that are associated with using them. Cloud computing, a new technology and business trend, presents innovative challenges to the traditional protections built into the law to ensure security of corporate capital- and knowledge-based assets.

Keywords: Cloud Computing, Ethics, Security.

1. INTRODUCTION

There is a growing annoyance within society with selfish and irresponsible actions that impoverish some, while enriching the crafty. Ethics plays a curtail role in the society to maintain the security and discipline within the society this also gives innovation to new thoughts and ideas for security and safety of a product or the owner of the product. Ethics has become an organizational priority. In the 21st century, ethics is neither a bonus nor a choice. In addition to social responsibility, there are other valuable Ethical values need to achieve recognition as among the elite, most important success factors in modern organizations [e]. Sources for inspiration in 21st century organizations to make ethical values a must priority.

To achieve a mark on ethical values we need to set a system that is not only security perspective but also in the terms of market view is safer to use and covers all terms and condition over today modern ethical view. This can be fulfilled by only by “cloud computing”. Cloud computing, is a technology and business trend, presents novel challenges to the traditional protections built into the law to ensure security of corporate capital- and knowledge-based assets.

2. CLOUD COMPUTING

It is shared pools of configurable computer system resources and higher-level services that can be rapidly provisioned with minimal management effort, often over the Internet. Cloud computing relies on sharing of resources to achieve coherence and economics scale, like a public utility. Cloud computing is the delivery of computing services—servers, storage, databases, networking, software, analytics, intelligence and more—over the Internet (“the cloud”) to offer faster innovation, flexible resources and economies of scale. We typically pay only for cloud services we use, helping lower our operating costs, run our infrastructure more efficiently and scale as our business needs change. Cloud basically works as a Third-party which enables organizations to focus on their core business instead of expending resources on computer infrastructure and maintenance. [e].

3. CLOUD SECURITY AND PRIVACY CHALLENGES

Cloud computing has raised several security threats such as data breaches, data loss, denial of service, and malicious insiders etc. These threats mainly originate from issues such as multi-tenancy, loss of control over data and trust. Consequently, most cloud providers – including Amazon's Simple Storage Service (S3), the Google Compute Engine and the Citrix Cloud Platform - do not guarantee specific levels of security and privacy in their service level agreements (SLAs) as part of the contractual terms and conditions between cloud providers and consumers [b].

3.1. Security Issues in Cloud Computing

- Multi-tenancy: Multi-tenancy refers to distribution physical devices and virtualized resources between multiple sovereign users. Using this kind of preparation means that an enemy could be on the same physical machine as the target.
- Loss of Control: Loss of control is another potential breach of security that can occur where consumers' data, applications, and resources are hosted at the cloud provider's owned premises. As the users do not have explicit control over their data, this makes it possible for cloud providers to perform data mining over the users' data, which can lead to security issues.
- Trust Chain in Clouds Trust plays an important role in attracting more consumers by assuring on cloud providers. Due to loss of control (as discussed earlier), cloud users rely on the cloud providers using trust devices as an alternative to give users transparent control over their data and cloud resources. [b]

3.2. Privacy Considerations of Processing Sensitive Data

Privacy is a complex topic that has different interpretations depending on contexts, cultures and communities, and it has been recognized as a significant human right by the United Nations. Several efforts have been made to theorize privacy by jurists, logicians, scientists, psychologists, and sociologists in order to give us a better understanding of privacy [b].

"Privacy is the claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others." [a]

The International Association of Privacy Professionals (IAPP) [16] appendix 27 refers to privacy as the suitable use of information under the conditions. The idea of what constitutes appropriate handling of data handling varies depending on several factors such as individual preferences, the context of the situation, law, collection, how the data would be used and what information would be revealed [b].

3.3 Security Solutions

This section reviews the research on security solution such as authentication, authorization, and identity management as being necessary so that the activities of cloud providers are sufficiently secure.

3.3.1 Authentication and Authorization

MiLAMob, which provides a SaaS (Software-as-a-Service) verification middleware for mobile consumers of IaaS (Infrastructure-as-a-Service) cloud applications. MiLAMob is a middleware-layer that handles the real-time authentication events on behalf of consumer devices with slight HTTP traffic [b].

FermiCloud uses another approach for authentication and authorization - it utilizes public key infrastructure (PKI) X.509 certificates for user identification and authentication. This solution has also been extended in cloud federations to authorize users across different cloud providers that have established trust relationships through trusted certification authorities [b].

3.3.2. Uniqueness and Admittance Management

An open source implementation of the security assertion mark-up language (SAML) for single sign-on with different cloud providers. A trust relationship between a given user and SaaS domains is required so that SaaS users can access the application and resources that are provided [b].

IBHMCC (Identity Based Hierarchical Model for cloud computing) is another solution that contains identity-based encryption (IBE) and identity-based signature (IBS) schemes. Based on the IBE and IBS schemes, an identity-based authentication for cloud computing has been proposed [b].

3.3.3. Confidentiality and Integrity

The proposed solution is called the trusted cloud computing platform (TCCP). A TCCP guarantees confidentiality and integrity in data and computation and it also enables users to attest to the cloud service provider to confirm whether the services are safe prior to setting up their VMs. These features are based on the trusted platform module (TPM) mark. The TPM contains a private endorsement key that uniquely identifies the TPM and some cryptographic functions that cannot be altered [b].

3.3.4 Security Policy Management

Users' actions are evaluated by a trust management module based on their past activities and are grouped as "fair" or "malicious. Policy Management as a Service (PMaaS) is designed specifically to solve the issue of having multiple access control authorization mechanisms employed by cloud service providers that restrict the flexibility of applying custom access control to a particular service.

The challenges associated - First it must support various data types such as image, structured and textual data. Secondly, in a distributed environment there need to be several compute engines such as Map/Reduce, relational database management systems or clusters. Finally, access policy requirements in terms of access control policies, data sharing policies, and privacy policies need to be integrated with the general policy management framework. [b].

4. PRIVACY-PRESERVATION FOR SENSITIVE DATA IN CLOUD COMPUTING

Over the time, organizations have collected valuable information about the individuals in our societies that contain sensitive information security and privacy challenges that are raised by cloud computing. Lack of user control, lack of training and expertise, unauthorized secondary usage, complexity of regulatory compliance, trans-border data flow restrictions and litigation are among the challenges faced in cloud computing environments. Described several open research along with giving suggestions to improve privacy through collaboration between different entities and organizations.

Outsourcing Privacy This definition assumes that database clients and the untrusted servers are not able to learn anything about the contents of the databases without authorized access.

Homomorphic Encryption is another privacy-preserving solution that is based on the idea of computing over encrypted data without knowing the keys belonging to different parties. To ensure confidentiality, the data owner may encrypt data with a public key and store data in the cloud. When the process engine reads the data, there is no need to have the DP's private key to decrypt the data.

In this solution, data providers remove the data subjects' identifiers and apply a two-level encryption using hashing and PKI certificates. The sensitive information will then be anonymized using an open-source toolkit and will be encrypted granularly using the cloud provider's public key. ScaBIA (scalable brain image analysis in cloud) is another solution for processing and storing anonymized brain imaging data in cloud. This approach provides PKI authentication for administrator roles to deploy a PaaS middleware and defines researchers as users in the in Microsoft Azure cloud. [b].

5. ETHICS BORDERS IN CLOUD ENVIRONMENT

It should be noted that the satisfaction of the technical criteria is a necessary condition to achieve a desirable level of ethics, which is not enough condition. Ethical challenges arise when: There is not a set of specific rules, or the rules are ambiguous, in the sense that they can be interpreted in different ways. When there is not a specific law for an issue came up just now, the role of ethics comes to play. During setting up the rules—which is usually driven by big Cloud provider companies, or government IT regulations—ethical considerations must be considered. Particularly, the rules specifying the rights of clients in the case of violation of the rules. In this step, unions and Consumer Protection Organizations (CPO) can play a important role. Monitoring could be more complicated when not only the user's data itself, but also meta-data are abused [d].

6. ETHICAL ANALYSIS OF CLOUD COMPUTING

An ethical analysis would be well served by starting with definition of the concept of ethics. Ethics is a very complicated term with a large number of meanings and through the internet. It is unfit for private or confidential information and not suitable for official business, for local or national government. The knowledge is therefore dealt with in an indirect style. In essence cloud computing amounts to three expansions that are related to an ethical analysis:

- a) The shifting of control from technology users to the third parties servicing the cloud due to outsourcing and off shoring of ICT functionality to the cloud.
- b) The storage of data in multiple physical locations across many servers around the world possibly owned and administrated by many different organizations [c].

6.1. Ways of dealing with ethics of cloud computing

Ethical issues can serve to inform, vendors, users or designers of such systems to develop awareness of ethical questions and be proactive in assessing their role in specific implementations and uses. We can nevertheless speculate about some possible ways forward [c].

A. Precautionary principle

An approach to deal with risk and responsibility issues in cloud computing. It states that one should refrain from actions in the face of scientific uncertainties about serious or irreversible harm. Many effects and (unwanted) consequences of cloud computing cannot yet be identified. Instead the precautionary principle urges the parties involved to anticipate consequences that are not foreseeable [c].

B. ICT Governance

Many of the responses to ethics in technology are related to governance. Governance in the political meaning of the word refers to the way in which a country is governed. However, governance in a wider sense can stand for the manner in which something is governed or regulated; method of management, system of regulations. All technology, including ICT, is subject to a range of governance arrangements. These include technical standardizations, professional procedures and informal agreements as much as national and international law and regulations. Depending on the type of technology and the context of its use, some governance arrangements are more conducive to the inclusion of ethics than others. [c].

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ETHICS – A BEACON IN TIMES OF GLOBAL MORAL CRISIS

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ABSTRACT

Today's society is infested with extortion, plagiarism, business scams, environmental degradation, corruption in the government and judiciary and scandals in interpersonal relationships. Research and media are bereft of integrity while they play a larger role in leading nations today than ever before. In the light of this bitter truth of the moral crisis of humanity we need to understand the role of ethics in providing a lasting and comprehensive solution to the self-inflicted annihilation we stand to face as a race today.

Different areas of human endeavour are discussed in detail viz. ethics in business focuses on animal abuse for private gain and its compassionate alternatives. Ethics in consumption discuss the all-powerful role that consumers play in deciding the fate of what resources are exploited and how they are processed. Vanity versus deprivation, veganism and frugal lifestyles are important points of discussion here. Ethics in research tries to rein in the prowess of the self-styled Gods, the modern day scientists and bring out the horrors of vivisection. Finally a very personal area of ethics in food & diet is also touched upon.

The paper concludes with an analysis of the impact of ethics on human psyche and personality at a micro level and its overall uplifting effect on the social fabric of a nation. Structures and models that can be used to implement the same too are discussed in brief.

STATEMENT OF PROBLEM

On a moral plane, humans are at the rock bottom across the world. Affluent as well as deprived nations are suffering the impact of crime in economic, political, social, religious and even the interpersonal arenas. Sad and scary is the fact that (sections of) the judiciary and the police who are the ones to go to at such times, too, are ridden with corruption. Human race stands at a point of annihilation in a more real sense today than ever before. Solutions need to be found and fast.

HYPOTHESIS

As the moral crisis has been caused by the human race itself, it would be common sense to propose that the solution can not lie outside of it. Ethics in its covert form - absorbed in the human understanding and ingrained akin to other 'learned' responses - will bring on a revolution in thinking and attitudes of individuals in all walks of life. The overt expression of the same will be visible in the altered behaviours of these very citizens as they operate based on a fresh new 'blueprint' that has been deliberately calibrated toward the 'ultimate greater good'.

METHODOLOGY

Secondary data from books and magazines has been used for the major part of the analysis supported by empirical evidence.

LITERATURE REVIEW

Mahatma Gandhi's autobiography *My Experiments with Truth* extolls the power of virtue in public life. He reveals his personal adventures with everything from stealing from his own father and eating meat to visiting a brothel. In conclusion he seems to say 'honesty is still the best policy!'

Peter Singer, the Australian philosopher, made waves with his book 'Animal Liberation' 1975 depicting in graphic detail the abuse of animals in factory farms and laboratories of businesses. His book *Practical Ethics* debates the position of equality among all species against the anthropocentric view or speciesism. He builds on the ethic with the argument of sentience.

Larry Johnson & Bob Phillips in their book *Absolute Honesty* focus on building a corporate culture that values straight talk and rewards integrity with a vision to build a sustainable future.

ARGUMENTS**I Violation of ethics in business**

Abuse of animals and environment by businesses is the focus of this analysis as they can neither protest nor vote.

1. Environment -problems

- Most corporate social responsibility legislation seems to be based on the instrumental value of environment. The moment a resource ceases to be of any economic value it is at a risk of losing the protection it enjoys.

- Businesses cause depletion, pollution and degeneration of environment.
- Businesses tend to over-exploit resources and then try to re-generate the same. But most biotechnological claims of de-extinction of organisms hangs in suspension. The very claim of scientists of being able to re-create the biodiversity / genetic composition of an organism in the limited settings of the laboratory is in itself deeply unethical as it is common sense to understand that millions of years of complex evolution cannot be simulated in a few years in a laboratory.
- Rare metals need extensive amounts of mining which cause massive loss of biodiversity. Gallons of fresh water and tonnes of logs of wood are necessary inputs. Cyanide goes in to purifying gold with no known way of disposing the lethal chemical.

Solutions

- The intrinsic value view needs to be popularly accepted by the business community.
- Extended Polluter / Producer Responsibility needs to be made mandatory.
- An 'environmental cost' element needs to added to the price of the objects so derived.
- Environmental laws need more teeth and punishments more stringent.
- Patent registration fees be charged as per the bio-degradability of the product.
- Research efforts directed towards eco-friendly products and processes.
- Media must expose the dirty side of mining and social advertising campaigns used to position rare metals as a symbol of 'shame' rather than status.

2. Vivisection –problems

- Vivisection is experimentation on live animals like chimps, dogs, rabbits, guinea pigs and mice involving invasive processes like incisions, injections, surgeries etc.
- Though these animals possess sentience, in most cases anaesthesia is not administered while carrying out these painful processes.
- The enclosures are very small, unhygienic with no natural sunlight or breeze.
- The cruel processes are carried out on each of them in full view of all others causing avoidable distress and panic.
- Toxic chemicals and carcinogens are fed / injected /dripped in to their eyes or other orifices to find out the anatomical and physiological reaction(s) to the same.
- Free and informed consent of the subject (a tenet of research) cannot be taken.
- They also do not have the freedom to withdraw from the study at any time as they are detained against their will.

Solutions

- Vivisection needs to be banned worldwide.
- Tissue cultures be used to test products for safety.
- While the animal tests are being phased out one needs to ensure that the laboratory animals are treated in a humane fashion. Ethics Committees need to design appropriate directives for the same, for the time being.
- Amending labelling laws to include details on product testing will empower the consumer.

3. Violations on animal farms -problems

- The cows (goats &sheep) are bred in unhygienic enclosures through artificial insemination which can be equated to rape. They are kept constantly pregnant so as to ensure continued lactation.
- The calves are weaned off immediately after birth to free up milk for commercial consumption. The separation causes tremendous distress to both cow and calf.
- The depressed cow stops lactating and needs to be given steroid injections (oxytocin) to induce her to let down the milk. It also helps produce more milk artificially at the expense of her bone density and calcium assimilation. The steroid not only causes liver damage to the animal but also makes the milk unsafe for human consumption.

- The male calves are sent away for veal which is a delicacy among meat eaters. Veal is the meat of the calf that is kept confined in a small crate and fed on an 'iron-free' diet which makes the flesh tender. The calf suffers anaemia and secondary infections creep in due to underdeveloped immunity as it was not allowed to have mother's milk even for the first week when the milk is loaded with live antibodies that give lifelong immunity.
- The cow suffers from labour pains each time she is milked.
- At the end of her fertile life she is slaughtered by slitting the jugular vein to let her bleed to death which takes four to eight minutes while her nervous system is intact allowing her to sense all that is happening.
- Fur foxes and minks have been trapped from the wild by snares which snap shut when the unassuming animal steps on it and its sharp teeth dig in to the animal's flesh and bones. Animals have been known to escape losing their limb and later die due to gangrene or blood loss.
- Mechanised shearing leaves the sheep with deep bleeding cuts, fractures and muscle sprains that go unattended.
- About forty percent of the total agricultural land is used to grow fodder for the farm animals. Starvation deaths are but natural.
- Methane from the cattle farms is the second most harmful greenhouse gas causing global warming.

Solutions

- Humane methods of killing be made mandatory.
- A cap on the maximum number of animals that can be bred in a given land area needs to be introduced along with a substantial 'pain' tax.
- Alternatives to dairy like soy / almond / coconut milk, tofu and mock-meats need to be promoted. Health benefits of the same need to be popularised.
- Media needs to expose the truth behind the animal farms.
- Warm and enclosed stalls need to be designed for the vulnerable sheep post the shearing. Alternatives to wool like acrylic need to be popularised and promoted.
- If more people choose to go vegan a lot of land can be redirected in to native mixed farming to feed the local poor with a healthy vegan diet.

II Violation of ethics in consumption**Consumption - problems**

- Alarming rate of deforestation is causing loss of habitat for the wild animals adding more species to the 'endangered' list annually.
- Population has exceeded the 'carrying capacity' of land globally.
- The man-animal conflict perpetuating on the fringes of what remains of our forests is due to human encroachment on forest land and the increasing inaccessibility of wildlife corridors due to roads and rail tracks criss-crossing them. Ironically the wild animals have been prosecuted for the mere act of self-preservation.
- The demand for products of desire (with lucrative margins) far surpasses that for our needs and whatever the consumer demands is supplied.

Solutions

- Population of humans needs to be controlled. Sterilisations under irresistible incentive schemes may be introduced.
- Conscientious consumption would be ethical, keeping in mind the starving millions.
- Frugal Lifestyles are ideal for resource sustainability.
- Living frugally will lead to a morally fair world economic order as demand for vanity products will slip, automatically redirecting resources in to more basic needs at lower prices for the masses.
- A 'vegan' tax rebate be introduced.
- Veganism will not only solve the starvation problem of the world but also bring down health care costs of the nation as plant-based diets have been proved to be an insurance against most lifestyle diseases like obesity, diabetes, blood pressure and most forms of cancers and tumours.

III Violations of ethics in diet

Diet –problems

- The meat-eater is putting his desire for a certain taste and texture of food above the animal's basic right to live and be free.
- The myth that meat-eating is healthy is perpetuated by the meat industry.
- Governments across the world have adopted, willingly or otherwise, the genetically modified versions of organisms (hybrid seeds, jersey cows, broiler chicken) to augment the supply of food and farm incomes. The negative implications of genetically modified foods on human health and biodiversity of a nation are being reluctantly admitted.
- The attitude of the hard core meat eater that food is a personal matter, nips all arguments in the bud.

Solutions

- Experts today recommend eating organic and local and seasonal, as the best food for health. GM foods need to be banned totally.
- Modern medical research is pointing to plant based diets being superior in their ability to offer both fitness and a morally burden-free long life. The human body has ready enzymes to assimilate and absorb nutrients from plants as compared to those from animal-based foods.
- The hard core meat eater needs to know that 'there is nothing personal about killing as meat is indeed murder'!

RECOMMENDATIONS

- The practice of ethical principles in every-day life decisions has to be a norm and not an exception. With popular acceptance it must rise to be a law that is undisputed and widely respected and observed. Once the ethical blueprint is imprinted in the child's mind all decisions in every area of life will automatically be churned out from the same mould of morality.
- Formal programmes may be designed either to merge the values and ethics with each subject of the curriculum taught formally or it may be introduced as a separate subject with a more practical way to introduce and teach as well as an interesting way to judge the progress of the student.
- The Educator who exhibits the ethical behaviours is in a position to influence and guide young minds in ethical dilemmas.
- Yoga is another way to instil the values, discipline and self-control that are needed in any moral endeavour.
- Finally appropriate structures to encourage ethical behaviours and create obstacles to deter people from engaging in unethical behaviours need to be created for each institution ranging from the family and schools to the work place of the adult citizen.

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ETHICS IN ACCOUNTING PROFESSION

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ABSTRACT

The current information age and business world requires the accounting profession to uphold transparency and provide accurate financial reporting. Accountants therefore, who are responsible for producing accurate, concise, and timely financial reports, must uphold the highest standards of ethical responsibility. However, ethical behavior among accounting professionals is not always assured. The current research examines whether there is a strong mutual interdependence between the accounting profession and the role of the accountant. The study also examines whether it is important for accounting professionals to follow accounting ethics or not. Results indicate that the accountant's role is very important the accounting profession ethics.

INTRODUCTION

There is a large requirement of companies to report the true and fair view of the business transactions, decisions, action and current financial situation. In order to achieve this, the roots go deep till the practices adopted by the management, accountants and auditors in preparing the statement of a company.

A well run business/profession must have high and consistent standards of ethics. However often there is a tension that exists between company's financial goals and strategies to improve profits. Ethical dilemma is a common occurrence.

Accounting is a profession that rests squarely on the need to exhibit sense of accountability and stewardship. Therefore it is required that every member of the profession is expected to conduct himself in a manner consistent with the responsibility towards the client company, investors, society, creditors, employees, government etc.

BACKGROUND

The Twenty-First Century has witnessed a surprising and disheartening number of accounting scandals, implying a significant failure in the management oversight and reporting process, despite the existence of the professional ethics standards developed by the Institute of Management Accountants (IMA). In response to those failures, it became apparent to organizations that a critical review of the relationship between the accounting role and accounting professional was required. Organizations are now re-examining ethics in the accounting profession with a renewed interest in training and developing individuals to reinforce strong ethical principles and behaviour requires as it is an essential aspect of the roles of auditors. Due to the sensitivity around a company's financials, a study of accounting ethics is and accountants in preparation of financial statements. Generally, the term ethics refers to morals or a code system that strongly offers the criteria for distinguishing between wrong and right (Banerjee & Ercetin, 2014). Ethical dilemmas are common occurrence in the workplace and originate from a situation where a group or an individual must make a decision between two options, where the answer is not always black or white. For managers, investors and even small-business owners, it is imperative to learn accounting ethics and their functions to avoid financial and legal dilemmas due to the misrepresentation of financial statements.

OBJECTIVE

The objective of the study is to find out

- 1) The importance of implementing ethics in the Accounting profession
- 2) To know and understand the various factors that can influence one's approach towards unethical practices at work place.

RESEARCH HYPOTHESIS

H₀- There is no relation between a job position and one's view on the importance of following ethics at work

H₁- There is direct relation between a job position and one's view on the importance of following ethics at work.

METHODOLOGY

The method used to do research is qualitative in nature. Data collected is non parametric in nature. Thus non parametric test is used to test hypothesis.

Data is collected by both primary as well as secondary method.

Primary data is collected through questionnaire method and secondary data is collected from reliable sources like journals, articles, books and various websites.

SAMPLE SIZE

For primary data

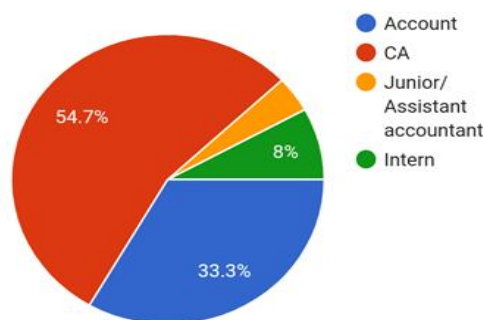
Sample size is 75 respondents who are CA or accountants. Majorly all respondents belong from area Borivali, Kandivali or Malad. Data was collected through online questionnaire and converted in the form of graphs for better understanding. Then it was formulated in tables to test hypothesis through chi-square test.

DATA ANALYSIS

The following data was collected and analysed through questionnaire method.

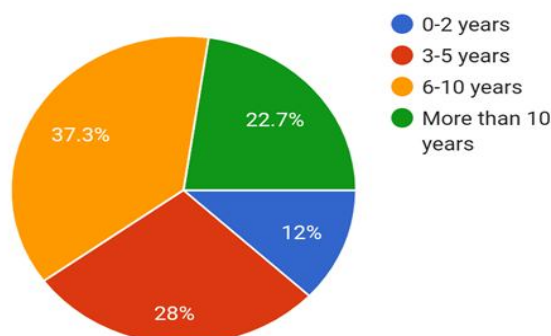
Current job position

75 responses



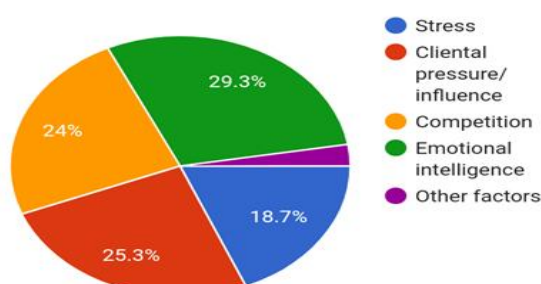
Since how long you are working in this profession

75 responses



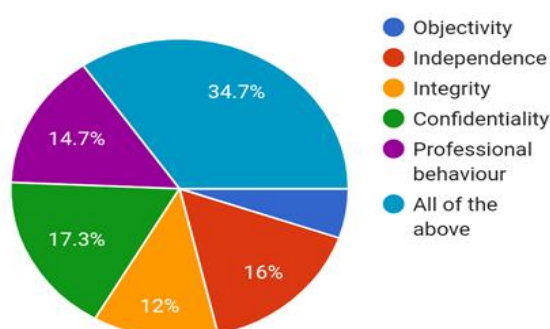
Which factors according to you can affect one's ethics while working ?

75 responses



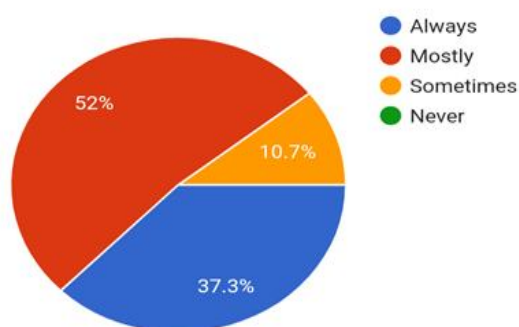
Which of the following ethical practices does your company/ you follow at work?

75 responses



Do you think that code of conduct is important to be followed in accounting profession

75 responses



INTERPRETATION OF THE DATA

From the above charts we derived the number values. We found there were 40 C.A, 25 Accountants and 10 Interns in our sample.

Chi- Square Test was applied to know what were the views of the sample towards the importance of following ethics in their professions.

The table below shows the observed values and expected values.

The level of significance $\alpha = 0.05$.

Results				
	Always	Mostly	Sometimes	Row Totals
C.A	14 (15.47) [0.14]	24 (20.27) [0.69]	2 (4.27) [1.20]	40
Accountants	11 (9.67) [0.18]	10 (12.67) [0.56]	4 (2.67) [0.67]	25
Interns	4 (3.87) [0.00]	4 (5.07) [0.22]	2 (1.07) [0.82]	10
Column Totals	29	38	8	75 (Grand Total)

The chi-square statistic is 4.4888. The p -value is .343881.

$p\text{-value} > \alpha$

$0.343881 > 0.05$

Since the p-value is larger than the significance level, we **fail to reject** the null hypothesis.

SCOPE

The research focuses on the responses and view of the accountants in relation to their level of importance given not just to adoption of ethics in accounting procession, but also to ethics embedded in the organisational culture.

The study focuses on financial professionals such as accountants, C.A., assistant accountants, managers and interns in the region of Mumbai.

CONCLUSION

The research established that ethics dimensioning for the accounting profession is essential for national professional bodies in increasing business reputation, and usefulness of financial statements, while decreasing criminal activities and fraud. The research hypothesis also proved that the ethics is important to be followed in accounting profession. Accountants' role is dependent on an organization's emphasis on culture and also many other factors like stress, pressure, emotional intelligence etc affect the ethics to be followed by professionals while working. However there is no relation between job position of a person and one's views on following ethics at work. There are no priority given to a particular ethical practice to be adopted by the different professionals at work. Therefore, it is essential for the government, public governing bodies and companies to advocate and develop ethical practices in accounting firms and should see that professionals are following ethics while working.

Accountants are required to ensure that the financial statements' opinion is in accordance with the framework of financial reporting in order to develop ethics in accounting. Auditors should ensure a high degree of confidence in managing and controlling the financial statements to aid the users, such as investors and lenders, in their decision-making process. Auditors should also aid in the collection of sufficient and suitable evidence and observe, compare, test, and confirm the validity and fairness of financial reports to enhance reasonable assurance. Auditors help in understanding and evaluating internal control systems and provide support for developing the procedures for performing analytical auditing strategies.

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FORMULATION OF SATTVIK MODEL: FROM ANCIENT ROOTS TO MODERN PERSPECTIVE

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ABSTRACT

According to the Vedas, all material fundamentals are inculcated with the modes of nature or gunas- sattva, rajas, and tamas. Understanding the guna mode of an individual is the key to behavioral analysis. Different individuals may have different intensities of sattva, rajas and tamas gunas. As defined by Lord Krishna in 14th chapter of Bhagwat Geeta Sattva is the state of harmony, balance, joy and intelligence. This paper conceptualizes the Sattvik model which describes the interplay of attributes (gunas), actions (karma), money (dhan) and charity (daan). In the present study, the new term 'Sattvik Dhan' has been propounded by the researcher. It has been set out that the part of sattvik dhan that is given as charity denotes sattvik daan.

Keywords: guna theory, karma-phal theory, sattvik Karma, sattvik daan, sattvik dhan

INTRODUCTION

Guna Theory

According to the Vedas, all material fundamentals are inculcated with the modes of nature or gunas- sattva, rajas, and tamas. (DAVID 1999) The interactions of the three gunas govern the dynamics of prakrti. The three gunas- sattva, rajas and tamas, correspond generally with 'lucidity and buoyancy', 'energy and activity', and 'apathy and impediment'. (Schweizer) The Guna model of individual personality is contributed to Sankhya philosophy. gunas are categorized as sattva, rajas and tamas. Understanding the guna mode of an individual is the key to behavioral analysis. Different individuals may have different intensities of sattva, rajas and tamas gunas. In this context the personality model based on guna theory is propounded by Sharma (1996)-

$$P = S^a R^b T^c$$

Where P stands for personality, S, R, T stand for Sattvik, Rajasik and Tamasik qualities and a,b,c signifies the intensities of the respective gunas.

As defined by Lord Krishna in 14th chapter of Bhagwat Geeta Sattva is the state of harmony, balance, joy and intelligence. Rajas guna is dominated by attraction, longing and attachment and it binds an individual to the fruits of the work done by an individual. Tamas is a state of darkness, inertia, inactivity and materialism. (Ipshita 2003). It may also be noted that while tamas and rajas are more materialistic oriented, sattva represent the spiritual aspect of life. Analyzing the constraints of tamas and rajas or the purely materialistic view of life, guna theory lays a greater emphasis on urgency to surpass tamas and rajas in order to move towards sattva. It may be indicated that guna theory is fundamentally an energy-band concept wherein tamas represents the neergy or negative energy and sattva represents synergy or channeling of positive energy. (Sharma 1997) Sattva guna is distinguished by the presence of traits such as purity, serenity, compassion, goodness and self-sacrifice (Kaur & Sinha 1992). The psychological behavior of human being is a combination of the three gunas (Mohan & Sandhu 1986) The varied character orientations in individuals is an outcome of varying proportions of presence of the three gunas. (Biswas, 2010).

MEANS ENDS ANALYSIS

(Sharma, 1995) advocates that ends denote the goal or the destination and the routes to the goal/destination are represented through means. Both ends and means can be wrong or right. According to Indian psycho-philosophy, means ends analysis is considered to be an important analytical tool. When integration of means-ends analysis is done with the guna theory, it results into three different types of ME (Means-Ends) approaches. These are S-S, R-R, T-T, denoting the Sattvik means-Sattvik ends, Rajasik means-Rajasik ends and Tamasik means-Tamasik ends. **Karma theory**

(Sharma, 2007) says that Karma Theory accentuate upon positive actions of human beings. It lays emphasis upon the "karma-phal" which means action-result linkage. According to the theory, sattvik actions direct sattvik consequences or results and similarly, tamasik actions direct tamasik results. It indicates that if the actions are sattvik, i.e positive, divine like, then the resulting actions leads to synergy. If the actions are tamasik, which implies malicious, demonic, negative or bad, then the resulting actions generates negative energy or neergy. Hence, it can be said that the Karma theory stimulates people to maintain the means and ends in appropriate context. It advocates that correct ends an only be achieved by employing correct means.

It encourages humans towards constructive achievements. The Karma Theory can be regarded as theory of ethical management and also as a theory which elucidates about positive management.

Karma theory in Analytical perspective				
Guna Mode	Means	Ends	Karma(Action)	Phal(Result)
	Sattvik	Sattvik	Sattvik	Synergy
	Rajasik	Rajasik	Rajasik	Positive Drive
	Tamasik	Tamasik	Tamasik	Negergy

Source: Sharma, S. (2007). New Mantras in Corporate Corridors. From ancient Roots to Global Routes.pp:227

KARMA-PHAL OR THE FRUIT OF ACTION

Sharma (1999) says that “As you sow so you reap” is a primeval way of expressing the idea of “Karma –Phal”, which says that the results or consequences of each type of “Karma”/action can be identified. It can be said that Karma-Phal is a purely action-result oriented approach.

“Sattvik actions lead o purity, rajasik create the pain;

Know tamasas a generator of the ignorance chain”.

“Lust anger and greed, they all lead to hell,

Abandon these three in order to feel well.”

Source: Sharma (1999)

Nanda, A.R. (2011) Karma or Action: sattvik karma or action can be defined as an obligatory action, which is carried out without any desire for phal(fruit) and without any attachment, repulsion and attraction. Rajasik karma can be defined as actions which are carried out by putting great efforts, caused with desire for phal(fruit) along with ego. Tamasik karma can be refereed as actions which are executed due to attachment and are carried out without thinking of its consequences. These can result into injury, loss.

SATTVIK DAAN

The Bhagwad Gita gives the concept of “daan” which can be defined as charity. “Daan” is categorized into three grades as Sattvik, Rajasik and Tamasik. Sattvik Daan is refered as the best “daan” or charity as it is selfless. It is referred as a duty. The donor makes the “daan” with no expectations in return from the recipient and is made at the right place at the right time to the right person. Bhagwad Gita encourages the human beings towards Sattvik Daan. (Shreemadbhagwad Geeta, Chapter 17, verse 20, Agrawal, 2005, p.II775); Baba, 2008, p.II:766)

(Swami Ramsukhdas, 2004) According to Swami Ramsukhdas, “this kind of daan is really tyag, relinquishment, in which nothing is desired in return. This type of daan is not the kind that gives punya, meri t in return. Seeking such punya will transform that daan into rajasik.” (Bright, P.S.) Says that Distribution of food articles during natural calamities such as floods, famine, or providing drinking water to the people in scorching heat are examples of sattvik daan.

(Shreemadbhagwad Geeta, Agrawal, 2005, p.II776); Baba, 2008, p.II:766) Rajasik Daan can be defined as daan which is done for obtaining some indirect or direct benefits in return. The benefits can be spiritual as well as material. The donor suffers from regret or pain due to parting of wealth or property. Collection of wealth after persuasion, known as “chanda” in hindi is also referred as rajasik daan. Donor can seek the benefits through rajasik daan.

(Shreemadbhagwad Geeta, Chapter 17, verse 22 (Agrawal, 2005, p.II776); (Baba, 2008, p.II:766); Also see Manas Peeyush, Uttar Kaand, 7.101.0 (Sharan, 2001, pp. 552-53) Tamasik daan can be defined as daan which is given to incorrect person or at incorrect place or time. It is to be noted that the daan which is given to the recipient with insult or without showing respect, then it can be referred as tamasik daan. Intention of giving bodily harm to someone is an example of tamasik daan. (Kautiliya Arthashastra (3.16.6) (Kangle, 2000, p. II: 244), Gairola, 1996, 1996, p.323)

RELATIONSHIP OF GUNA THEORY WITH KARMA

Nanda, A.R. (2011) expresses that the Bhagwad Gita, chapter 18 elucidates about the relationship of the guna theory, i.e the three gunas or attributes (Sattva, Rajas and Tamas) with predominance of action (Karma) along with conduct, knowledge, intellect, happiness or joy, determination of steadfastness or commitment. Hence, it can be said that there is an interconnection between guna theory and karma theory.

Nanda, A.R. (2011) Lord Krishna has also enlightened about the spiritual practices of daan, yagya and tapas, which purifies man. It is said that these practices (daan, yagya and tapas) should be performed after renouncing all the attachments and desires or wishes for the fruits of karma or action. Hence, it can be said that the essence of true sattvik daan, yagya and tapas is depicted when it is done selflessly. Also, if there is persistence for desire for the fruit of karma or action, then daan, yagya and tapas can be referred into tamasik or rajasik categories.

THE SATTVIK MODEL: THE IDEA OF SATTVIK DHAN

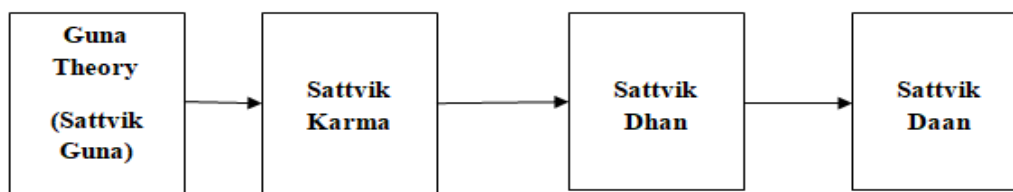
The model proposed depicts interplay of attributes (gunas), actions (karma), money (dhan) and charity (daan). In the Sattvik model, G stands for guna, K stands for karma, D stands for dhan and the other D stands for daan respectively. The model provides insight about the sattvik guna, sattvik karma, sattvik daan and sattvik dhan, which is a new term coined. In nut shell, it can be said that the basis for the model is the concept of sattvik, which means positive, good, ethical.

Sattvik guna which is denoted by purity and goodness motivates an individual to perform sattvik deeds or actions or karmas. Karma is defined by Sharma (1995) as a theory of positive actions. It follows the action-result (Karma-phal) linkage which signifies that sattvik deeds results in sattvik outcomes & tamasik deeds leads to tamasik outcomes.

Money (Dhan) earned by performing sattvik activity or through sattvik means can be defined as “sattvik dhan”. It has also been supported by means –ends analysis (chakarborty, 1995). In other words, any activity an activity which is performed through divine like, good or positive intent which generates synergy lead to the generation of wealth or money or dhan can be termed as “sattvik dhan”.

While performing sattvik deeds or karma an individual rise above the level of self interest and personal gain. Hence, the money earned by transcending from the level of self interest and selfishness is termed as “sattvik dhan”. The part of sattvik dhan that is given as charity denotes sattvik daan. As quoted in Bhagwat Gita sattvik daan is the charity which is given with pure, selfless, ethical and peaceful intentions. Also according to ‘root, shoot and the fruit metaphor Sharma (1999) which provides a deeper thought about process-result dynamics. It can be conformed that daan that is contributed from sattvik dhan can be referred to as sattvik daan. Hence, the GKDD model conceptualizes the term ‘sattvik dhan’.

PICTORIAL REPRESENTATION OF SATTVIK MODEL



LITERATURE REVIEW

(Das RC, Sebastian KA, Mathew VG, Kapur M, Hirisave U, Reddy MV, Barnabas I, Singhal D) says that the concept of Triguna or Guna can be dated back to the Bhagawat Gita, Atharva Veda and also Sankhya Darsana. The concept has been used to understand human personality and attributes. Sattvik or sattva guna can be referred as spiritual quality (Srivastava, K. 2012). It is said that the domination of sattva guna, inherent the individual to be caring and good and the light of wisdom and intellect shines through the human being. It gives the person the wisdom to understand the difference between dutiful and undutiful action, undesirable and desirable. Spiritual values are honored by the individual and the action performed by him is calm and doubt free. The motive force behind sattvic action is purity of character, silence, non-violence, respect, self-control and kindness (Srivastava, K. 2012).

The guna theory provides with three primary psychological forces, sattvik, rajasik and tamasik which verify unethical or ethical predisposition of human nature. Cause and effect framework is provided by the Karma theory for the guna impelled actions. Nishkam karma theory propounds desire less action, which has been mentioned in chapter II, verse 48 of the Bhagwad Gita. The theory gives a psychological approach to work which can promote the guna-led ethical motives and thwart unethical motives. This process unites the karmic theory, which says that desire less action or karma, ego-less would be ethical and for a good cause. The combination of gunas influences ability of the person in support of nishkam karma. It is said that comparatively high sattva guna in an individual leads towards the practice of desire less action or nishkam karma. At the same time, presence of rajas and tamas gunas hinders the individual for nishkam karma. (Kumar, B.N. & Steinmann, H. 1998)

(Agarwal, 2010) says that “When the giving results in transfer of property from one person to another, it is treated as daan”. According to Indian tradition, daan can be referred as a sub-set of giving. In true sense, the real meaning of daan can be inferred as ‘giving –as per scriptural directions’ (Agarwal, 2010). The concept of daan includes seven elements, which are receiver, donor, right time, and right place, and right procedure, suitable object to donate and last respectful transaction. Upanishad, Ved, Puran Smriti along with the Bhagawad Gita emphasizes the importance of daan.

CONCLUSION

The proposed GKDD model links individual attributes (gunas) to karma (actions) which in turn is related to money (dhan) and charity (daan). The model conceptualizes that the presence of sattvik gunas leads to performance of sattvik deeds by an individual. And hence, the money earned by such an activity can be termed as sattvik dhan. Further, the part of sattvik dhan which is given as a charity leads to sattvik daan.

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ETHICAL ISSUES IN REFERENCE SERVICES IN 21ST CENTURY LIBRARIES

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ABSTRACT

The study is about the ethical issues and code of conduct promoted by numerous library science associations and the college libraries practices on those ethical issues in relation to reference services provided by libraries via various communication modes. It compares the code of conduct and ethics raised by IFLA, ALA and the Joint Council of Library Associations in India. The college librarians' experiences and perceptions about these ethical issues in relation to the reference and information services provided by them to their library users were surveyed using questionnaire, with special mention to digital reference services.

Keywords: Ethical issues in Librarianship, Code of conduct in librarianship, Ethics in library reference services, Code of conduct in digital reference services, Ethics in digital reference services.

INTRODUCTION

Librarianship is, in its very essence, an ethical activity embodying a value-rich approach to professional work with information. (IFLA, 2012). Library is the heart of the institution and reference and information service is the heart of librarianship. Hence providing efficient reference and information service is a responsibility of librarians in the interest of social, cultural and economic well-being of the society. In modern society the librarians play the role of information professional supporting the optimisation of recording and processing information in such a way that can be easily accessible. The role of librarian is growing with increasing need of information sharing in the intensifying complex society and the multifaceted developing culture. It recognizes the individual's rights on the knowledge they produce. Hence, this proclaims the ethical behaviour of information consumers information users.

Librarians work hard to make the information easily accessible, when it is needed most by a particular user at a particular time, so that it can reach that user at right time. Because late information delivery is as good as no information delivery. In doing so, librarians need to use various library and information science standards while making their websites, repositories, catalogues, etc. in order to ensure information delivery without barriers.

International Federation of Library Associations and Institutions (IFLA) represents the interest of library professionals and library users. The Committee on Freedom of Access to Information and Freedom of Expression (FAIFE) working group under IFLA had developed a Code of Ethics for Librarians and other Information Workers, which was **endorsed by the IFLA Governing Board in August 2012.**

American Library Association (ALA) adopted an ethical code for library professionals in 1939 and core values in 2004. This code guides librarians in ethical dilemmas when values are in conflict, the values to which we the librarians are committed as our ethical responsibilities in the changing information environment and our obligation to ensure the free flow of information and ideas to future generation. The new version of the code of ethics was adopted by the ALA Council on January 22, 2008.

The Indian Association of Special Libraries and Information Centres (IASLIC) and Indian Library Association (ILA) together formed the Joint Council of Library Associations of India (JOC LAI). This JOC LAI formulated the Code of Ethics for library profession in India. The text of the code was published in January-March 1989 issue of the ILA Newsletter. This Code of Ethics is based on Dr. S. R. Ranganathan's laws of librarianship and Shri A. K. Mukherjee (1966) presented a model 31 points Creed and Code of Ethics for librarians, perhaps the only significant individual initiative in India. A Code of Ethics was drafted and presented for comments in the meeting of the JOC LAI at Calcutta held in December 1988. The draft was prepared by M.N. Nagaraj

The library reference service was born for helping users to timely retrieve the required documents. Reference work includes the direct, personal aid within a library to persons in search of information for whatever purpose, and also various library activities especially aimed at making information as easily available as possible (Janes, 2004). The evolution of information society has ensured easy availability of documents in digital form and in variety of multimedia formats. The present knowledge society is using Information and Communication Technology (ICT) for creation, distribution and use of information. Information requires collection, processing and distribution, while knowledge requires application, experience and judgment (Lor and Britz, 2006). The importance of information and knowledge is gradually increasing in the knowledge society. The reference service and its related ancillary activities form the core service of libraries next to circulation. The increasing

use of information and communication technology in academic institutions of knowledge society demands libraries to provide the reference services in digital form.

OBJECTIVES OF THE RESEARCH

This study is conducted keeping in view the following objectives

- To study the similarities and differences in the Code of Ethics for Library professionals developed by IFLA, ALA and JOCLAI.
- To explore the ethical practices followed for reference and information services by college librarians.
- To trace the changes in the ethical values in view of the 21st century digital reference services.

METHODOLOGY USED

The three Code of Ethics for Library professionals developed by IFLA, ALA and JOCLAI at different time were thoroughly studied and compared them in view of reference and information services of libraries. During this comparison the scope of various clauses and terms used in these codes were noted to prepare the checklists of ethical values. A survey method was used to study the ethical practices followed by college librarians for reference and information services. A questionnaire was prepared using the prepared checklist of ethics for reference and information services. An online survey was conducted using Google form for this questionnaire. The questionnaire was distributed to the college librarians in Mumbai, Mumbai Suburban area and Thane with the help of Online Study Centre's group email and WhatsApp groups of Librarians across the same region. The primary data collected was analysed to trace the changes in the ethical values in comparison with the previous code of ethics studied for this research.

SCOPE AND LIMITATIONS OF THE RESEARCH

The survey was conducted for librarians working in various colleges across Mumbai, Mumbai Suburb and Thane. Hence, the study is limited to this area only. The target population for this research was Librarians or Chief Librarians in college libraries across the above stated regions.

The survey was limited to the appointed Librarians across the specified region and the questionnaire was distributed using only online survey tool, i.e. Google Forms.

Comparison between Code of Ethics developed by various Library Associations

Comparison between the code of conduct and ethical practices fostered by IFLA, ALA and the Joint Council of Library Associations in India in relation to reference services is presented in Table 1 for checking their similarities and differences.

Table-1: Comparison between Code of Ethics developed by various Library Associations

SN	Clause	IFLA	ALA	Joint Council of Library Associations in India
1	Access to information - use the most effective ways to make the material accessible to all.	Yes	Yes	Yes
2	Ensure the free flow of information and ideas to present and future generations	Yes	Yes	Yes
3	Responsibilities towards individual and society - help and support users in their information searching.	Yes	Yes	Yes
4	Responsibilities towards society - Service to all library users through appropriate and usefully organized resources	Yes	Yes	Yes
5	Privacy and transparency - respect personal privacy	Yes	Yes	No
6	Secrecy - protection of personal data	Yes	Yes	No
7	Respect rights on intellectual property according to the laws	Yes	Yes	Yes
8	Open access and - provide the best possible access and uphold the principles of intellectual freedom	Yes	Yes	Yes
9	Neutrality and an unbiased stance regarding collection, access and service	Yes	Yes	Yes
10	Personal integrity and professional skills -	Yes	Yes	Yes

	strive for excellence in the profession through knowledge and skills enhancement according to modern techniques and technology and contributing to the field of librarianship.			
11	Treat colleagues, users and other professionals with fairness and respect and develop professionalism.	Yes	Yes	Yes
12	Maintain timeliness in services delivery without any delay to make the service useful.	No	No	Yes

DATA AND INTERPRETATION

The responses received from the college Librarians from across Mumbai, suburban and Thane about the ethical practices followed by them for reference and information services in their libraries were presented in Table 2. The questionnaire was distributed among 250 college librarians and total 53 responses were received randomly. In Table 2 the parentage of libraries is indicated in the parenthesis.

Table-2: The ethical practices followed for reference and information services by college librarians.

SN	Ethical practice	Always	Often	Sometimes	Rarely	Never
1	Separate Reference Desk in library	17 (32.08)	10 (18.87)	11 (20.75)	4 (7.55)	11 (20.75)
2	Instructions to users through information literacy	33 (62.26)	15 (28.30)	5 (9.43)	0 (0.00)	0 (0.00)
3	Using various kinds of communication media or channels for Information delivery in most suitable way for the user.	27 (50.94)	17 (32.08)	8 (15.09)	1 (1.89)	0 (0.00)
4	Provide Reference service outside the library for users within institution	16 (30.19)	14 (26.42)	14 (26.42)	8 (15.09)	1 (1.89)
5	Provide Reference service outside the library for users not within institution	12 (22.64)	9 (16.98)	16 (30.19)	11 (20.75)	5 (9.43)
6	Ensuring free flow of information without needless restrictions	25 (47.17)	11 (20.75)	15 (28.30)	2 (3.77)	0 (0.00)
7	Ensuring information material accessible to all the library users	37 (69.81)	10 (18.87)	5 (9.43)	1 (1.89)	0 (0.00)
8	Organize resources in most useful way for users' convenience in access	39 (73.58)	12 (22.64)	2 (3.77)	0 (0.00)	0 (0.00)
9	Support and help users in searching information	43 (81.13)	6 (11.32)	3 (5.66)	1 (1.89)	0 (0.00)
10	Uphold the principles of intellectual freedom	24 (45.28)	15 (28.30)	10 (18.87)	3 (5.66)	1 (1.89)
11	Open access to library resources without any censoring	25 (47.17)	17 (32.08)	6 (11.32)	2 (3.77)	3 (5.66)
12	Unbiased stance regarding collection, access and service	31 (58.49)	14 (26.42)	5 (9.43)	1 (1.89)	2 (3.77)
13	Keeping timeliness in services without any delay to make the service useful.	32 (60.38)	14 (26.42)	7 (13.21)	0 (0.00)	0 (0.00)
14	Get necessary knowledge about copyright laws and its effect on copyright violation	27 (50.94)	10 (18.87)	10 (18.87)	3 (5.66)	3 (5.66)
15	Inform users about using information resources that violate copyright laws	25 (47.17)	15 (28.30)	10 (18.87)	3 (5.66)	0 (0.00)
16	Protect individual intellectual property rights	33 (62.26)	11 (20.75)	7 (13.21)	1 (1.89)	1 (1.89)
17	Instruct users to avoid Plagiarized contents	35 (66.04)	14 (26.42)	2 (3.77)	1 (1.89)	1 (1.89)
18	Respect personal privacy	36 (67.92)	11 (20.75)	6 (11.32)	0 (0.00)	0 (0.00)
19	Protecting user's personal information	38 (71.70)	10 (18.87)	3 (5.66)	2 (3.77)	0 (0.00)

20	Protecting staff's Personal information	39 (73.58)	12 (22.64)	1 (1.89)	1 (1.89)	0 (0.00)
21	Protecting secrecy about reference transaction by users	26 (49.06)	14 (26.42)	8 (15.09)	2 (3.77)	3 (5.66)
22	Discard Personal biases and prejudices about the reference information	25 (47.17)	12 (22.64)	12 (22.64)	1 (1.89)	3 (5.66)
23	Keep away from providing sensitive or illegal or censored information to users	34 (64.15)	7 (13.21)	12 (22.64)	0 (0.00)	0 (0.00)
24	Blocking access to certain unauthorized websites on Internet in library	28 (52.83)	10 (18.87)	10 (18.87)	0 (0.00)	5 (9.43)
25	Restricting access to harmful or illegal information	31 (58.49)	11 (20.75)	6 (11.32)	1 (1.89)	4 (7.55)
26	Blocking of Controversial topics information	19 (35.85)	11 (20.75)	12 (22.64)	6 (11.32)	5 (9.43)
27	Learning new skills and technology and enhancing knowledge regularly for excellence in the profession	42 (79.25)	7 (13.21)	3 (5.66)	1 (1.89)	0 (0.00)
28	Treat all colleagues and users with fairness and respect	45 (84.91)	5 (9.43)	2 (3.77)	1 (1.89)	0 (0.00)
29	Develop professionalism within yourself and other library employees	44 (83.02)	6 (11.32)	3 (5.66)	0 (0.00)	0 (0.00)
30	Regularly contributing to the field of librarianship and reference and information services	33 (62.26)	12 (22.64)	6 (11.32)	2 (3.77)	0 (0.00)
		Have	Not Have			
31	Policy on confidentiality and privacy issues in reference and information services of library	16 (30.19)	37 (69.81)			

INTERPRETATION AND CONCLUSION

Out of the total responses only 30.19 percent libraries have created policy on privacy and confidentiality in their reference services. The prominently followed ethical practices by college librarians were regular contribution to the profession, developing professionalism, treating all colleagues with fairness and respect, protecting personal information of staff and users, supporting users in searching information, organizing resources in most useful way for users' convenience in access and ensuring information material accessible to all the library users. The less prominent ethical practices were blocking of controversial topics information, provide reference service outside the library for users within or not within institution and Separate Reference Desk in library.

Hence, for the 21st century digital reference and information services the ethical values remain the same as previous. However, some libraries are taking advantage of ICT to provide the references and information services outside the library as well.

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CRITICAL ANALYSIS OF ENVIRONMENTAL ETHICS AND MANGROVE ECOSYSTEM

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CONCEPT OF ENVIRONMENTAL ETHICS

Environmental ethics concerns the human beings' ethical relationship with the natural environment. This field only developed into a specific philosophical discipline in the 1970s, due to the increasing awareness in the 1960s of the effects that technology, industry, economic expansion and population growth were having on the environment. The development of such awareness of the importance of environment grew through the publication of two important books at this time. Rachel Carson's *Silent Spring*, in 1962, focusing on the use of chemical pesticides was posing a serious threat to people's health and causing the destruction of wildlife. Another one Paul Ehrlich's 1968 book, *The Population Bomb* which focused on the devastating effects planet's resources due to ever increasing population. A couple of years later, *Environmental Ethics*, the first academic journal devoted to the subject, began publication. Today the situation is quite different. There are several journals dealing with environmental ethics and every year sees the publication of a relatively large number of monographs and anthologies. However, in research terms, environmental ethics is still in its infancy.

Thus *Environmental ethics is the systematic and critical study of the moral judgments and attitudes which (consciously or unconsciously) guide human beings in the way they behave towards nature.*

Other aggravating issues like pollution, the depletion of natural resources, loss of plant and animal biodiversity, deforestation, the degradation of ecosystems, and climate change are all part of a raft of "green" issues that are being discussed and become the cause of concentration for any development activity. And there comes the Environmental Ethics.

The role of environmental ethics is to outline our moral obligations when it comes to Environmental concerns. the two fundamental questions that environmental ethics must address are: what duties do humans have with respect to the environment, and why? The latter question usually needs to be considered prior to the former. In order to tackle just what our obligations are, it is usually thought necessary to consider first *why* we have them. For example, do we have environmental obligations for the sake of human beings living in the world today, for humans living in the future, or for the sake of entities within the environment itself, irrespective of any human benefits? Different philosophers have given quite different answers to this fundamental question which, as we shall see, has led to the emergence of quite different environmental ethics.

It was not until 1974, however, that the first systematic book on the subject of Environmental Ethics by John Passmore's *Man's responsibility for nature: Ecological problems and Western and tradition* appeared and received international attention.

Every value system which sets out to guide us in our intercourse with nature constitutes a form of environmental ethic. Among other things, this implies that a theory of environmental ethics identifies, makes precise and justifies certain ethical norms or principles which its proponents believe could and should guide us in our relations with other living beings or with nature as a whole. A theory of environmental ethics thus ought to explain in what sense, if any, human beings have or ought to have moral obligations towards other living beings; it should identify what these conceivable obligations might be and the possible consequences of their acceptance for the lives and life styles of human beings.

Most of the environmental issues do have ethical dimensions; hence values play an imp role in the framing of the policies. Values must play a central role in environmental questions and environmental management. However often these tend to be ignored. At the same time, there is no real discussion of the values which underlie - or should inspire - a policy under consideration. It is therefore necessary first to reconstruct and identify the values and ethical principles which implicitly or explicitly underpin the environmental policies proposed in these documents. We shall find that these values and principles derive in great part from what philosophers call an *anthropocentric* (or *human-centred*) environmental ethic, namely the view that our attitudes to nature or to the various kinds of environmental policies adopted should ultimately be judged on the basis of how they affect human beings.

METHODOLOGY: THE RESEARCH PROBLEM IS DEALT USING THE CASE STUDY

Few vulnerable factors affecting the human beings due to violation of environmental ethics are studied. Accordingly, a case study is undertaken in order to understand how the role of environmental ethics takes a backseat under the name of the 'Development'. Since, development or economic growth is the need of the hour

for every economy of the world; compromises are often done to environment, thereby causing harm to environment due to violation of environmental ethics. Therefore, to strike a balance between development and environmental ethics, a case study of depletion of mangroves due to construction activities within Thane city in Mumbai Metropolitan Region (MMR) is considered. Thane city is considered for the case study due to its ever increasing growth of population within Mumbai Metropolitan Region (MMR) since independence.

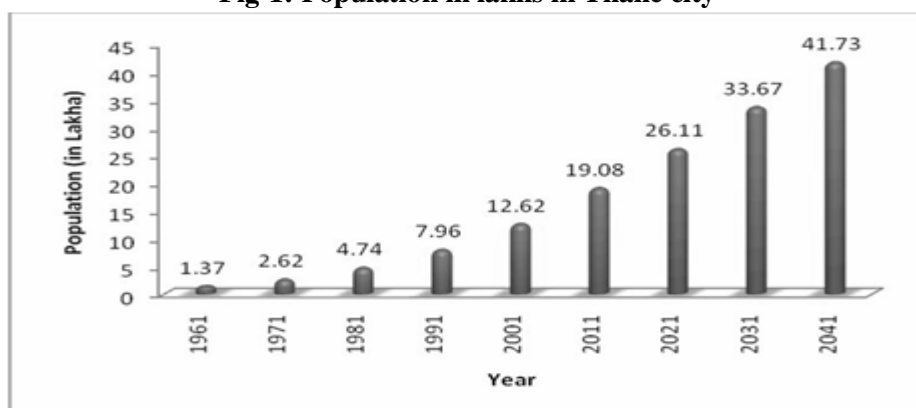
ABOUT STUDY AREA, ITS POPULATION, AND CHANGES IN THANE CITY

Thane, city of lakes, forms an important urban agglomeration of Maharashtra state with accelerated industrial development and buzzing residential quarters and commercial activity in the Maharashtra state.

The introduction of railway line between Boribandar and Thana in the year 1853 paved way to Thane's rise as the largest urban concentration in MMR on one hand and a path of dependent growth as the second ranking urban locale on the other. Since, independence, Thane was relegated to a subordinated status of a dormitory town due to dependency of people in Thane on Mumbai for various purposes ranging from purchases of high-end consumer goods to health and education purposes.

During the 1990 s, the New Economic Policy brought in many transformations in Thane's urban economic base revealing consequent spatio-social changes. A massive rise in the land prices in Mumbai provided a boom in the real estate sector along the fringe of Mumbai i.e. in the cities like Thane, Navi Mumbai, Kalyan, and Dombivali. Secondly, due to deindustrialization fostered by the policies of globalization, liberalization and privatization, the city witnessed growth in the service sector. Due to affordability of residences and many other factors, there was rise in demand for residential activity within inner and outer periphery of the city of Thane especially Ghodbunder road, which connects Thane with the Western suburb of Mumbai, Borivali. (Kurhekar.Vaishali N, 2014).

Fig-1: Population in lakhs in Thane city



Source: Thane Municipal Corporation (TMC) website

For the first time, Thane city registered a significant population growth in 1970s due to spill-over effect of urban and economic growth of Mumbai. Since then Thane has remained to be one of the fast growing cities of India. In 2011 Thane city registered the population of 1,818,872 and accounted for 9.05 per cent share of the Maharashtra's population. (Census, 2011)

Thane Municipal Corporation (TMC) has projected the increase in population growth to 33.67 lakhs by 2031 and 41.73 later by 2041. Majority of this population will be settled along the new established areas Pokhran road and Ghodbunder road as there are physical limits to the growth of the city, National Park towards the south and east while Thane Creek on the west while theres narrow stretch towards the North of the Thane. Due to non- availability of space and haphazard development, there are encroachments in the Sanjay Gandhi National Park and along the mangroves of the Thane creek. Several new residential areas are now catering to the extra population's need and demands.

RELEVANCE OF MANGROVE ECOSYSTEM

Mangrove swamps are coastal wetlands found in tropical and subtropical regions are characterized by halophytic (salt loving) trees, shrubs and other plants growing in brackish to saline tidal waters. These wetlands are often found in estuaries, where fresh water meets salt water.

In more recent times, mangroves have been valuable as sources, sinks, and transformers of a multitude of chemical, biological, and genetic materials. The value of wetlands for fish and wildlife protection has been known for a century. They occur where the water table is at or near the surface of the land, or where the land is

covered by shallow water (Ramsar, 1998). Although wetlands cover about 3% of the Earth's surface, they are vital to our environment. They act as sponges, storing and soaking up excess water; and filters, cleaning water as it flows through. (Melbourne Water, 2005)

Wetlands are also described as kidneys of the landscape as they function as the downstream receivers of water and waste from both natural and human sources. They stabilize water supplies, thus mitigating both floods and drought. They have been found to cleanse polluted waters, protect shorelines, and recharge groundwater aquifers. These have also been called nature's supermarkets (William J. Mitsch, James G. Gosselink, 2007) because of the extensive food chain and rich biodiversity that they support. They support unique habitats for a wide variety of flora and fauna and act as carbon sinks and climate stabilizers on a global scale.

Mangrove forests are cleared to make room for agricultural land, human settlements and infrastructure (such as harbours), and industrial areas. More recently, clearing for tourist developments, shrimp aquaculture, and salt farms has also taken place. Besides this, Mangrove trees are used for firewood, construction wood, wood chip and pulp production, charcoal production, and animal fodder. So today various issues are threatening the mangroves such as Overfishing, Destruction of coral reefs, Pollution, Climate change.

In order to protect mangroves, there are CRZ notifications are issued under Environment Protection Act 1986 for regulations of the activities by Ministry of Environment and Forests. As per the notification, the coastal land up to 500m from the High Tide Line (HTL) and a stage of 100m along banks of creeks, estuaries, backwater and rivers subject to tidal fluctuations, is called the **Coastal Regulation Zone (CRZ)**.

THE GAZETTE OF INDIA: EXTRA ORDINARY, PART II, Section 3 Sub section (i)
Environment, Forests and Climate Change notification dated 18th January, 2019

Classification of CRZ – For the purpose of conserving and protecting the coastal areas and marine waters, the CRZ area shall be classified as follows, namely:- **2.1 CRZ-I** areas are environmentally most critical and are further classified as under:

2.1.1 CRZ-I, II, III, IV:

(a) CRZ-I A shall constitute the following ecologically sensitive areas (ESAs) that includes **Mangroves** (in case mangrove area is more than 1000 square meters, a buffer of 50 meters along the mangroves shall be provided) and the geomorphological features which play a role in maintaining the integrity of the coast.

But there lies the issue. In spite of being nature's supermarket these are constantly threatened by human activities even though there exists the protective laws. There seems to be violation of these laws ethically and unethically which is clearly evident from the ever-growing Thane city.

ENVIRONMENTAL ETHICS AND COASTAL REGULATION ZONE

With the increasing population in the current decade it is clear that the environmental ethics through Coastal Regulation Zone (CRZ) are clearly violated in terms of cutting the forests and converting it into usable land could be residential or commercial. Mangroves are important part of the ecosystem and any changes in its quantity can have disastrous impact on its surrounding environment. Mangroves cover a huge area along Ulhas river- Thane creek.

DECLINE IN MANGROVES ALONG THANE CREEK IN THANE CITY

Thane city limits expanded in the post 1990s due to constant increase in the population, lack of space in the Mumbai, rising income, increasing service sector, cheaper land availability in the city, etc. similar study that was conducted in the 2008, mentioned the destruction caused to the existing mangroves resulting in the reduction of the mangroves esp along the newly established Ghodbunder road. (Kurhekar Vaishali N, 2014).

Fig-2: Map indicating the decline in mangroves from 1970 and 2008



The given map represents the decline of mangroves from 1970 till 2008. This is also the time when population has started settling down in the Ghodbunder Road area in Thane. (Kurhekar Vaishali N, 2014)

Source: Survey of India, 1971; Google Earth, 2008

Fig-4: Map showing the area covered under mangroves in 2012



Area covered under Mangroves in 2012= 0.060 sq kms

Source: Google Earth

Fig-5: Map showing the area covered under mangroves in 2018



Area covered under Mangroves in 2018= 0.040 sq kms

Source: Google Earth

Using timeline series on Google Earth, the total area under mangroves along Kavesar area along the Ghodbunder Road, in the year 2012 and 2018 is derived.

In the year 2012, the total area under the mangroves calculated is 0.060 sq kms in the while in the year 2018; the same area is reduced to 0.040 sq kms. This indicates the reduction in mangrove area of 0.020 sq kms in the span of 6 years only.

This is also the time when large number of residential complexes sprang up in the vicinity of River Ulhas or Thane Creek. With area less available for land in the city, most of the land is sought up close to the creek. while the CRZ I rules say mangroves in this area needs to be protected. This clearly indicates violation of the CRZ rules and thereby Environmental Ethics.

If such continues there can be threats in the near future with bio diversity in the area that can be threatened, fishing activity in this region will be severed, the area can be threatened with monsoonal floods as it happened in 2005. There's already loss of species of mangroves in the region. There will be absence of mangrove forests that provide protection to Inland agricultural crops and surrounding residential area will become seriously impaired. (F.A.O 1994. *Mangrove forest management guidelines*. FAO Forestry Paper No. 117. Rome)

The case study raises the questions of ethical issues of being not followed, looks forward for the alternate issues. The strict implementation of these CRZ rules or the creation of buffer zones, public awareness, and introduction of manmade bunds along the creek to prevent the siltation in to the creek may not hold any significance if there are no ethical values.

These ethical issues can be solved with respect to the three imp ethical concepts, as discussed earlier, Anthropocentrism, Biocentrism, and eco centrism that focussed on humans, animals, individuals, populations or ecosystem.

It is needed to explore the three ethical concepts might support general principles within environmental protection. The questions such as: could an Anthropocentric support a principle because of consideration of human interests; a Bio-centrist because of the interests of individual living organisms; and an Eco-centrist because of consequence for species, habitats or ecosystems?, are relevant. Conceptualizing, understanding, and respecting the different ethical and world views can provide a constructive framework for the global debate on international environmental protection policy.

There can be five common features of current international environmental legislation that reflects a consensus reached in terms of the full spectrum of ethical outlooks. These features, which may be described as general principles, are sustainability, maintaining biodiversity; conservation; environmental justice; respect for human dignity.

RECOMMENDATIONS

Considering the above five values, certain recommendations can be derived upon and can be implemented for the protection of mangroves. These are:

1. Strictly adhering to the environmental ethics in terms of development.
2. Following strictly the CRZ regulations recommended for mangroves.
3. In case the damage is already done, necessary steps like creation of buffer zone between mangroves and construction area in the study area.
4. Creation of bund walls along the mangroves to avoid floods during the high tide.
5. Spreading awareness, preserving the biodiversity in mangrove eco system in Thane Creek

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ROLL ETHICAL STANDARDS IN INVESTIGATION OF NEW AGE CORPORATE FRAUDS

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ABSTRACT

A Recent report of 2018 states that only 66% companies out of 18.1 lakh of the registered companies are active.

The ministry of corporate affairs has strict of 2, 26, 166 inactive active companies, from the official records during the year 2017- 2018 invoking section 248 of Indian companies act 2013.

*However, this is not in enough to clean the system. The registration of over 2 lakh + companies can not solve the problem because **shell the companies** as they are called do not have any clear definition. These companies do not have real business operations. Now a days shell companies are used to hide ownership, tax evasion, used as channel to siphon money and money laundering and routing of funds for illegal purposes.*

OBJECTIVE OF THIS STUDY

1. To understand the significance of ethical standards of investigation of corporate frauds.
2. To know and understand the roll of investigation agencies in detection of organized corporate crimes.
3. To have more effective legal framework for the law enforcing agencies.

RESEARCH METHODOLOGY

This Paper is based on secondary data, such as various journals, websites and Survey Reports.

OVERVIEW

Floating a company is perfectly legal. It is a common practice to have various companies having same addresses at Registrar of Companies. However, when these companies are used for money laundering and other illegal activities, it becomes illegal as well as unethical.

NIRAV MODI, VIJAY MALLYA And CHAGAN BHUJBAL have been guilty of this offence. VIJAY MALLYA laundered Rupees 1,300 crores through shell companies he created in various countries like; US, IRELAND, FRANCE.

CHAGAN BHUJBAL was arrested by Enforcement Directorate in 2016 for money laundering of Rs. 870/- crores which was illegally parked in various countries. All these companies were registered on the basis of false documents Viz; Voter id Cards and Pan Cards by using fake addresses and names.

CHALLENGES AND ROAD BLOKS

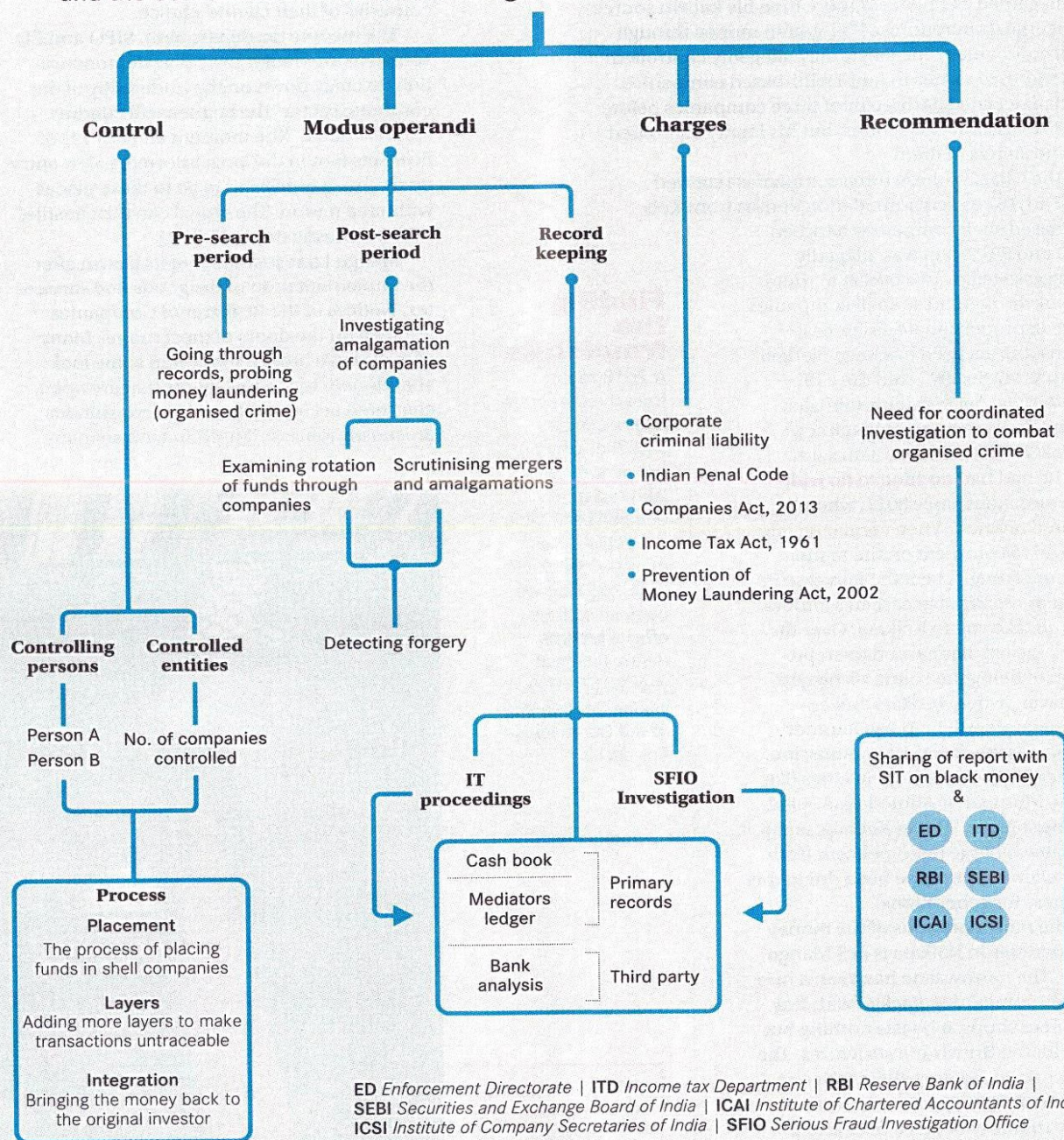
Investigation of shell companies in connection with Corporate Frauds is a real challenge because there is no specific definition of shell, companies any where in law. Similarly formation of such companies can not be stopped out rightly, as formation companies is perfectly legal. Shell companies now a days have started changing their names and addresses and place of business.

In 2015 CBI found that 59 banks accounts were opened in Bank Of Baroda Ashok Vihar, Navi Delhi in the name fake directors of various shell companies Rs. 6000/- crores scam came to the light in the internal audit, when it was revealed that 2(Two) banks officials helped to route the black money through the shell companies under the garb of import remittance out of India on the basis of fake Voter ID Pan Card and addresses. The beneficiaries whose names appeared as Directors were residents of remote villages and auto rickshaw drivers, who got some money giving their name for such use.

After 3 years the offenders are out on bail as under trails CHAGAN BHUJBAL AND PANKAJ BHUJBAL. The Enforcement agencies are still grappling with insufficient evidence and lack of stringent laws. This has made the investigation process very weak and ineffective.

INVESTIGATION FLOWCHART

Investigation of money laundering through shell companies involves many procedures and the coordinated effort of several agencies



CONCLUSION

In The Light of This Circumstances It Can Be Concluded

- Artificial intelligence can be of great help to enhance the enforcement platforms of various tools like data mining and data analytics can be effective for enforcement and compliance.
- New effective laws FUGITIVE ECONOMIC OFFENDERS ACT, INSOLVENCY AND BANKRUPTCY CODE will be very useful in investigation of corporate frauds.
- To overcome the lack of co-ordination of various enforcement agencies it is necessary to have all database connected and a uniform information sharing between the agencies.
- The need for improved ethical standards to suit the future requirements in this area.
- Corporate fraud is a global evil. It needs uniform global approach to deal with because there are multiple jurisdictions of various countries.

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ETHICAL PRACTICES IN AN ORGANIZATION: EVALUATING THE INFLUENCE OF QUALITY OF WORK LIFE ON EMPLOYEE PERFORMANCE

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ABSTRACT

Background: The study focuses on the fact that employers must indulge in ethical practices such as provision of good quality of work life to boost employee performance.

Purpose: The study analyses the relationship between the variables of quality of work life and employee performance. The organizational ethics dictate that employers must provide the employees with good working conditions, adequate rewards and compensation, encourage transparency in the organization, develop training and development programs and provide them with a good work life balance.

Research Design and Methodology: The 23 item questionnaire that was distributed for the purpose of this primary research was developed from the variables identified from the literature. The sample population consisted of a hundred employees from diverse workplaces. The statistical analysis has been performed using the Chi Square Test and descriptive statistics have been used to represent the demographic characteristics of the respondents.

Findings, Interpretations and Conclusion: It was found out that physical working conditions had no impact on the employee performance while organizational ethics such as provision of management support, training programs, fair compensation and rewards, adequate work life balance and existence of transparency in the organization have a significant positive impact on employee performance.

Keywords: Quality of work life, organizational ethics, job performance, career development, transparency, work life balance, rewards.

INTRODUCTION

The ethical behaviour at workplace is significantly of work life and is based on the organizational ethic culture and management. Quality of work life is a hierarchy of concepts including life satisfaction, job satisfaction in the middle and the satisfaction from many factors. (Champoux, 1981). High level of quality of work life meets the needs related to community and self-actualization. (Mata et. al).

OBJECTIVES OF THE STUDY

The rationale of this study is to understand the importance of how ethical practices like providing a good quality of work life boosts employee performance.

LITERATURE REVIEW

Walton QWL has eight dimensional constructs based on humanistic and ethical values (Boonrod, 2009) -

(1) suitable and just compensation; (2) conducive working conditions; (3) augmenting human capacities; (4) boosting growth and security; (5) social integration; (6) constitutionalism ; (7) work life balance; and (8) social relevance of work life (Tabassum et. al, 2011).

Quality of life is a sociological and psychological phenomenon.

At the workplace, the term 'QWL' signifies 'work in excellence' and 'conducive working conditions'.

Now the meaning of the term has evolved with the integration of social compliance.

Blishe and Atkinson (1978) have stated that quality of work life is governed by subjective and objective indicators. Objective indicators are defined as quality of life in terms of goods and while subjective indicators refer to quality of life as seen by individuals.

Hankiss (1978) has defined the 'quality of life' to be more than the sum of its component units and is more than interaction, attitude, aspiration, fears, satisfaction or dissatisfaction and thus it creates cross cultural similarities and dissimilarities.

Abraham Maslow and Hall state that 'quality of work' is the sum of statistical and psychological factors. They assessed responsibility as subjectivity and the well-being of the employees as an objective indicator.

According to Stone (1978), QWL is a psychological factor . Later, Mishra (1985) found in his study that age of employees and the tenure of their employment did not affect QWL.

IDENTIFICATION OF VARIABLES

From the literature review given above, the following variables can be identified:



Figure-1: Variables that influence the quality of work life

DEVELOPING HYPOTHESES

The hypotheses below are developed to analyse the relationship between variables.

1.H1: Management support has a significant positive impact on the employee performance

H0: Management support has no impact on the employee performance.

2.H1: Good physical working conditions have a significant positive impact on the employee performance

H0: Good physical working conditions have no impact on the employee performance.

3.H1: Provision of training and development to the employees has a significant positive impact on the employee performance.

H0: Provision of training and development to the employees has no impact on the employee performance.

4.H1: Provision of adequate compensation and rewards to employees has a significant positive impact on employee performance.

H0: Provision of adequate compensation and rewards to employees has no impact on employee performance.

5.H1: A good work life balance has a significant positive impact on employee performance.

H0: A good work life balance has no impact on employee performance.

6.H1: Transparency in the organization has a significant positive impact on employee performance.

H0: Transparency in the organization has no impact on employee performance.

RESEARCH DESIGN AND METHODOLOGY

The data is gathered randomly from a hundred employees of start-ups, banks, educational institutes and offices in Mumbai through Google Forms. It took the form of a non-probability convenience sampling and snowball sampling technique was used.

The 23 item questionnaire is on the basis of demographic characteristics of the respondents and six variables identified earlier. A 4 point Likert scale has been used. The statistical analysis was performed using the Chi Square Test and descriptive statistics were done to represent the demographic characteristics of the respondents.

DATA ANALYSIS AND INTERPRETATION

Demographic Characteristics

Demographic Characteristic		Frequency	Percent
Gender	Female	61	61
	Male	39	39
Total		100	100

Table-1: Table depicting the frequency distribution of gender of respondents

Demographic characteristics		Frequency	Percent
Age	Below 30 years	31	31
	30-39 years	26	26
	40-49 years	29	29
	50 years and above	14	14
Total		100	100

Table-2: Table depicting the frequency distribution of age of respondents

Demographic characteristics		Frequency	Percent
Tenure of Employment	Below 5 years	33	33
	6-10 years	18	18
	11-19 years	33	33
	20 years and above	16	16
Total		100	100

Table-3: Table depicting the frequency distribution of tenure of employment of respondents

Demographic Characteristics		Frequency	Percent
Level of Education	Bachelors	51	51
	Masters	38	38
	Doctorate	11	11
Total		100	100

Table-4: Table depicting the frequency distribution of level of education of respondents

Demographic Characteristics		frequency	percent
Level of Employment	Top	18	18
	Middle	52	52
	Low	30	30
Total		100	100

Table-5: Table depicting the frequency distribution of level of employment of respondents

DATA ANALYSIS OF VARIABLES OF QUALITY OF WORK LIFE THAT AFFECT EMPLOYEE PERFORMANCE

These variables were analysed in Section B of the questionnaire.

Physical Working Conditions and Employee Performance

Responses	Question 6	Question 7	Question 8	Row Totals
Strongly Agree	42 (43.67) [0.06]	37 (43.67) [1.02]	52 (43.67) [1.59]	131
Agree	39 (38.33) [0.01]	43 (38.33) [0.57]	33 (38.33) [0.74]	115
Disagree	11 (11.33) [0.01]	14 (11.33) [0.63]	9 (11.33) [0.48]	34
Strongly Disagree	8 (6.67) [0.27]	6 (6.67) [0.07]	6 (6.67) [0.07]	20
Totals	100	100	100	300

Table-6: Table depicting chi-square analysis of physical working conditions and employee performance.

The chi square statistic is 5.5111. The p-value is 0.48111. The result is not significant at $p < 0.05$. The null hypothesis stands accepted. So physical working conditions have no impact on employee performance.

Reward and compensation and employee performance

Responses	Question 9	Question 10	Question 11	Question 12	Row Totals
Strongly Agree	31 (30.00) [0.03]	40 (30.00) [3.33]	18 (30.00) [4.80]	31 (30.00) [0.03]	120
Agree	43 (39.25) [0.36]	38 (39.25) [0.04]	37 (39.25) [0.13]	39 (39.25) [0.00]	157
Disagree	17 (21.50) [0.94]	14 (21.50) [2.62]	35 (21.5) [8.48]	20 (21.5) [0.10]	86

Strongly Disagree	9 (9.25) [0.01]	8 (9.25) [0.17]	10 (9.25) [0.06]	10 (9.25) [0.06]	37
Totals	100	100	100	100	400

Table-7: Table depicting chi-square analysis of rewards and compensation and employee performance.

The chi square statistic is 21.1655. The p-value is 0.011936. The result is significant at $p < 0.05$. The null hypothesis stands rejected. So provision of adequate rewards and compensation has a significant positive impact on employee performance.

Management Support and Employee Performance

Responses	Question 13	Question 14	Question 15	Row Totals
Strongly Agree	28 (22.33) [1.44]	27 (22.33) [0.98]	12 (22.33) [4.78]	67
Agree	42 (31.67) [3.37]	37 (31.67) [0.90]	16 (31.67) [7.75]	95
Disagree	19 (26.33) [2.04]	25 (26.33) [0.07]	35 (26.33) [2.85]	79
Strongly Disagree	11 (19.67) [3.82]	11 (19.67) [3.82]	37 (19.67) [15.28]	59
Totals	100	100	100	300

Table-8: Table depicting chi-square analysis of management support and employee performance

The chi square statistic is 47.0924. The p-value is < 0.00001 . The result is significant at $p < 0.05$. The null hypothesis stands rejected. So provision of management support has a significant positive impact on employee performance.

Transparency in the organization and employee performance

Responses	Question 16	Question 17	Row Totals
Strongly Agree	9 (20.00) [6.05]	31 (20.00) [6.05]	40
Agree	20 (27.50) [2.05]	35 (27.50) [2.05]	55
Disagree	43 (33.00) [3.03]	23 (33.00) [3.03]	66
Strongly Disagree	28 (19.50) [3.71]	11 (19.50) [3.71]	39
Column Totals	100	100	200

Table-9: Table depicting chi-square analysis of transparency in the organization and employee performance

The chi square statistic is 29.6618. The p-value is < 0.00001 . The result is significant at $p < 0.05$. The null hypothesis stands rejected. So transparency in the organization has a significant positive impact on employee performance.

Training and development and employee performance

Responses	Question 18	Question 19	Question 20	Row Totals
Strongly Agree	35 (26.33) [1.44]	11 (26.33) [8.93]	33 (26.33) [1.69]	79
Agree	40 (32.00) [3.37]	20 (32.00) [4.50]	36 (32.00) [0.50]	96
Disagree	17 (27.00) [2.04]	41 (27.00) [7.26]	23 (27.00) [0.59]	81
Strongly Disagree	8 (14.67) [3.82]	28 (14.67) [12.12]	8 (14.67) [3.03]	44
Totals	100	100	100	300

Table-10: Table depicting chi-square analysis of training and development and employee performance

The chi square statistic is 50.2057. The p-value is < 0.00001 . The result is significant at $p < 0.05$. The null hypothesis stands rejected. So provision of training and development will have a significant positive impact on employee performance

Work life balance and employee performance

Responses	Question 21	Question 22	Question 23	Row Totals
Strongly Agree	23 (19.67) [0.56]	8 (19.67) [6.92]	28 (19.67) [3.53]	59
Agree	43 (38.67) [0.49]	33 (38.67) [0.83]	40 (38.67) [0.05]	116
Disagree	26 (28.33) [0.29]	38 (28.33) [3.30]	21 (28.33) [1.90]	85
Strongly Disagree	8 (13.33) [2.13]	21 (13.33) [4.41]	11 (13.33) [0.41]	40
Totals	100	100	100	300

Table-11: Table depicting chi-square analysis of work life balance and employee performance

The chi square statistic is 24.7173. The p-value is 0.000385. The result is significant at $p < 0.05$. The null hypothesis stands rejected. So the provision of work life balance will have a significant positive impact on employee performance.

DISCUSSION

1. Physical working conditions have no impact on the employee performance as proved by Hawthorne Experiments by Elton Mayo at Western Electric's Hawthorne Factory that found that factors other than physical working conditions increase job productivity.
2. Adequate reward and compensation have a significant positive impact on employee performance. Employees' job satisfaction is affected by both financial and nonfinancial rewards (Gerald and Dorothee, 2004; Clifford, 1985; Kalleberg, 1977).
3. Management support has a significant positive impact on employee performance. In the meta analysis of 70 studies by Rhodes et al. who demonstrated that management support could increase job performance of employees.
4. Transparency in the organization has a significant positive impact on employee performance. A clear understanding and alignment of individual goals with an organization's over-arching strategy is fundamental to driving execution of that strategy, but it certainly is not enough. (Sirota et al., 2005).
5. Adequate training and development to employees will have a significant positive impact on employee performance. Training related changes should result in improved job performance (Hill and Lent, 2006) that serve as antecedents of job performance. (Kraiger, 2002).
6. Work life balance will have a significant positive impact on employee performance. If good work life balance is not provided, there will be poor performance. (Department of Trade and Industry, 2001).

CONCLUSION

1. It is important for the employer to indulge in ethical organizational tactics such as providing good quality of work life. This can be done by helping them prioritize their work and life activities.
2. Employees are the most valuable assets in an organization. Proactive business can be achieved by engaging employees in improving their performance. This can be achieved by establishing a good quality of work life.
3. Therefore the study concludes that ethical variables identified in the study should be taken into consideration by the management while addressing employee performance concerns. Improving the ethical practices relating to quality of work life will result in a dedicated workforce working towards organizational goals.

LIMITATIONS OF THE STUDY

1. The employees of some organizations were hesitant to share their true opinions. So the information was difficult to acquire.
2. Only some variables have been studied while other variables that affect the quality of work life need to be researched upon.

SCOPE OF FURTHER RESEARCH

Since perceived factors affecting employee performance are vast, exhaustive research cannot be done when taking a holistic approach of these factors. So further studies should be done by taking each individual factor into consideration.

RECOMMENDATIONS

1. The following recommendations were made to the various relevant stakeholders of the organization:
1. The company management must align the work environment with changing dynamic and culturally diverse workplace. So understanding the relationship between ethical practices such as quality of work life and employee performance is the key to improving the company's performance.
2. The management should also improve employees' QWL through creative and innovative methods and excellent value creation.
3. The management should form an employees' body to cater to their welfare and remove any unethical practices that may happen.

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APPENDIX

Sr. no	Questionnaire statements
1	Indicate your gender
2	What is your age?
3	Indicate your tenure of employment
4	Indicate your level of education
5	Indicate your level of employment
6	My office furniture is comfortable for me to work efficiently
7	My work place has peaceful working environment
8	A conducive work environment increases my productivity
9	My organization provides opportunities for promotion
10	Financial support for learning programs makes me work better
11	I am compensated fairly for the work I do
12	My organization gives performance based incentives
13	My manager role models high standards for quality performance
14	Management involves staff in decision making
15	I am able to work with my superior
16	I am able to contact my senior for feedback or to report my grievance
17	My senior management gives me a true picture of organizational goals
18	My organization provides training
19	My organization helps me identify my training needs through unbiased performance appraisals
20	My organization provides customized training programs
21	I am able to balance work and personal life
22	My organization gives me flexi time
23	My organization recognizes the need for leave for personal work and relaxation

APPLICATION OF INFORMATION TECHNOLOGY: ETHICAL, LEGAL AND SOCIAL DIMENSIONS

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INTRODUCTION

Ethics symbolizes what is useful for a person just as for the general public and builds up the idea of obligations that individuals owe themselves and each other. People have the capacity, incompletely natural and mostly procured, to pass judgment on human activities as ethically great or awful, correct. Despite the fact that "good/right" and "bad/wrong" don't mean a similar thing for all still, everybody has an idea of good and bad.

Ethics is a part of logic that bargains with what is viewed as right or off-base. Meanings of morals have been broadly proposed, for example, "codes of ethics of a specific calling", "the principles of lead of a given calling", "agreement among individuals to do the privilege and to maintain a strategic distance from off-base". Webster's Collegiate Dictionary characterizes morals as "the order managing what is great and terrible and with good obligation and commitment".

In increasingly straightforward words, it is the investigation of what is directly to do in a given circumstance, and what we should do. Note that what is unscrupulous isn't really illicit. In our regular day to day existence, numerous people and associations looked with basic moral issues. For instance, the issue of an organization legitimately checking representatives' email is questionable issues. As indicated by the American Civil Liberties Union, a huge number of PC clients are checked, most without their insight, by their bosses. Representatives have constrained assurance against employers' electronic reconnaissance. Albeit a few lawful difficulties are currently underway, the law seems to help bosses' rights to peruse electronic mail and other electronic reports of their representatives. In this issue, the meanings of "right" and "wrong" are not clear. Likewise, the refinement between what is illicit and what is unscrupulous isn't constantly self-evident (Stephan, 2002)

With the propelled PC innovation, it is critical to comprehend PC morals identified with security, protection issues, and significant negative effects of IT (Information Technology). Procedures must be created which address a developing number of worldwide moral inquiries coming about because of these negative effects of IT in Cyberspace furthermore, IT society.

ETHICAL AND SOCIAL DIMENSIONS OF INFORMATION TECHNOLOGY

Each mechanical innovation has both positive and negative effects on the general public. Einstein while giving the atomic power hypothesis as has never expected that his revelation will ever be utilized for such a staggering decimation at Hiroshima and Nagasaki, it excessively was not known amid the 19th that correspondence innovation recently will have such a large number of disturbing bearing related with it.

For instance, ICT gives less demanding and effective methods for capacity and recovery of data and yet experiences theft of copyrighted materials, programming, information, music, video and so forth everywhere scales. Web gives moment access to a wide range of helpful data at fingertip and yet experiences copyright infringement, illicit transferring, downloading, duplicating, taking and abuse of protected innovation. Information Technology has made top of the line openings for work for the geeks in a single hand and then again has made separate joblessness among non-tech gatherings. Communication Technology has made exchange, venture, business less difficult and unruffled through web based business and on-line exchanges yet experiences digital violations, phony, harm, hacking and misfortune. Web has made the entire world a little educated town and yet is dirtied with appalling substance like erotic entertainment, spam, worms and infections. Therefore, it is high time now for careful inspection of the legal and ethical aspects of ICT as there are not enough guidelines available in this field as compared to those available in conventional branches of science and technology.

More importantly, now ICT is not limited to the scientists and software engineers alone rather it has become a widespread phenomenon, affecting people at various stages in their role, as customers, service provider, participants, middlemen etc. So it has become the moral responsibility of the sociologist, business people and scientists to decide in which way ICT can be best utilized.

LEGAL DIMENSIONS OF INFORMATION TECHNOLOGY - ISSUES OF COPYRIGHT

Today we are in the 21st century and things are changing for India. With the quick development of exchange and industry in the period of globalization, progression, expanding utilization of web, internet business and intermingling of advancements have opened new vistas of chances for the general population of India.

The internet is where passage isn't bound by geological limits. Today an individual sitting in the Chennai can get to the data through Internet anyplace on the planet. In the light of this administrators and data researcher should think about:-

- 1) The right to information and right to freedom of speech and expression,
- 2) Crimes identified with web, and
- 3) Intellectual property rights.

COMPUTER RELATED CRIMES AND CONTRAVENTION WHICH ARE AS FOLLOWS:

tempering with computer source documents (section 65 which provides for punishment with imprisonment upto 3 years and fine extend upto 2 lakh)

Hacking with computer system (section 66 under which punishment is imprisonment upto 3 years, fine which extend upto Rs. 2 lakh)

Publishing of information which is obscene in electronic form (section 67 which provides for punishment of imprisonment {first conviction- which extend upto five years, fine extend upto Rs. 1 lakh}, {imprisonment second or subsequent conviction extend upto 10 years, fine extend upto Rs 2 lakh}.

Securing access to protected system notified by the government (section 70 punishment of imprisonment extend upto 10 years, and fine but it is silent about the fine which is to be imposed.

Breach of confidentiality and privacy by disclosing any electronic information to any other person without consent of the concerned person (section 72 which provides punishment of imprisonment upto 2 years, fine upto 1 lakh.)

In addition to the crimes given above there are few more crimes which are given below:-

- (1) Unauthorized reproduction
- (2) Software piracy
- (3) Miscellaneous computer crimes
- (4) Theft of data and information

The next important aspect to be considered here is the issue of intellectual property rights. An intellectual property right is a general term which covers copyright, patents, registered designs. The intellectual property rights provide an incentive for the creation of an investment of a new work (literary work, music, film, print media, software performances etc.) and their exploitation. Copyright protects original work of authorship that is in tangible (definite) form of expression.

The work coming under the purview of copyright includes the following categories:

- (1). Literary works.
- (2). Musical works.
- (3). Dramatic works
- (4). Choreographic works
- (5). Pictorial, graphic, sculptural works
- (6). Motion picture and other audiovisual works
- (7). Sound recording and architectural works

Section 14 of the Indian Copyright Act, 1957 enumerates certain activities which are exclusive rights for the author of the work who can do or authorize someone to do all or a part of those activities. These, when done by unauthorized person or without the explicit permission of the copyright holders, amounts to a breach or infringement of copyright. These include:-

- 1) To reproduce the work in any material form including the storing of it in any medium by electronic means
- 2) To perform the work in or communicate to public
- 3) To issue the copies of (publish) the work to public not being in circulation.

4) To produce and publish any translation of the work

5) To make any translation or adaptation of the work.

In the case of computer programmes in addition to what is given above the Act also mean to do or authorize:-

8) To sell or give on hire or offer for sale or hire any copy of the computer program regardless of whether such copy has been sold or given on hire on earlier occasions.

However, most countries do offer protection to foreign works under certain conditions and these conditions have been greatly simplified by International Copyright Treaties and Conventions.

CONCLUSION

With the development of ICT from its infancy of nineteenth hundreds of years to the present mighty form there rose various inquiries in regards to the moral and legitimate uses of ICT every now and then. Morals of ICT and to be sure the moral hypothesis in general has normally been worried about the standardizing investigation of individual deliberate activity. The standard points of PC morals such as attacks of protection, abuse of individual information and questioned proprietorship of intellectual property seem to loan themselves well to such examination, and because associations and states are deliberate specialists also issues of regulation, enactment, corporate duty and different structures of collective activity have likewise been generally agreeable to this methodology.

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ETHICS: THE SOUL OF EDUCATION

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ABSTRACT

Ethics or moral philosophy is the basis of disciplined human life. It gives us guidelines to be followed to be a valuable part of the society. It's a basis of progression or a progressive society. At the same time education is also necessary for a developing society. A person can be called as educated in a true sense only and only if he is following the ethical code of conduct. Thus both ethics and education cannot be separated from each other. As per Kant's 'Categorical Imperative', 'Education' ought to be 'Ethical.'

Education develops intellect and sharpens the understanding. It is essential for self development. But that development can be helpful for the overall progress of the society only and only if, that developed and well educated individual is 'Ethical '. In other words educated people without ethical conduct cannot form a progressive society.

FULL PAPER

'Ethics or moral philosophy is a branch of philosophy that involves systematizing defending and recommending concepts of right or wrong conduct'- Wikipedia

Ethics is a normative as well as prescriptive science. It is a 'Normative' science as it deals with 'Norms' or 'Values '; like 'Good, Bad ', 'Right Wrong' etc. At the same time Ethics is 'Prescriptive Science ' because it prescribes ways of Good or Righteous behavior, which we as an individual and society have to follow for our own development. It doesn't make it obligatory or compulsory like legal rules or laws. But these rules of morality are to be followed by considering them as basic necessary things for the development of a 'Just' & 'Equal' society; where all are treated equally, without any discrimination and where everyone knows and performs his / her duty. Thus, only such a society leads to the overall progress of an individual as well as the society as a whole.

The word 'Education' is derived from a Latin word 'Educare' which means 'to bring up'; another Latin word 'Educere' means 'to bring forth'. Thus it doesn't mean only the acquisition of knowledge but it is the development of attitudes and skills; bringing out one's potential. In India the oldest form of educational system was 'Gurukul System'. The teachers were known as 'Gurus' and students as 'Sishyas'. It was meant for overall development of personality, where values like respect for elders and other moral values were emphasized in it. Thus the very purpose of education was to inculcate values, which was considered to be a basic thing for the development of an individual.

REVIEW OF LITERATURE

According to Swami Vivekanand, "Education is not the amount of information that is put into your brain and runs riot there, undigested all your life and character. We must have life-building, man-making, character-making assimilation of ideas." (https://en.m.wikipedia.org/wiki/Teachings_and_philosophy_of_Swami_Vivekananda). Education is not filling the mind with a lot of facts. According to him the main purpose of education is to build up such a personality, whose character is fully covered with morality. He emphasized on 'Man making' or 'Character building' as an ultimate aim of education, which means overall development of the person by inculcating the values. Thus according to him it is only through 'Education' and 'Training' that his personality will gain all those aspects which are necessary to be fit for a civilized social life.

James Madison (one of America's founding fathers and the fourth president.), once opined that, "If you educate a man without teaching him morals, you create a menace to society. With education you give people the tools to have tremendous effects on their environment. If that powers not tempered by morality, the changes that are wrought are not likely to be beneficial."(<https://www.google.co.in/amp/s/thehill.com/blogs/pundits-blog/education/212423-morality-and-education%3famp>)

Gandhiji also maintains that 'Education is essential for the attainment of the goal of peace. It can be attained only through morality and ethics. According to him, education is the realization of the best in man; body, soul and spirit. He maintained that the education must be based on ethos and morality.' (https://www.mkgandhi.org/articles/g_edu.htm)

Chanakya (Kautilya or Vishnugupta, who authored the ancient Indian political treatise, the 'Arthashastra' and also wrote 'Nitishashtra'); states that a good leader is one who takes responsibility of his actions, and who feels responsible for the society. Chanakya's stated the concept of a 'Rajrishi ' that means the king should be the combination of 'Raja' and 'Rishi', that means he should be a person with high morality, following Dharma and having qualities like truthfulness, non-violence, self-restraint and non-stealing; then only there will be justice and equality in the society. (<https://www.clearias.com/chanakya-neeti/>). Even the Greek philosopher Plato's idea of 'Philosopher King' gives emphasis on, a 'leader with morality' will be the ideal situation for 'good' and 'just' governance.

Moral values are the standards of good and evil, right or wrong; which provides the guidelines to individual and society. These values conduct our life in the right direction. Values such as respect, forgiveness, tolerance are necessary for social peace and progress; and education should help in inculcation of such values. Education should help an individual to realize and develop his own potential. It should give a person self confidence by which he can interact confidently and successfully in the society. It should achieve the aim of 'Character Building'. As there are many examples of very big scams and immoral acts, crimes which are done by highly educated people, who utilize their intellect and knowledge for such antisocial activities, affecting the peace and harmony of society.

Society, which is full of educated people without a 'Moral' basis fails to progress and therefore it can never be considered as a 'Developed ' society in true sense. Because in such a society no one recognizes and respects values and rights of each other, hence it lacks very important social values like equality and justice. As development does not only mean 'Economic Growth' but also the Social, Cultural, Spiritual and Moral growth. It is not only required to initiate the development but to sustain it. And development cannot be sustained without morality.

As per report of the Ministry of Home Affairs, more and more educated youngsters are getting into the crimes like cheating, snatching, kidnapping, robberies and murders. Mainly the reason of these crimes is a lack of moral values and a lust for luxurious life without any efforts. Thus, we can see that if education is not associated with morality it will lead to chaos in the society. Like, if the leader is corrupt it will lead to injustice in the society. People especially in the fields like education, medicine, law who are directly responsible for the social growth and security, ought to be moral. If they carry their profession by considering it as only a business without morality, then it will affect the social growth, creating unhealthy 'future minds ', affecting justice and security.

CONCLUSION

In words of Swami Vivekanand, "Education' should help in unveiling the knowledge which is already there inside." Education is a tool of social change. Social change originates in the mind of a person, so such a mind should be morally healthy and sound; then only the society will develop in a true sense. Thus, ethics is a soul of education. Rather education without ethical basis cannot be considered as 'Education ' in a true sense as it will fail in its very aim of developing a 'Human being ' as a whole; creating an unhealthy society. Therefore the present education system should be able to inculcate values like tolerance, respect for all living beings, truthfulness etc. and it should be able to develop all the aspects of personality like cognitive, emotional, moral and spiritual. The curriculum should be developed as well as taught in such a manner that it will help the person to realize his potential and enhance it through the right path. At the same time the education should be helpful in developing the 'Emotional and Spiritual' Quotient of a person for building a healthy and progressive society.

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ETHICS IN LAW AND SOCIETY

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ABSTRACT

Ethics is a system of moral principles. They affect how people make decisions and lead their lives. Ethics is concerned with what is good for individuals and society and also described as moral philosophy. The rules that govern this are imbibed in law over a period of time. Thus Ethics and Law are very closely related. Societal values formed law and Law lead to Social transformation. It is a very unique concept which highlights the studies of Ethical values and practices as well as changes in social problems and their solutions through legal approach. Many a times Law was put in place to compel the society to be adopt Ethics as way of life. When dispute arises the matter is brought before the judiciary, which applies the rule of law principle to change either the existing custom or law. Secondly society changes the law it means that the law is made by the society according to the requirement of the democratic institution to put the best and importantly ethical practices in place. It can be brought out either by legislating function or by adopting customs and practices¹. Law has always been seen as a tool that could bring out social change and make the society more ethical.

INTRODUCTION

Law is one of the form of social science. Social science exists because of law. The society and law are closely related to each other. The social world changes every second because of contrasting views in the minds of indigenous people. We cannot expect the laws that were passed decade before to be applicable in the current scenario. Therefore the change in law brings out positivity and brighter side of the social change.

Social change means there is must change in social structure. Social structure which can be understood as nature, social behaviour, social relations, social organizations, community of people. Social change is change in the social order. According to Charles L. Harper, "significant alteration of social structure and cultural patterns through time."

INDIAN CONSTITUTION AND SOCIAL CHANGE.

Law should not be definite but must transform according to the requirement and necessity of the society arising out of passing of time. It is this foresight in mind father and main architect of the Indian Constitution Dr.Bhimarao Ambedkar inserted Article 368 to the constitution which provides that "Any part of the constitution may be amended by adopting appropriate procedure except destroying the basic structure of the constitution". It reflects the acceptance of the need of changing the law even the law of the land when situation warrants.

ABOLITION OF SLAVERY AND BONDED LABOUR SYSTEM

To remove slavery from India in 1843, Indian Slavery Act was passed and it further declared it as an offence by sections 370,

371 of the Indian Penal Code 1860. Art 23 of the constitution of India protects trafficking of human being and forced labour as a part of fundamental rights. Though many attempts had been taken to curb the issue of bonded labour it could be effectively done only through the Act.

ABOLITION OF SATI SYSTEM

Sati' – meaning burning or burying live of widow along with the corpse of her husband. It was considered to be a great honor among Hindus to become a sati since ancient times. In 1812 Raja Ram Mohan Roy the Indian social reformer started against these practices. The practice could not be stopped by the society as it was considered as part of their customs and traditions.

It was law which could control it on 4th Dec 1829. The practice was formally banned in Bengal presidency lands by governor lord William Bentick by a regulation for declaring the practice of sati or of burning or burying Hindu widows as illegal and punishable by the criminal courts. In post independent India – sati was not curbed effectively. Legislature took serious steps by introducing a special law for the treatment of persons who abet sati and made it exemplary punishable up to death sentence under Commission of Sati Act, 1987. Now in most areas of India it is a forgotten system. These laws relating to sati, widow remarriage, child marriage were enacted due to public opinion.

PROHIBITION OF CHILD MARRIAGE

This practice of child marriage was vehemently seen in Indian society across various religious communities. Tough attempts were made by many reformers it turned futile until a law was enacted. The Hindu Child Marriage Restraint Act was substituted by the prohibition of Child Marriage Act 2006. It introduced child marriage prohibition officer and extended the power of family court to decide the matter under the Act. The act also enhanced the punishment up to two years rigorous imprisonment or with fine up to Rs. 2 lakhs or with both.

ELIMINATION OF CHILD LABOUR

Preventing a child from enjoying his childhood is a grave crime. The Factories Act 1881 was the first one of its kind to prohibit employment of child below the age of 7 years and working hours were limited. Very many legislations were made and finally we have Child Labour (Prohibition and Regulation) Act 1986 which generalizes the age of child up to 14 years for the purpose of prohibition of child labour. The Act has also listed 17 prohibited occupations and 65 processes in Schedules A & B.

RIGHT TO FREE AND COMPULSORY EDUCATION

In 1992 the Honorable Supreme Court declared the right to free and compulsory education as a fundamental right in the ambit of 'Right to Life' under Art 21 of the constitution. In 2002 the constitution was amended by inserting Article 21A to implement the right to free and compulsory education of every child aged between 6 – 14 years and inserted fundamental duties of parent and guardian. In 2010 The Right of Children to Free and Compulsory Education Act 2009 was put in force with effect from 1st April to provide free and compulsory education from 1 to 8th standard to every child. Thus it can be seen that law protects the life of the children.

PUBLIC INTEREST LITIGATION

The Honorable Supreme Court has adopted the broader approach of the rule of locus standi to utilize the initiative and deal the public spirited persons to move the courts to act for the general or group interest even though they may not be directly injured in their rights. The most important fact regarding PIL is that of relaxing the locus standi concept, any public spirited person can approach the constitutional courts and could bring to the courts notice of blatant violations of Fundamental Rights of people who are not capable of being approaching the courts themselves. PIL is a concept aimed at increasing the accessibility to justice and forms a part of constitutional jurisprudence in India.

RIGHT TO INFORMATION – FOR EFFECTIVE GOVERNANCE

It is best and landmark instruments of law regarding social change which started in 1975, when the Honorable Supreme Court upheld that freedom of speech and expression includes the right to know every public act done in a public way by their public functionaries. Right to know is implicit in right of free speech and expression and disclosure of information regarding functioning of the government must be the rule. The Right to Information Act of 2005 has proved to be a strong legislation with good teeth because of effective implementation of the Act.

FEMALE INFANTICIDE

A study on the implementation of the Infanticide Act demonstrates that this particular legislation was a purposive legislation which has positive and negative sanctions, along with effective administrative mechanism, which led to substantial decrease in female infanticide practice. This could very well being understood as use of law as an instrument of social control. The Supreme Court has also played a pivotal role as an institution of social change by the liberal and proactive interpretation of the constitutional provisions. From the sociological jurisprudence Supreme Court of India has played an important role in the social transformation with providing access to justice being made available to the masses. Thus it is only through the instrument of law the social changes can be effectively brought out and implemented thus empowering the masses.

CONCLUSIONS

The researcher concludes that Ethics should govern the practices, social problems are interconnected rather than isolated and law is a mirror to know how people should be related to one another. Effective implementation of law as an instrument or device for safeguarding the ethical practices.

Leading the way through ethical practices are the need of the times and in accordance with the modes and mores of the people. A striking balance between instrumentality of law and folkways and mores of the people would really pave way for real justice in action and thus leads to empowerment of the society.

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CONSUMERS PERCEPTION WITH RESPECT TO UNETHICAL ADVERTISEMENT

Chawre Mohammed Najeeb¹, Kotal Saurabh Ashok² and Pirani Sohil Altaf³¹A. E Kalsekar College²Babasaheb Ambedkar College³Research Student, Bamu University**ABSTRACT**

The Advertisement plays a very vital role in changing the mindset of the people, and as such which will also result in increase in sales. In present situation the advertisement has become an unavoidable activity for maximum number of business/ Company/Organization.

"Ethics" means distinction between what is good or bad. Our present study is mainly focused on study of unethical advertisements and its effects on the consumers and the measures on controlling such unethical practices.

Keywords: Ethics in advertisement, Unethical Advertisement, Customer satisfaction, Ethics in Marketing.

INTRODUCTION

The term advertisement is derived from Latin word "Adverto"/ "Advertere", where "Ad" means towards and "Verito" means "I Turn", Thus the advertisement means "To turn Attention", towards a specific thing. Thus, we say advertising encourages or influences people to purchase goods or service. The Traditional form of advertisement included TV, Telephone Directory, Print Media, Radio, posters, etc. But the Modern form of advertising includes Ads in Websites, Social media. Many Company Broadcasts advertisement depending upon the Target Consumers. Like for Example the Cosmetics Products may be more advertised in TV targeting Homemakers, The Advertisement related to Education Industry may be published on Educational magazines. But Advertisement on TV and Internet (YouTube) has highest Impact on consumers. As it consists of Audio visual effect where the limitation on other forms of advertisement can be easily overcome.

Advertising has both advantages and disadvantages which is discussed below

Advantages

1. Increase sales
2. Improves corporate image
3. Increases market share
4. Awareness
5. Improves brand image
6. Helps to change the perception of non-buying consumers.
7. Knowledge to consumers.

Disadvantages: As advertising may also has the dark side for the organization as well as the consumers:

1. Misleading.
2. Huge Cost.
3. Customers may assume the advertisement in their own way.
4. Induces the customers by showing the need of the product.
5. Use of actors and celebrities in advertisement, which may compel the fans of such celebrities to use such products.

From the above points it is clear that advertising has both Good and Bad Effects, but the organization must focus upon such advertisement with proper messages and not misleading advertisement.

Ethics: Ethics is derived from the Greek word "Ethos", which means "Relation to one's character".

Unethical advertisement: Unethical advertisement may be divided into two types of advertisements:

Unethical advertisement which are illegal: The Unethical Advertising relates Such Advertisements which misleads the consumers relating to product or service, which means advertising false messages related to goods or service. Such false advertisement is illegal.

Deceptive advertisement: Such Advertisement are also misleading but may be legal in Nature, i.e it may give good products, but advertisement may mislead the customers.

ASCI (Advertisement Standards Council of India) This Institution was established in year 1985 and acts as a self-regulatory body for advertising. It is a non-government regulatory body of India. Advertisement made in India are under the constant watch regulatory authority of ASCI. ASCI has also banned many advertisement for example L'Oreal India Pvt Ltd, Lotus Herbal Limited, General Mills Pvt Ltd (pills Bury), Heinz (Complan) And Many other advertisement have been banned based on unambiguous Statement, or for showing wrong and misleading information in Advertisement.

LITERATURE REVIEW

According to Anita Kalamata (June 2013), IJBMI-claims that ethics, morality and standards to be applied for designing the good advertisement copy again she claims that the public must get involved through a public representative.

According to Vasanthi Ajay (Feb 2014), Impact IJRHAL- The Advertisement must be Ethically correct and various agencies must properly regulate the regulations related to ethics in advertisement. The Ethical codes related to advertisement must have strong ethical standards by ASCI and Consumer Protection Council.

According Dr. Asha Nagendra and Dr. Sunil Agrawal, (2011), ICEBM- The people must be involved and should participate in formulation of advertisement, Again the public Authorities must also play a crucial role in formation of advertisement.

OBJECTIVES

1. To find out consumer perception towards unethical, misleading and deceptive advertisement.
2. To find effect of ethical advertisement of consumer
3. To explore the efforts made by government to control unethical advertisement
4. To analyze and to suggest the remedies to control unethical advertisement

HYPOTHESIS:

Hypothesis 1

Ho: There is no relationship between Age group and unethical advertisement induces to purchase the product.

H1: There is relationship between Age group and unethical advertisement induces to purchase the product.

Hypothesis 2

Ho: There is no relationship between monthly income and willingness to purchase misleading product/Duplicate product.

H1: There is relationship between monthly income and willingness to purchase misleading product/Duplicate product .

RESEARCH METHODOLOGY

- Research Design: A research design is the plan for collection and analysis of data in a manner that aims to achieve research purpose with the economy in procedure. It constitutes blue print for the collection, measurement and analysis of data. The present study uses Exploratory and Descriptive approach.
- Nature of study: The present research study is Quantitative and Qualitative in nature.
- Research plan for data collection: For the present study information has been collected from both primary source and secondary source.
- Primary Source: The following plan will be adopted to collect primary data.
 - Research Technique: Survey Method
 - Tools of the study:
 - Questionnaire
- Secondary Source:
 - Books, Journals and Magazines
- Sampling Plan:

- Sampling element: The sampling element consist of Students ,professionals, businessman , housewife , etc.
- Sample Size:
 - ✓ individuals - 61
- Sampling Method: For the present study the researcher has selected Snowball sampling and Random sampling.
- Statistical Technique: This research study uses the SPSS (Statistical package for social science) package

DATA COLLECTION AND RESPONDENT PROFILE

Data is collected from pre schedule questionnaire form. The questionnaire consists of 17 questions.

The data collections and analysis has done in an iterative process it consists of 26 females and 35 males

Table no-1: Univariate analysis of Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	26	42.6	42.6	42.6
	Male	35	57.4	57.4	100.0
	Total	61	100.0	100.0	

Figure-1

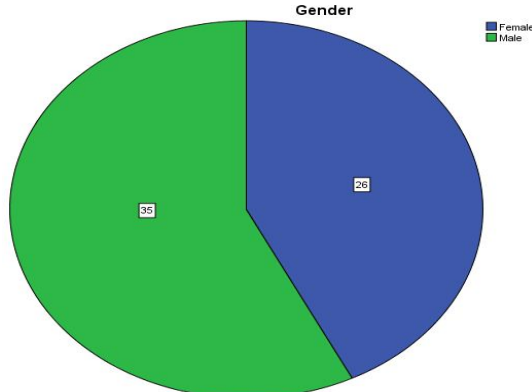


Table no-2: univariate analysis of Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-40	33	54.1	54.1	54.1
	41-60	12	19.7	19.7	73.8
	Above 60	2	3.3	3.3	77.0
	Upto 20	14	23.0	23.0	100.0
	Total	61	100.0	100.0	

Figure no-2

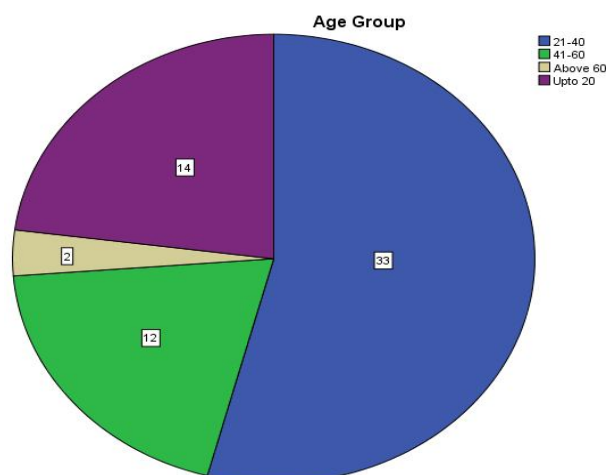


Table no-3: univariate analysis of Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-10000	25	41.0	41.0	41.0
	10001-20000	14	23.0	23.0	63.9
	20001-30000	13	21.3	21.3	85.2
	Above 30000	9	14.8	14.8	100.0
	Total	61	100.0	100.0	

Figure no-3

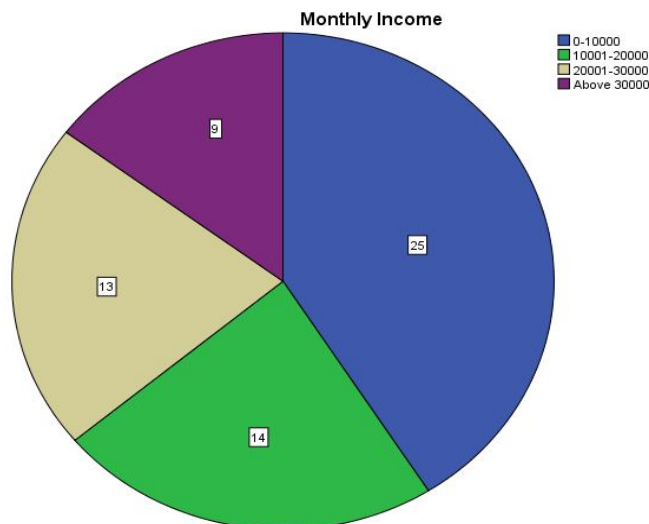


Table no-4: descriptive statistics of association between Age Group * unethical advertisement has induce and change your mind to purchase the product

		UNETHICAL ADVERTISEMENT HAS INDUCE AND CHANGE YOUR MIND TO PURCHASE THE PRODUCT					Total
		Agree	Disagree	Neutral	STRONGLY AGREE	Strongly Disagree	
Age Group	21-40	8	4	9	10	2	33
	41-60	1	4	1	0	6	12
	Above 60	1	0	0	1	0	2
	Upto 20	5	0	1	8	0	14
Total		15	8	11	19	8	61

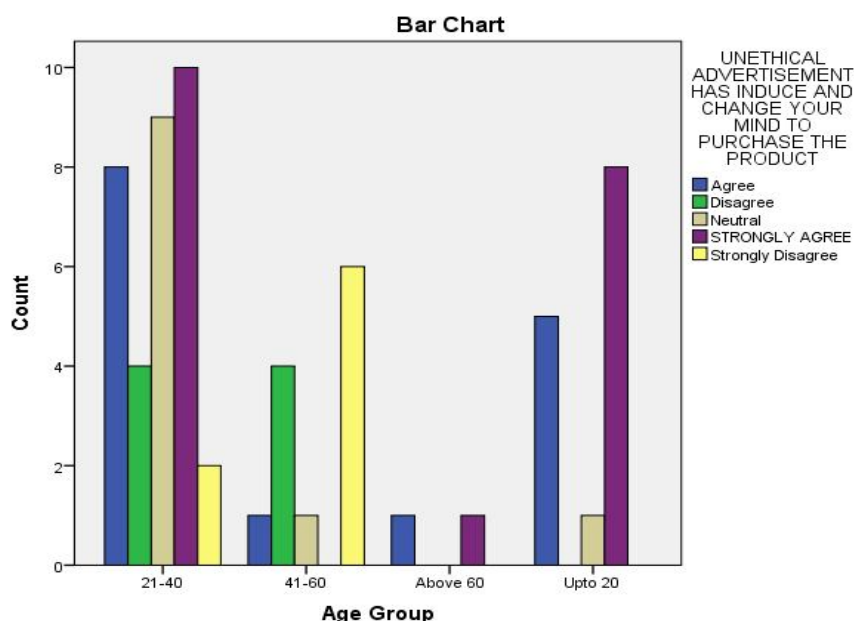


Table no-5: Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.664a	12	.001
Likelihood Ratio	36.720	12	.000
N of Valid Cases	61		

P (value) 0.001 < Level of significance 0.050

Therefore Ho is rejected and there is significant relationship between age group and unethical advertisement induces to purchase product.

Table no-6: Descriptive statistics of association between monthly income and willingness to purchase duplicate product

		How much willing are you to purchase duplicate products like (ABIDAS,OKAY,BORIO,CABBUARY,LIKE ETC) ?						Total
			Neutral	Strongly Unwilling	Strongly Willing	Unwilling	Willing	
Monthly Income	0-10000	1	3	2	2	12	5	25
	10001-20000	0	4	1	0	5	4	14
	20001-30000	0	4	3	1	4	1	13
	Above 30000	0	1	7	0	0	1	9
Total		1	12	13	3	21	11	61

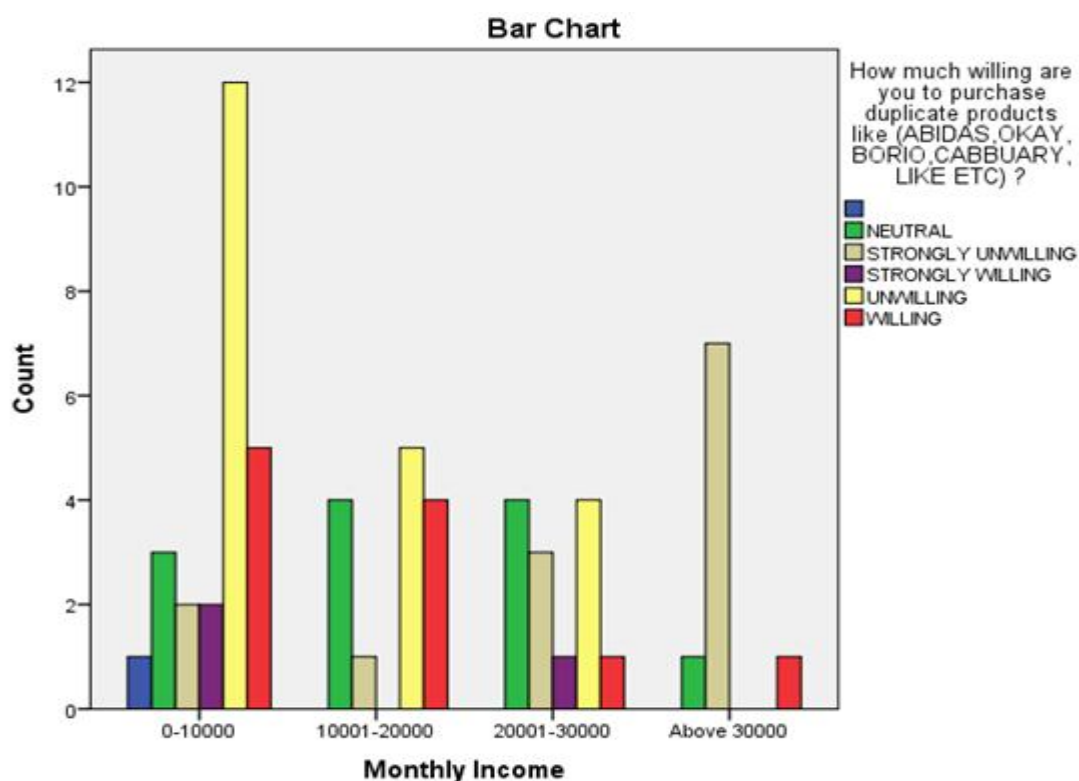


Table no-7: Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.019a	15	.016
Likelihood Ratio	29.068	15	.016
N of Valid Cases	61		

P (value) 0.016 < Level of significance 0.050

Therefore Ho is rejected and there is significant relationship between monthly income and and willingness to purchase duplicate product

Table no-8: descriptive statistics of association between monthly income and willingness to purchase deceptive product

		How Much Willing Are You To Purchase Deceptive Advertisement Products Like Slim Tea, Keshyog, Sona Belt, Nazar Kawach , Body Buildo Etc.?					Total
		Neutral	Strongly Unwilling	Strongly Willing	Unwilling	Willing	
Monthly Income	0-10000	8	6	1	8	2	25
	10001-20000	4	2	1	4	3	14
	20001-30000	2	4	1	4	2	13
	Above 30000	1	3	3	1	1	9
Total		15	15	6	17	8	61

Table no-9: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.350a	12	.499
Likelihood Ratio	10.136	12	.604
N of Valid Cases	61		

P (value) 0.499 > Level of significance 0.050

Therefore there is no relationship between monthly income and willingness to purchase deceptive advertisement product.

CONCLUSION

Finally, the Analysis made concludes that the Children below age of 20 can get induced towards such Misleading advertisement, and the Persons above 60 years of age group are less induced with such products.

Due to low income, to look trendy, effect of peers, due to extra discount on products, easy availability, etc. the children's below 20 years of age can get induced in products due to such misleading advertisement. The Advertisers must also respect the feminine factor in Ads. The Negativeness shown on the above respect may create a False impression in the minds of consumers. It is also seen that People with Low income group are more willing to buy Duplicate false products looking at the advertisement also it is seen that the Logos and Brand name are made very similar to the real product which is advertised and the persons with low income group or the people who do not pay much attention towards such advertisement may purchase such Product or service (the example of which are Adidas/ Abidas ;Nike / Like ;KFC/MFC, etc.) and vice versa situation.

The Advertising ethical standards must be properly regulated and coded by respective regulatory bodies like ASCI, also it is firmly believed that very strict ethical codes must be formed. The Advertisement must be as such which does not gives away any negative Message to the Society. The Indian Society is still a mixture of Modern and traditional culture again it has a varied ethnicity and Diversified Culture, The Advertisers must use the Ideas of Advertisement not to induce the Consumers but also give them proper knowledge which will help the consumers to choose the right product in market. Unethical advertisement actually demoralizes the consumers to use the product of company which use such unethical means of advertisement, by showing the false claims. Also, Gradually the company also starts to lose the Stakeholders. The Advertisement must be as such that it must not affect the minds of the teenage and children. Hence Unethical advertisement does not favor company Policy nor the Consumers. It is Harmful for both.

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ETHICAL ROLE OF LIBRARIANSHIP IN DIGITAL ERA

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ABSTRACT

In the implementation of rapidly changing information communication technology in libraries has changed the overall image of academic librarianship. In the library system which is service based, the professionals are required to adopt ethical way to fulfill their responsibilities. The academic librarians are required to play various roles as well to give the justice to their profession through playing an ethical role as well users' satisfactions. In changing technological environment, the academic librarians have to face the conflict with ethical principles prescribed for professional and social responsibilities. In this paper the author has tried to take a review of ethical role of librarianship, its need, purpose and view the ethical challenges of information ethics as well find out the sustainable solutions to the technological challenges of the digital age. In the digital era the academic librarians are forced to play a valuable role in cyber ethics. With the advent technology we are experiencing the academic dishonesty and plagiarisms in the education system are big challenges for library profession. In this paper the author has tried to identify ways to practice workable ethics in digital environment. It is a need of hour to maintain a strong moral and ethical foundation for the development of library professionals in the digital age.

Keywords: Ethics, Librarianship, Digital Era

INTRODUCTION

Now a day, in the age of free flow of information, all types of libraries are directly concerned with the use of various types of resources to make users satisfactions with the shouldered responsibilities. They have been forced to absorb strategic qualities among them to perform their job in better than earlier. All library professionals are playing vital role in society and they are expected to demonstrate the ethical values in every responsibility. Since the beginning of this profession, concerned with many ethical points and with the advent changing technology more has been added. As the technological advanced environment, the libraries have forced to adopt digital resources of information as well new techniques for acquiring, preserving and dissemination of information. Therefore, the librarians are forced to rethink their professional core values, ethics as well as social responsibilities with the increasing expectations of tailor made products of the patrons.

HISTORY OF LIBRARIANSHIP ETHICS

In more than 60 countries library associations have developed and approved a national code of ethics for librarians. During 2010 and 2012 a working group from FAIFE drafted and consulted extensively on a draft international code of ethics for librarians and other information workers. Hundreds of comments from IFLA Members and Non-Members were received to the draft, and a final version was prepared for the endorsement by the IFLA Governing Board. The "IFLA Code of Ethics for Librarians and Other Information Workers" was approved endorsed in August 2012.

The FAIFE has expected through libraries and individual is guaranteed full opportunities to encounter free expression and permit users freedom of expression as well as good quality library services form an essential component in this matter. Libraries and library staff should therefore follow some principles based on:

- Freedom of expression
- Uninhibited access to information
- Intellectual freedom
- Recognize the privacy of library patrons
- Libraries provide access to information, ideas and works of imagination. They serve as gateways to knowledge, thought and culture.
- Libraries provide essential support for lifelong learning, independent decision-making and cultural development for both individuals and groups.
- Libraries contribute to the development and maintenance of intellectual freedom and help to safeguard basic democratic values and universal civil rights.

- Libraries have a responsibility both to guarantee and to facilitate freedom of expression. To this end, libraries shall acquire, preserve and make available the widest variety of materials, reflecting the plurality and diversity of society and where facilities are made available for library users to communicate/express themselves, this shall not be censored nor restricted by political, moral or religious views.
- Libraries shall ensure that the selection and availability of library materials and services is governed by professional considerations and not by political, moral and religious views.
- Libraries shall acquire, organize and disseminate information freely and oppose any form of censorship.
- Libraries shall make materials, facilities and services equally accessible to all users. There shall be no discrimination due to race, creed, gender, age or for any other reason.
- Library users shall have the right to personal privacy and anonymity. Librarians and other library staff shall not disclose the identity of users or the materials they use to a third party.

INDIAN SCENARIO

Taking into the consideration the Indian scenario of Librarianship ethics and code of conduct has been traced in the writings of Ram Labhaya (1950), Maganand(1962), Mittal (1984), Patwardhan (1984), Dwivedi(1987), D. Kaur(2002), Banerjee(2005)has opined about the ethics of Librarianship as mentioned below:

- The ethics of librarianship denotes the conduct and behavior of those who adopt the profession. He has referred to the Five Laws as the cardinal principles and basis of his list of ethical behavior including duties of readers, to books, to the profession, the staff and to him.
- A code of ethics provides a guideline for professionals in discharging their duties and punishes professionals, engaged in non-professional activities.
- Ethics is an art of determining what is right or good. It is used in three different but related ways as mentioned below:-
 - General pattern or “Way of Life”
 - Set-of rules of conduct or moral code
 - Inquiry about ways of life and rules of conduct
- Codes of ethics are very important for librarianship to deal with actual ethical challenges faced by librarians in India. Given emphasis on three sets of responsibility such as user centric services, document selection and toward the staff.
- Ethical codes are dealing with problems related to ethical issues faced by the contemporary library professional due to the impact of ICT, intellectual freedom, quality of information, data privacy and professional accountability.
- Now days, it is observed that professional ethics concept is included in paper entitled “Foundation of Library and Information Science or in “Library and Society”.
- Taking into consideration the emerging challenges in library profession of digital era such as cybercrime, plagiarism, intellectual property copyright issues of digitized contents, the revised ethical aspects are required to be included in LIS School Curriculum for accommodation of future professionals.
- In 1986, the (JOCLAI) i.e. Joint Council of Library Association in India adopted a set of professional ethics for Indian Library and Information Professional such as service-oriented profession, democratic principal, interest of clientele, service orientation, timeliness, equitable base, cultivation of knowledge in professional way.

PURPOSE & NEED FOR ETHICS

The purpose& need of professional ethics of library & information Science as mentioned in the writings of Verma, S. and Shahane, S. (2018):

Purpose of Ethics

- Deduction in providing service.
- Maintain equality to caste, creed, religion and idealisms.
- Professional should be a knowledgeable person.

- Follow the six freedoms for study, thought, speech, press, dissemination of knowledge and instruction.
- Strong voice for library legislation and censorship.

Need for Ethics

Following are the need for some professional ethics for providing services to readers:

- Highest level of honesty and character
- Intellectual profession
- Based on well-organized and appropriate collection
- Principles of equity for providing services
- Requirement of maintaining good relationship with patrons, colleagues and resources
- Guideline to take proper decision
- Enhance the level of profession
- Guide to fulfill the expectations of patrons

TYPES OF ETHICS AND ITS FOCUS

Various types of ethics have been mentioned in the writings of Singh, P. & Mishra, R. (2017)

- Ethics towards Users:* In order to prepare good relationship between library and its patrons.
- Ethics towards Profession:* For ensuring the responsibility for the development of profession and to promote excellence amongst professionals.
- Ethics towards Colleagues:* Towards strengthening the cooperation among library professionals; and to increase good relationship with colleagues and other members of the profession.
- Ethics towards the Organization:* For upholding and to give due respect to the library as an integral part of the organization.
- Ethics towards Society:* In order to affirm the library status and roles in providing information for the advancement of society.
- Ethics towards technology:* (i) to involve morality in making use of information communication technology; (ii) to promote use of information technology in ethical use of information in ethical way; (iii) Find out practical solution for practicing ethics in digital environment; (iv) to deal with ethical way for the users satisfactions in the age of free flow of information.
- Ethics towards Censorship:* (i) to deal with every piece of information that is harmful to the society; (ii) considered as an ethical weapon through which unethical activities in any form are discouraged by the concern agencies; (iii) can take place before and / or after publication.
- Ethics towards Intellectual Property Rights:* (i) to make awareness among the patrons, researchers; (ii) and to provide guidance in legal protection for human intellect.

The librarians in the digital age are required to face ethical responsibilities as mentioned below

- Responsibility to the Readers:* (i) Qualified Librarian for reader with the knowledge of advent technology; (ii) Able to provide valuable and export services; (iii) Known as guide, the philosopher and friend.
- Responsibility to the soul of book:* (i) Librarian should take much care of every book and content of the book; he should look toward the preservation and conservation of the books; (ii) He has to take appropriate steps at right time for the purpose.
- Responsibility to the profession:* (i) Librarianship is a learned professional, which has lead toward public service as its ideal; (ii) He should cultivate 'professional habits; (iii) He should always take care of his honored profession.
- Responsibility to the staff:* (i) Each member of the staff should be treated as a colleague; (ii) Should be encouraged them to realize their work as well smooth functioning of the whole establishment.
- Responsibility towards Himself:* (i) He should be in the position to know "something of everything for performing his duty in a befitting manner; (ii) He should always treat his patrons with sympathy and love.

CONCLUSION

As Library profession is a Service Oriented profession with the mission to fulfill the information needs of the society as well it is playing a significant role in uplifting a society, socially, culturally, intellectually, scientifically, economically by providing information to needy at right time in right manner. But the same time we are facing the various challenges such as plagiarism, copy right, censorship, intellectual property right and so on., which are becoming essential but a complex part of digital age. For the 21st century digital medium is an opportunity for transforming ourselves in and with the world. Therefore, it is an essential for each library professional to equip with professional ethics, which will lead him to take right decision at right time in right manner to serve his patrons better than earlier. It is need of hour to create digital ethics awareness to face challenges and options for individual and social life.

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EVALUATION OF ETHICS IN MARKETING, FOLLOWED BY COMMERCIAL BANKS ON SOCIAL MEDIA, IN MUMBAI

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ABSTRACT

This research attempts to evaluate the Ethics in Marketing followed by Commercial Banks on Social Media in Mumbai. Social Media has been one of the most successful tools in marketing recently. Knowing how marketing tools can boost sales is every marketer's goal since it can boost the profitability of a company substantially. Multiple social media platforms have provided an opportunity for banking institutions to make a digital presence and expand their marketing efforts. Although profit-maximisation is the primary goal for any organisation, adhering to an ethical code of conduct is essential in the modern world today. Commercial banks must be ethical in their marketing functions on all platforms, especially social media, to avoid potential issues and to gain trust, brand-building and loyalty. This study highlights the effectiveness of the compliances, challenges and the various factors which relate to marketing on ethical media. The research discusses the need for ethics on social media and provides suggestions to address its concerns.

Keywords: social media, social media marketing, ethics, commercial banks

INTRODUCTION

Social media has emerged as a global platform for consumers and businesses to interact with one another. A recent study(Digital 2019:Global digital overview) showed the most popular social networks worldwide in terms of number of active users (in millions) with the top 3 being Facebook (2271 m), followed by YouTube(1900 m) and Whatsapp(1500 m).

Due to such a huge presence and potential , marketers from different spheres, including commercial banks, have invested a lot of resources in promotion of their products and services on social media.However, ethics in marketing, especially on social media, should be a prime concern.

Marketing ethics is concerned with what is right and wrong, good and bad in marketing, and particularly the moral challenges of marketing practitioners as they engage in marketing practice (Marketing ethics: A Review of the field,2012).Multiple incidents of unethical social media use, such as the Facebook–Cambridge Analytica data scandal of 2018, involving unauthorised sharing of 87 million users along with costly PR errors over social media by companies like Nestle, Barclays & Wal-Mart have to be given importance.

LITERATURE REVIEW

Falque-Pierrotin (December 2018), current head of France's CNIL stated, "Without ethics, without an adequate enforcement of our values and rules our societal models are at risk."

Barry Lynn(October 2018), Senior fellow at the Google-backed New America Foundation stated, "Today we face the gravest threat to our democracy, to our individual liberty in Europe since the war and the United States perhaps since the civil war. This threat is the consolidation of power — mainly by Google, Facebook and Amazon."

Raghuram Rajan, (June 2016) the Ex-Governor of RBI stated, "There is tremendous amount of information about the customer that is made available through social media habits and various kinds of products being used by them."

Adi Kamdar (June 2014), the Electronic Frontier Foundation. "People need to understand that Facebook as a service is not a neutral platform. It is not the internet. It is a for-profit company with its own needs, and its own agenda, and will affect what users see at its own whim. It could be manipulating data all the time, but this is the first time we saw the results."

RESEARCH GAP

Research on social media is new & still evolving. With Mumbai being the financial capital of the country, a need was felt to evaluate the ethical aspects in social media marketing.

OBJECTIVES

1. To evaluate whether a code of conduct in marketing is being effectively followed by commercial banks on social media in Mumbai.

2. To study the challenges faced by commercial banks in relation to their marketing ethics, particularly on social media. To study the aspects of trust, confidentiality, and corporate social responsibility in relation to banking ethics, with reference to brand preference & loyalty.
3. To suggest ways of addressing ethical concerns over marketing on social media & make banks aware of its usefulness.

HYPOTHESES

H1: Consumers are unaware of a code of conduct in marketing, followed by commercial banks on social media.

H2: There are major ethical challenges faced by commercial banks, in relation to their social media marketing practices.

H3: Trust, confidentiality & corporate social responsibility are major factors in relation to banking ethics & lead to brand preference & loyalty.

RESEARCH METHODOLOGY

This research makes use of both primary and secondary data in order to derive necessary conclusions pertaining to research objectives.

DATA COLLECTION AND ANALYSIS

Results under the research indicated the following

1. Data was collected from 65 male and 35 female respondents, of which 76 were in age group 25-34, 12 were between 35-45 & 45 above respectively.
- Most popular social media platform amongst the respondents were Whatsapp, followed by Facebook and Youtube.
- Trust, confidentiality & communication were regarded as important issues in banking ethics by the respondents
- Respondents felt false reviews & compromise on privacy are major marketing issues on social media
- Participants suggested “Government Laws and Regulations” & “Avoidance of Conflicts of Interest by Companies” to address Ethical Concerns on social media marketing.

RESULTS OF HYPOTHESIS TESTING

Test of Reliability & Validity

- The **Cronbach Alpha** was used to test the reliability of the scale. It indicated a high value of 0.915 which indicates high internal consistency and reliability.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.915	0.911	9

- **Spearman Rank Correlation** was used to test the validity of scale. The correlation was found to be significant & positive.

			Correlations								
Questions			Ques 1	Ques 2	Ques 3	Ques 4	Ques 5	Ques 6	Ques 7	Ques 8	Ques 9
Spearman's rho	Ques 1	Correlation Coefficient	1.000	.852**	.480*	.783**	.647**	.694**	.450*	.569**	0.216
		Sig. (2-tailed)		0.000	0.015	0.000	0.000	0.000	0.024	0.003	0.300
		N	100	100	100	100	100	100	100	100	100
	Ques 2	Correlation Coefficient	.852**	1.000	.457*	.711**	.725**	.725**	.445*	.645**	0.222
		Sig. (2-tailed)	0.000		0.022	0.000	0.000	0.000	0.026	0.001	0.287
		N	100	100	100	100	100	100	100	100	100
	Ques 3	Correlation Coefficient	.480*	.457*	1.000	.592**	.489*	0.272	0.231	.807**	0.277
		Sig. (2-tailed)	0.015	0.022		0.002	0.013	0.189	0.267	0.000	0.180
		N	100	100	100	100	100	100	100	100	100
	Ques 4	Correlation Coefficient	.783**	.711**	.592**	1.000	.819**	.701**	0.376	.629**	0.053
		Sig. (2-tailed)	0.000	0.000	0.002		0.000	0.000	0.064	0.001	0.800
		N	100	100	100	100	100	100	100	100	100
	Ques 5	Correlation Coefficient	.647**	.725**	.489*	.819**	1.000	.710**	0.168	.600**	0.316
		Sig. (2-tailed)	0.000	0.000	0.013	0.000		0.000	0.422	0.002	0.124
		N	100	100	100	100	100	100	100	100	100
	Ques 6	Correlation Coefficient	.694**	.725**	0.272	.701**	.710**	1.000	.570**	.539**	0.300
		Sig. (2-tailed)	0.000	0.000	0.189	0.000	0.000		0.003	0.005	0.145
		N	100	100	100	100	100	100	100	100	100
	Ques 7	Correlation Coefficient	.450*	.445*	0.231	0.376	0.168	.570**	1.000	0.352	0.016
		Sig. (2-tailed)	0.024	0.026	0.267	0.064	0.422	0.003		0.084	0.939
		N	100	100	100	100	100	100	100	100	100
	Ques 8	Correlation Coefficient	.569**	.645**	.807**	.629**	.600**	.539**	0.352	1.000	.422*
		Sig. (2-tailed)	0.003	0.001	0.000	0.001	0.002	0.005	0.084		0.036
		N	100	100	100	100	100	100	100	100	100
	Ques 9	Correlation Coefficient	0.216	0.222	0.277	0.053	0.316	0.300	0.016	.422*	1.000
		Sig. (2-tailed)	0.300	0.287	0.180	0.800	0.124	0.145	0.939	0.036	
		N	100	100	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).											
*. Correlation is significant at the 0.05 level (2-tailed).											

Hypothesis testing

Inferential statistics indicated the Mean & Standard Deviation for the responses. **One-Way ANOVA Test** was used to analyse the results

QUESTION	MEAN	STD. DEVIATION	N
Ques 1	3.40	1.190	100
Ques 2	3.48	1.262	100
Ques 3	3.12	1.130	100
Ques 4	3.40	1.225	100
Ques 5	3.16	1.375	100
Ques 6	2.96	1.020	100
Ques 7	2.76	0.779	100
Ques 8	3.08	1.222	100
Ques 9	2.44	0.961	100

One Way ANOVA Test					
		Sum of Squares	df	Mean Square	F
Between People		167.556	24	6.981	
Within People	Between Items	22.462	8	2.808	4.720
	Residual	114.204	192	.595	
	Total	136.667	200	.683	
Total		304.222	224	1.358	
Grand Mean = 3.09					

The One way ANOVA Test gave a P Value < 0.05 , which means : **Null Hypothesis H_0 is to be Rejected & we conclude that a Significant Difference Does Exist.**

CONCLUSION

This research brings out the importance of having an effective code of conduct in marketing by banks on social media. It was observed by majority of the respondents that:-

- Banks must have an effective code of conduct in marketing of their products and services.
- Social media advertising is being abused by corporations today & there are multiple issues & challenges to the same.
- Apart from Trust & Confidentiality, Communication is also an important issue in Banking Ethics.

Integrity risk as been identified as the main ethical challenge with regard to social media.

SUGGESTIONS AND MODEL

With Banks under the radar, a need for greater transparency is needed in social media marketing. There must be a balance between the 3 Ps of Profit-People-Planet by commercial banks. Mandatory appointment of a Chief Ethics Officer in an organisation can bring about compliance, improved trust & sustainability for the organization. An In-house Ethics Committee can be developed and guidelines governing social media ethics can be established on similar lines as foreign associations.

Several guidelines for different professions & businesses have been developed worldwide in relation to social media ethics

- The Association of Inter-net Researchers (The Ethics Working Committee)
- The Federal Financial Institutions Examination Council (Social Media: Consumer Compliance Risk Management Guidance)
- Federation of State Medical Boards (Model Guidelines for the Appropriate Use of Social Media and Social Networking in Medical Practice)



LIMITATIONS OF THE STUDY AND SCOPE FOR FURTHER RESEARCH

This study attempts to evaluate marketing ethics over social media by Banks. The study has only considered respondents from Mumbai. A limited time frame has restricted the study to a smaller sample size. A scope for further study can be undertaken to focus on particular social media platforms.

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AN ETHICAL ANALYSIS OF PORTRAYAL OF WOMEN IN TELEVISION ADVERTISING WITH REFERENCE TO PRODUCT/SERVICE ENDORSEMENT

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ABSTRACT

Advertising has always been in midst of controversy in regards to its depiction and insensitive stereotyping of women. Such disposition has always amounted to a lot of criticism by anti-advertising lobby. Advertising industry in India is not untouched with this serious reality whereby the line of ethics, especially in regards to portrayal of women has been crossed many a times, in some cases deliberately. Mostly the objective is sales and profit oriented and also to garner the advantage of controversy and publicity, which is a matter of grave concern predominantly to such an assorted society like India.

Ethics as an important aspect of advertising professionalism and social responsibility has gained a lot of support in recent past. Self-regulation codes by Advertising Standard Council of India, Doordarshan and Advertising Agencies Association of India are affirmation to the fact that total emancipation cannot be bestowed to open public viewing avenues. With changing context of many ethical values, subjectivity as its limitation, awareness among the educated masses and emergence of social media platform to share their concern and raise their voice, advertisers in particular need to be responsible in regards to portrayal of any gender in negative light, especially women. Consequently it is imperative to analyse these sets of moral behaviour and values expected from a forum or a media like television which reaches almost every person. Thus the paper tries to ethically analyse portrayal of women in television advertising for product/service endorsements so as present the current scenario of Indian advertisers mind set and also to understand the accepted notion of ethics in Indian society.

Keywords: Advertising Ethics, Doordarshan Code, Portrayal of women, Television advertising

yatra nāryastu pūjyante ramante tatra devatāḥ|

yatraitāstu na pūjyante sarvāstrāphalāḥ kriyāḥ ||

(Translation: The divine are extremely happy where women are respected ;where they are not, all actions (projects) are fruitless.)

INTRODUCTION

Ethics are the moral principles that govern a person's behaviours or the conducting of an activity. Similar to any other field of business, advertising needs to follow well derived and socially perceived ethical codes or standards. Advertising being one of the most visible and closest forms of promotion to the audience, it must adhere to certain set of codes of ethics failing which may lead to negative repercussion not only for a business entity but also to society at large. All integrated marketing communication decisions must emphasize on its ethical validity.

According to William J. Stanton, "Advertising includes all those activities which are involved in presenting a non-personal, sponsor –identified, paid message to an audience about a product or organization". In simple words advertisement is any paid form of non-personal presentation and promotion of ideas, goods or services of an identified sponsor. Advertising industry is growing at an extraordinary rate. It has evolved itself as one of the major industry in service sector. India advertising spend market is expected to grow by 10.5 per cent to reach Rs 624 billion. Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent (IBEF). With the number of people employed and capital invested it is surely a serious business to be analysed.

Advertising ethics involves around well-defined moralities which oversees the way communication taking place between the trader and the purchaser. Ethics in advertising is directly related to the purpose of advertising and the nature of advertising. An ethical ad is the one which is genuine and not counterfeit or avoids any untruthful assertions and is in the perimeter of affability. In other words it suits the underlined assumptions of what is righteous and what is tabooed within the cultural and moral parameters in the society or which should not be preferred or not within the same idea of acceptability of society at large.

Portrayal of women in advertising is well debated at various forums. Indian advertising has always been criticised for their insensitive and unwanted depiction of femininity. Advertisers, to make their advertisements

attractive, habitually incline to associate their product with striking and eye catching illustrations especially involving women showing her in a manner which might not be necessary or important to be showcased in an advertisement. The importance of women in an ad can be ascertained by a mere fact that her presence is in almost all categories of product and services advertisements. Women have been used as a show piece to make advertisements more appealing and product more acceptable to the youth. The 'Sex Appeal' factor of the advertisement has compelled the advertisers to cross their line of morality and respect towards womanhood and they have tried to redefine the whole appearance and the values of an Indian Women over a period of time.

Television is one of the most viewed sources of information and entertainment in India. The survey conducted by Broadcast Audience Research Council (BARC) indicates a 7.5% increase in the number of TV-owning households across India to 197 million in 2018. The number of DTH operators in India has also increased to 06 namely Tata Sky, Dish TV, and Bharti Tele media, Sun Direct, Videocon and Reliance Big TV.

The number of channels at viewer's disposal has also been quite high. The data below ascertains the fact.

Year	Foreign Channels Downlink In India	Channels Uplink in India	Total
2016	91	808	899
2017	83	794	877

*Ministry of Information and Broadcasting of India

Hence it becomes imperative to study the way such a mega media represents women through advertisements, which it gives platform to reach millions of audience all over the country.

LITERATURE REVIEW

The part of women in society has changed radically in last few decades. Women are now essaying a diverse set of roles in every sphere of life. They have developed into a great influencer. With growth of various media in India, and content of communication imitating the pattern of society are suggestive to great extent the prevailing approach of the society towards women. The mass media in India not only stresses and showcases the prevailing and well entrenched outlook towards women but also strengthen and reinforce the type casts but also misrepresent the image. The enhancements as women being represented as sex items and in fashion roles appear to be happening in categories of products directed specifically to women.

(Sanjay Kaptan and V.P Subramanian, 2001)

Portrayal of gender roles in advertising is a depiction of the long-existing unsatisfactory association of supremacy and subservience between the two sexes. Women have been browbeaten by advertisers for decades. They have regularly been type casted in the traditional roles of homemaker, or have been estimated just an attraction to enhance the appeal of an advertisement. The regularity and the number of such demeaning and unscrupulous advertisements in the print and the electronic media have reduced. With growing activism and women empowerment, the advertising industry has felt the need to finally come to terms with its social responsibilities and portray a more realistic picture of women. (Divya Nigam, Jyotsna Jha, 2007)

OBJECTIVES OF THE STUDY

1. To find kinds and trends of different role portrayed by women in Indian Television Advertisement.
2. To analyse portrayal of Women on the ethical parameters of general rules of Conduct in advertising adopted by Doordarshan.

LIMITATIONS

1. The study concentrates only on advertisements appearing or appeared on television. To avoid problem of vast data, other mediums of advertising have not been included.
3. Only Doordarshan code specifying portrayal of women is taken as a base to test advertisements ethical validity.
4. In absence of clear guidelines/meaning of various adjectives used in Doordarshan code related to guidelines for portrayal of women, researcher has used his understanding and discretion.

RESEARCH METHODOLOGY

- The research is descriptive in nature. Primary data is collected through observation method. 35 Television commercials were selected on simple random basis for the study purpose. The product category considered for the research are Automobiles, Cosmetics, Toiletries and Men oriented products. Secondary data is also used wherever necessary.

- Ethics is multidimensional. It's important to draw a line between ethical and unethical portrayal of women. Researcher takes the codes prescribed by Doordarshan for regulation of advertising as ethical parameters that an advertisement should follow whereby it describes how a women is required to be portrayed in advertising. The code is mentioned below:

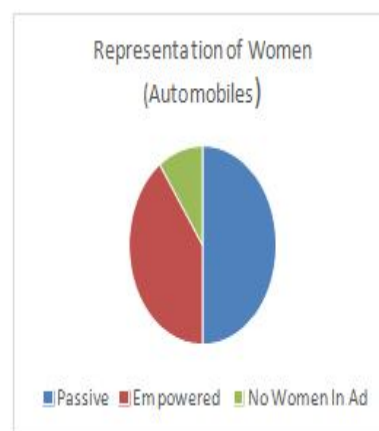
“It derides any race, caste, colour, creed and nationality”

“In its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic, and is within the well-established norms of good taste and decency.”

FINDING AND ANALYSIS

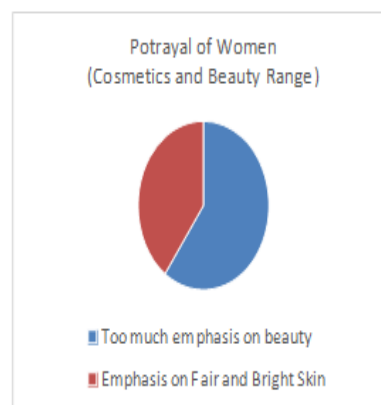
1. Automobiles and Vehicles

Brand Advertisement	Role/Portrayal of Women
New Ford	Empowered, Fearless
Renault Kwid	Passive
New Baleno	No women in ad
Hyundai i10	Empowerment
Hero Pleasure	Empowerment
TVS Scooty	Empowerment
TVS Jupiter	Passive
Yamaha	Passive
Splendor	Passive
Honda Activa 5G	Modern and Empowered



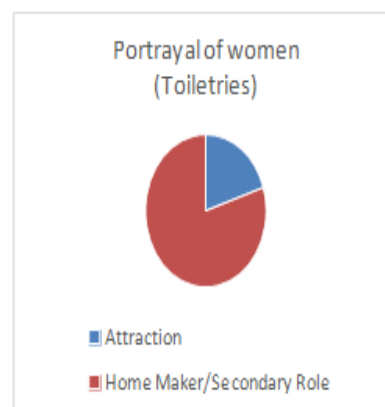
2. Beauty and Cosmetics

Brand Advertisement	Role/Portrayal of Women
Godrej Hair Dye	Traditional, Young looks
Dabur Amla	Beauty Conscious
Godrej soap	Attraction
Fair and Lovely	Glow and Colour, Brighter Skin
Himalaya Anti Hair Fall	Attraction
Lotus White Glow	Attraction and Beauty Brighter Skin
Lakme Eye conic	Beauty Conscious
Loreal Paris	Brighter Skin Seeker
Pond White Beauty	Fairness
Lakme absolute Matt	Emphasis on Beauty



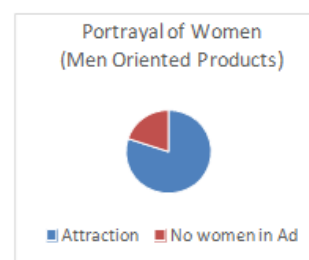
3. Toiletries

Brand Advertisement	Role/Portrayal of Women
Vanish	Home maker
Close Up	Attraction
Harpic	Toilet Cleaner/Primary User
Colgate Ved Shakti	Child and Family care
Ghadi Detergent	Washing Clothes
Domex	Home Maker
Liril Soap	Attraction/Vulgar
New Rin Bar	Washing Clothes
Lifebuoy Soap	Child Care
Active Wheel	Washing Clothes



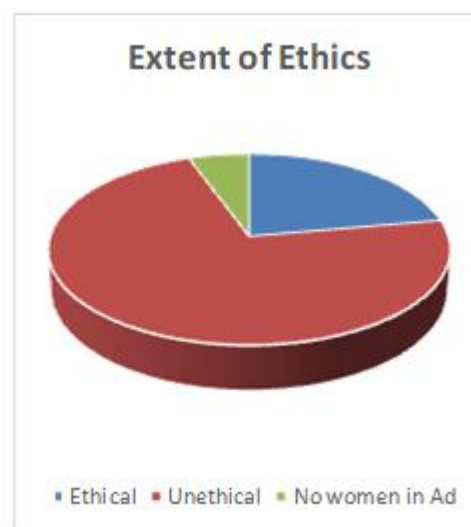
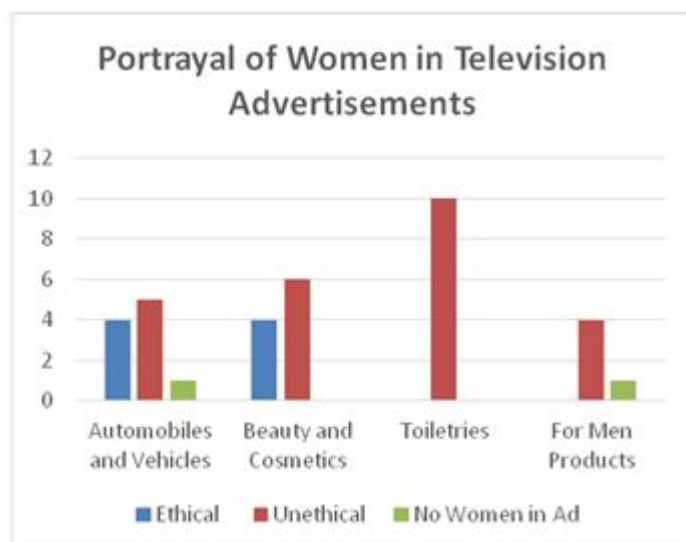
4. 'Men Oriented' Products

Brand Advertisement	Role/Portrayal of Women
Fog Deodorant	Attraction
Lux Cozy Innerwear	Attraction
Nivea Men Deo	No women in Ad
Fair and Handsome	Attraction
Live in pride inners	Attraction



Based on Doordarshan Code for regulation of advertising, which has been taken to determine the parameter of ethics following inference can be drawn:

Category	Ethical	Unethical	No Women in Ad	No of Ads
Automobiles and Vehicles	04	05	01	10
Beauty and Cosmetics	04	06	Nil	10
Toiletries	Nil	10	Nil	10
For Men' products	Nil	04	01	05
Total	08 (22.86%)	26 (74.29%)	02 (5.71%)	35 (100%)



CONCLUSION

With 74.29% of advertising breaching the line of ethics, it's high time to look into the idea of self-regulation more seriously. The situation is much better in advertising of automobiles as only 30% of the ads were found to be unethical, the common issue being, women shown in a passive and non-engaging manner in the advertisement.

In regards to beauty and cosmetics category 60% of the advertisement did not fit into the parameters of ethics. The common notion that advertisers are trying to sell is beauty. The word 'fair' has been replaced with 'bright'. There is too much emphasis on looking over the life glamorous with perfect skin.

Toiletries segment are the worst performers with 100% advertisements not fulfilling the basic idea of ethics. This segment needs to self-introspect their influence on the mind and perception of the people and society at large. The common role portrayed included as a home maker, bathroom cleaner, responsible for washing clothes and taking care of children.

Men oriented product category also violates the basic requirement for ethical portrayal of women, 80% found not be fit under ethical norms. Even though the consumers and audience are male counterparts, there is unnecessary inclusion of women characters mostly as show piece or to add attraction value to the advertisement.

Advertising is a great influencer. It reaches to young and old, rural and urban, rich and poor. Advertisers have to seriously rethink their idea of ethics. Portrayal of women should be in a respectful and dignified manner. It's time to free women from the clutches of stereotyping, objectification and their role limited to

household/secondary work. The self-regulatory bodies are doing their best to identify and prevent such depiction of women. It's time that audience as a whole reject those who continue to stereotype women and give a clear message that any wrong projection of women won't be accepted.

It is said that advertising is the mirror of the society, let it not be a false one.

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RIGHT TO KNOW VIS A VIS RIGHT TO INFORM: A GAP ANALYSIS IN THE LEGAL PROFESSION

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“Lawyers are the social Engineers. Lawyering is a noble profession “. There are a plethora of laws and from cradle to grave everyone is bound by law. Its humanly impossible for anyone on the earth to know all the laws. Lawyering is also about skill which one develops over the period of time and specializes in the same. Some professionals become popular on the basis of their expertise and many may not. To draw an analogy with any product or service, there are thousands of products/services in the market, the ones advertised, spoken, displayed, gifted etc. are known and others go unnoticed by many though equally good. It's also the mismatch of demand and supply which takes place. Legal services are required by almost everyone for some purpose or the other. But there is no set mechanism in the Indian Legal system to find who the expert in the field is. The reason being under the Indian Legal system Rule 36 of Bar Council of India advertising by lawyers is not permissible and this is the biggest dilemma the professionals are facing. Where we focus so much on Right to information, in the lawyering services providing information about one's services is not permitted directly. The ethics demand disclosure of information and the professional rules object, stating that disclosure amounts to soliciting. Where legal complexities have increased so much that specialized legal services have become the need of the hour. From mere property cases and Family disputes, today legal issues are in complex areas like technology and law, Air Space laws, Intellectual Property Rights, Cyber Crimes, and Aviation Laws and so on. On the other hand, the stake involved in these matters is high and are many a time cross border disputes hence clients prefer absolute expertise in the subject. The only way to find about the expertise is through literature about the lawyer or the firm and kinds of cases one has handled, the success rates if it was of dispute resolution.

The dilemma remains is “whether soliciting of clients is bad in the legal profession, especially in areas of one's expertise in the contemporary times”.

Changing Dimensions of Legal Profession

“Justice Krishna Iyer calls the legal profession as “the most brilliant and attractive of peaceful professions, with responsibilities both inside and outside it, which no person carrying on any other profession has to shoulder”. he says an “advocate has to deal with the greatest possible variety of human relations and has his mettle constantly tried from every direction. For the same reason, an advocate earns great social distinction, which ought not to be misused at any cost.”

Justice Krishna Iyers quote *“The underlying ethos of the legal profession is the service to society, akin to that of a doctor. The aim is to protect citizens”* from social disease and Roscoe Pound quote “ Lawyer are social engineers” is the premise on which the paper proposes its views. Society has been evolving and so are the laws. From the time when one had to plead his own case to the time when we hire both advocate on record and counsels has come. From individual practice of lawyer to host of law firms is the current scenario. Prevention is better then cure is the approach of the business and hence hiring of lawyer's in the business set up has also become very common popularly termed as general counsel. The complexities of the society and business both have changed with time. Where earlier the disputes were more pertaining to crimes and property today with industrialization, and global trade, the magnitude of disputes and the kind of disputes have been different. Where technology has pervaded almost every aspect of human life, technology disputes related disputes have also increased. As innovations and inventions has continued to grow, so are the legal issues pertaining to them. Today when artificial intelligence is taking over, the complexities of legal issues is going to emerge. The drones have already been in discussion for Right to Privacy. Not only we are witnessing new nature of disputes but also the common disputes which always existed like of crimes and property are going through a change. With regards to property, newer regulations and regulatory bodies and new modes of transfer of property has emerged. Crimes have increased and we are witnessing in addition to Robbery, theft, Murder and all, crimes like cyber crimes, sports crimes, and environmental crimes and so on. The mode of conducting crimes is changing from weapon to technology. Emergence of Social Media has also bought change in the matrimonial disputes. Today what's app chat is also considered as cruelty if abusive in nature. Commercial legal issues and White collar crimes have multiple dimensions. With foreign investment being permissible, cross border legal issues and disputes are also increasing. Compliances becoming tough and Legal Issues complex, seeking legal advise has now become a norm. With disputes multiplying in all ways, the past few decades has also witnessed the proliferation of tribunals, special courts and newer mechanisms of dispute resolution like Arbitration and

Mediation. Earlier where lawyers were hired to plead the client's case in the court, today lawyers are needed right from strategizing to appearing. There is a need of expert lawyers. One cannot be master of all same way all lawyers cannot have expertise on all laws and hence choice of lawyers is crucial. The choice is possible if given which in the case of legal profession is not permissible in the existing legal framework.

LAWS OF LEGAL PROFESSION

Choosing a lawyer is a very crucial decision for anyone especially in the India scenario. However is very challenging too the reason of which lies in the Advocates Act and the Bar Council Rules which govern the legal profession. Bar Council Derives its power to make rules under section 7(1) and Section 49(1) (c) Advocates Act. In pursuance to that power rule 36 states

Rule 36 reads as under-

"36. An advocate shall not solicit work or advertise, either directly or indirectly, whether by circulars, advertisements, touts, personal communications, interviews not warranted by personal relations, furnishing or inspiring newspaper comments or producing his photographs to be published in connection with cases in which he has been engaged or concerned. His sign-board or name-plate should be of a reasonable size. The sign-board or name-plate or stationery should not indicate that he is or has been President or Member of a Bar Council or of any Association or that he has been associated with any person or organisation or with any particular cause or matter or that he specialises in any particular type of worker or that he has been a Judge or an Advocate General."

The rigidity of this rule was challenged in the Supreme Court and this rule was amended in 2008 when the following proviso was added

"PROVIDED that this rule will not stand in the way of advocates furnishing website information as prescribed in the Schedule under intimation to and as approved by the Bar Council of India. Any additional other input in the particulars than approved by the Bar Council of India will be deemed to be violation of Rule 36 and such advocates are liable to be proceeded with misconduct under Section 35 of the Advocates Act, 1961."

Recently in 2018 Allahabad High court while listening to a petition filed for online portals which enlist lawyers by enticing them that it would them publicity the court has held "We are of the view that the issue raised in this petition requires attention of the Court specially considering the documents annexed with the writ petition wherein the lawyers are seen soliciting cases by advertising themselves through these portals which, we are prima-facie of the view is in the teeth of Rules 36 and 37 of the Bar Council of India Rules made under Advocates Act, 1961"

ETHICAL DILEMMA

Changing dimensions of legal issues, legal disputes, and adjudicating bodies on one hand and Existing rules of legal profession pose a ethical dilemma for lawyers i.e to advertise or not to advertise. Benefits of advertising about ones services:

1. Informed Choice: By advertising it benefit the society. Anyone who would wish to hire a lawyer will have informed choice by reading the success stories or representation stories.
2. Hiring of experts: In the light of the changing dimensions of legal issues, it will also give the parties a correct picture about the expertise of the person.
3. Accountability: If advertising is permitted, lawyers can be made accountable if given wrong advise.
4. High-Light of Small Fish: Currently where advertising is not permitted, only the prominent lawyers are in the lime light. With advertising everyone will be able to publish their work and hence big or small both would be available as choice to people.
5. Competitive fees: Though lawyering is a noble profession and started with the time lawyer was supposed to know how much the client has paid as the same was put in the pocket behind the lawyers gown. Today it's a known fact that the heavy fees which is charged by the lawyers. The affordability which is a concern today for many, may go away if advertising is permitted as it would lead to fair competition.

SOLICIT CUSTOMERS FOR PROVIDING LEGAL SERVICES – AN ETHICAL DILEMMA

From angle of lawyers this is the moot question in the light of existing rules. Today lawyers are hired by clients by recommendations or word of mouth whose popularity has spread. It is quiet likely that there may be many more such expert lawyers in the society who then are deprived of this publicity. Hence no advertising in a way is also creating income inequality, Professional inequality and loss at the bar as all lawyers are unable to get

equal opportunity of being considered to be hired where on the other hand charging fees is permitted. Thus lawyers have the right to inform about their professional expertise but if they do they are held liable in the advocates act and if they avoid to do, there is a likelihood of true facts not reaching the potential hirer of legal services. In the era of super specialization of lawyers, and decentralization of courts unless brought to the notice of the public it would be difficult to find a good lawyer. Also advertising should be permitted as we are in the borderless world and hence quite possible a lawyer in a different state may become an expert of choice compared to ones in the state. These points prove that Right to know is an important right of people who would want to hire a lawyer for any matter. To make these rights viz right to inform and right to know effective legislative changes is the need of the hour.

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ETHICAL DIMENSIONS OF CLIMATE CHANGE

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ABSTRACT

Climate Change is one of the major problems faced by the people living in the twentieth century. The Anthropogenic Climate change is a result of the emissions of GHGs or Greenhouse gases. The effects of climate change are very destructive and will be observed on the future generations. Through various measures taken by the governments and Intergovernmental panels, the responsibilities of Climate change is shouldered on various countries. The Climate issues has many ethical dimensions. Though the onus of the high levels emissions is on the developed nations, the question is that how to make all the countries responsible. The climate ethics also include the growth of industries, use of vehicles, encouragement given to the industries and ethical principles followed by the individual people. This paper deals about the ethical issues faced while addressing the challenges of Climate Change. The Carbon Economy has become the lifestyle of the people around the world. How can we change the carbon consumption is the major cause of concern. At the same time are we going to make our next generations responsible for the problem of Carbon consumption? Will it be ethical? The ethical dimensions of fuel economy will be discussed in the paper.

Keywords: Climate Change, Greenhouse Effects, Emissions

INTRODUCTION

Climate change is the greatest threat to future generations.[President Barack Obama, 2015] The concept of climate change came into discussion in the 1980s. It meant the climatic change or disruptions faced due to increase in the levels of Greenhouse gases or emissions of gases which can be harmful to the atmosphere. The anthropogenic climate change means increase in the overall temperature of the earth because of human actions or human related activities such as deforestation .[Narain Sunita and Agarwal Anil,1991] The growing industrialization, , growth in the emissions on the earth and extensive use of Fossil fuels has led to increase in the level of Carbon Dioxide and other harmful gases known as Greenhouse gases .The IPCC fifth assessment report states that the overall climate of the earth has increased by 1.5 Celsius since pre-industrial era.

This has resulted into many unwanted and unforeseen extreme weather events such as cyclones, rising sea levels, heat waves, unforeseen rains and diminishing Arctic sea ice. Various parts of the world has witnessed extreme climatic change and the problems such as heat waves and droughts in Europe and China , forest fire in the US, dust storms and unprecedented rainfall in India including disastrous floods in Kerala in this year .

In his seminal book '*The great Derangement climate change and the unthinkable*', Amitav Ghosh [2016] has captured the essence of the ill effects of the climate change and its impact on the world. The growing pollution, increasing CFS, industrialization has certainly impacted the world. The impact is so severe that the climate change has impacted the shorelines of the world. The increasing sea levels has led to submerging of the islands. Many islands are already submerged. This has put many people in danger of existence. There are references of Sundarban Islands where the increasing water levels has led people to evacuate the lands of the regions of their existence. The concept of 'Environmental Refugees' is newly recognized through this problem.

The storms or the cyclonic attack are affecting the lives of millions of people on the coastal lines. The metropolitan cities developed during the colonial regimes such as Mumbai, Madras [Chennai], Kolkata and New York are always in danger of cyclonic attack.[Ghosh Amitav,2006] The rising sea levels will led to the submerging of the lands. The people living in this cities are unaware of the realities. The Tsunami of 2004 has created havoc in the coastal lives of Eastern India. The impact was observed on the Andaman and Nicobar islands. The low lying islands of Nicobar faced huge devastations. The tsunami triggered by the earthquakes of high intensity will sweep the entire cities and it will cause the mass havocs.

The growing materialism and westernization has led the construction of the multi towers and glass buildings which are not compatible to the norms of the climate change issues. These buildings has many problems of heat or fire. [Ghosh Amitav,2016]

MEASURES ON THE CLIMATE CHANGE ISSUE

As Climate Change issue is applicable not only for this generation but it applies to all the next generations. The efforts are done to mitigate this issue by various ways. The efforts are done at International levels. International panel of Climate Change[IPCC,1988], is one of the major organization working on this issue. Since 1991, there

have been various rounds and discussions held for solving the problems. Many resolutions have been passed and conventions have been held to resolve this issue. From 1990, in the Earth summit, the members of the UN General Assembly passed a resolution on the Environment and Development. There have been five major meetings and two important protocols have been signed i.e. Kyoto protocol [1997] which emphasized on the target of 5 per cent emission and reduction between 2008-2012, Paris Agreement [2015] which adopted no mandated emissions reduction target or legally binding committing. Recently there was a round of fresh discussion at Katowice city at Poland.

The major decisions on the climate mitigation policies include reduction in the emissions of greenhouse gases [GHG] responsible for trapping heat in the Earth's atmosphere and accept the overall policies of industries which are suitable to addressing the issues of climate change. [Rattani Vijeta and Venkatesh Shreeshan, 2017] At the same time a suitable time limit was set to the nations to adapt the changes in the climate policies to suit the ecosystems so that all the changes in the nature are adopted naturally. United Nations Framework Convention on Climate change stresses on the principles of Equity and Common Responsibility. These two themes are basic principles around the entire issue of Climate Change discussions are held. But are these principles followed in true sense? Is the principle of Equity exists in reality? Are all nations ready to contribute? What are Climate Ethics and what roles did ethics play in this scenario?

It has been accepted the fact in UNFCCC Meeting that the major contributors of emissions of GHG are developed countries. It was mandated that the developed countries would contribute in helping and supporting the developing countries in mitigating the reduction measures of emissions by providing the technology to switch over to low carbon economy. [IPCC Paris Meet 2015] But it has been observed that over the years the equity has been compromised and many promises are largely not met. At the same time developed countries have been avoiding their responsibility and put the onus of addressing the issue of climate change on poor developing countries. Is it ethical? The Kyoto Protocol has given the target of cutting emission level by 5 per cent. The US government has asserted that reduction of emission under the Kyoto protocol targets would interfere with its development and thus maintained that protocol as anti-development. At the same times the expectations were raised for India and China for emission control. The discussions in the successive meetings at Cancun [2010] adopted a target of setting domestic targets in the forms of pledges. The Paris Agreement didn't put any qualified targets for emission control. It set the goal of 2 per cent reduction and it relied on the voluntary emission targets. Unfortunately the US government has opted to pull out of the convention after Mr. Donald Trump has joined the President ship.

It is evident that in spite the all efforts taken in the discussions and rounds of discussions held the objective of the reduction of emissions has failed. As per the Netherlands Environment Assessment Agency the GHG emissions have risen in 2017 by 60 percent in comparison of 1992. [The Netherlands Third Biennial Report under UNFCCC 2017] The extent of carbon dioxide emissions has increased by 22.7 giga tonnes in 1992 and it has gone up to 36.2 giga tonnes in 2016. The overall temperatures of the world has been increased. It was observed that the temperatures till 1992 from the pre-industrial era was increased by 0.5 Celsius. Now it has been proven that the overall temperature has risen by 1.5 Celsius. [IPCC Report 2014] This will result into many problems of food insecurity and major weather changes from heat waves to floods. The ecosystems of many sensitive zones are in dangers. The people living on many islands are always in fear of increasing sea levels which may result in submerging of the lands. It is expected that by 2100 the temperature will increase in the tropics by 4 Celsius and will be extremely disastrous for all the flora and fauna on the land.

ETHICAL DIMENSIONS OF CLIMATE CHANGE

The Climate issue is not applicable to only food security or about affecting the lives of people. This issue is very vast and it encompasses many levels. It affects us globally, inter generations and it will affect us by various ways. The problem of the climate change issue lies with the reality that in spite of the wrong action of one generations the next generations will have to face the consequences of the issues. The future generations will have to adapt the lifestyle or overall method of survival which can be ecofriendly. Will it be ethical to treat them like this?

The onus of the Carbon emissions lies on developed countries who had lived the luxurious lives and lifestyle which was based on the carbon economy which resulted after the invention of the fossil fuels. But at the same time underdeveloped countries and developing countries are pressurized to accept the target of Emissions or accept the standards which will be helpful to the Climate policy. Will it be ethical?

CONCLUSION

Climate Change issue raises many moral questions about our responsibilities towards the mother earth. Whether we have moral obligations towards the non-humans, animals and or to Nature as whole? What is ethical responsibility of every nation and specially developed nations. One of the major ethical challenges observed at the personal levels. What is the individual's responsibility in maintaining the climate change issue? Carbon economy is ruling the world. Our entire lifestyle has become carbon centered. As an individual every person has some moral responsibility towards the emission caused by the vehicles and use of refrigerators or Air conditioned machines. The ethical dimensions of the climate change include the moderate use of fossil fuel and the alternative of technologies and overall ways of reducing carbon or effluents.

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CAN EMPLOYEES' PERCEPTION OF ETHICS AT THE WORKPLACE TAKE A TOLL ON THE ORGANIZATIONAL SOCIAL CAPITAL- AN EMPIRICAL STUDY BASED ON COMMERCE COLLEGES IN MUMBAI

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ABSTRACT

Through an analysis of Primary data collected from employees of Commerce colleges in Mumbai, this study tries to find out whether the perception of ethics being practiced and ethical environment existing in the institutions can have any impact on the development of Social Capital therein. Primary data for the purpose of the research was collected from 38 teaching staff employed in private commerce colleges across Mumbai. Two sets of Questionnaires were administered to the sample, one pertaining to finding out perception of employees about ethics in their colleges, and the other set of questions tried to judge the measure of social capital in their respective institutes. The analysis indicated that Business ethics had a significant positive impact on the Social Capital developed.

Keywords: Social Capital, Business ethics

INTRODUCTION

In the contemporary society, where complexities are high, Ethics is a parameter which lays down the morality of things. . In other words, Ethics is that which existence or non-existence can create great impact. Wherever people gather together, ethical issues can arise. Places of work too, where employees gather together are not exempt from the need for Ethics to be in place. Ethics needs to be practiced at the individual employee level, in interactions within departments, between departments, among vertical levels and also amongst junior and senior employees.

At the same time, an ideal workplace would be one which facilitates the germination of the seeds of Social capital. This happens when it ensures access of people and resources to its employees at all levels through set structures and networks. A good workplace would also ensure that its employees move towards achieving common goals in tandem and coordination with full understanding and complementarity. An ideal workplace would also create an environment of trust among its employees at all levels, whether intra- departmental, inter-departmental or between vertical levels in the organisation. Such an organisation will never face a problem of incompatibility between individual and organisational goals.

REVIEW OF LITERATURE

Pastoriza D., Arino M., & Ricart J., and Tastan S. & Gucl C. (2017), have done somewhat similar studies in their own areas. Nahapiet and Ghoshal (1998) characterized Social Capital into three dimensions- Structural, the network aspect, Cognitive, the understanding generated in groups & Relational, the trust leading to lasting relationships. Tristan Claridge speaks of the Dimensional and functional aspect of social capital in Social Capital Research.

OBJECTIVE AND HYPOTHESIS DEVELOPMENT

Objective of the study: To analyse the Perception of employees of Commerce colleges in Mumbai, about existence of ethics in their Workplace upon Organisational Social Capital in their respective institutions.

Based on the Objective of study, following Hypothesis was developed:

Null Hypothesis (H₀): There is no positive relationship between Employees' Perceptions of ethics in their institution and the Social Capital developed therein.

Alternative Hypothesis (H_a): There is a positive relationship between Employees' Perceptions of ethics in their institution and the Social Capital developed therein.

LIMITATIONS

Time constraint was a major limitation of the research due to which the sample size was limited to 38 and also further statistical tests such as factor analysis could not be applied. Also employees from many Commerce colleges could not be included in the study, due to shortage of time.

RESEARCH METHODOLOGY

This study follows the Empirical research using a correlational research design to investigate the impact created by employees' perceptions of ethics in their organization, upon the social capital being developed therein.

Convenience sampling was used to select the sample which consisted of educators/ teachers working in private Commerce colleges in Mumbai. The Sample size was 38. The questionnaire comprised of three sections. Section 1 comprised demographic information of respondents such as Gender, Course teaching in, Department and Teaching experience. Section 2 comprised of 20 questions to test the perception of the respondents about ethics in their institution. Section 3 comprised of 20 questions based on the three dimensions of internal Social Capital scale developed by Nahapiet & Ghoshal (1998) namely, Structural, Cognitive and Relational Social Capital as well as the functions of Social Capital namely, Bonding, Bridging & Linking. While framing the questionnaire for Social Capital, Questions were incorporated to assess the existence of systems to find the accessibility of employees to other colleagues & resources which is the base of the Structural Dimension. Questions related to values & relationship among employees were put up keeping in mind the organisation structure in Mumbai colleges, wherein the employees are part of different Departments viz., Commerce, Accountancy, Economics etc. Accordingly, questions were framed to assess their bonding with departmental colleagues, their bridging with colleagues from other departments and their vertical linking with authority & leadership. The ethical perspective associated with all these dimensions were assessed through the questions in Section 2.

ANALYSIS

Respondents were asked to respond to a four-point Likert scale ranging from Strongly agree to Strongly Disagree. Scores were assigned from 1 to 4 respectively, for the responses Strongly agree, Agree, Disagree and Strongly Disagree.

The responses of the 38 respondents were recorded and accordingly their scores were calculated pertaining to the two variables namely, Employee perception of ethics (X) and Social Capital (Y). Karl Pearson's Correlation Coefficient (r) was calculated to test the hypothesis. The data collected was as follows:

S. No	Gender	Experience	Department	X	X ²	Y	Y ²	XY
1.	Female	from 5 to 10 years	Commerce	75	5625	73	5329	5475
2.	Female	less than 5 years	Bms	43	1849	46	2116	1978
3.	Female	less than 5 years	Management	45	2025	40	1600	1800
4.	Female	from 5 to 10 years	Maths stats & comp	51	2601	35	1225	1785
5.	Male	more than 15 years	Commerce	66	4356	60	3600	3960
6.	Female	from 5 to 10 years	Evs- commerce	48	2304	46	2116	2208
7.	Female	from 5 to 10 years	Commerce	51	2601	64	4096	3264
8.	Female	more than 15 years	Commerce	78	6084	56	3136	4368
9.	Female	less than 5 years	Accounts	34	1156	35	1225	1190
10.	Female	less than 5 years	Bus.economics	38	1444	33	1089	1254
11.	Female	from 5 to 10 years	Commerce	64	4096	63	3969	4032
12.	Male	less than 5 years	Law	55	3025	51	2601	2805
13.	Female	more than 15 years	Eng and Bus Comm	63	3969	46	2116	2898
14.	Female	from 10 to 15 years	B.C	71	5041	51	2601	3621
15.	Female	from 5 to 10 years	Commerce	76	5776	73	5329	5548
16.	Female	less than 5 years	Commerce	64	4096	63	3969	4032
17.	Female	less than 5 years	BMS	39	1521	36	1296	1404
18.	Female	from 10 to 15 years	Library	36	1296	25	625	900
19.	Male	from 5 to 10 years	Accounts	20	400	20	400	400
20.	Male	from 10 to 15 years	Accountancy	42	1764	55	3025	2310
21.	Female	from 10 to 15 years	Psychology	45	2025	43	1849	1935
22.	Female	more than 15 years	Maths	40	1600	33	1089	1320
23.	Male	from 5 to 10 years	Commerce	62	3844	50	2500	3100
24.	Female	from 10 to 15 years	Accountancy	43	1849	41	1681	1763
25.	Female	less than 5 years	BMS	40	1600	42	1764	1680
26.	Female	from 5 to 10 years	Commerce	73	5329	75	5625	5475
27.	Female	from 5 to 10 years	Commerce	77	5929	75	5625	5775

28.	Female	from 5 to 10 years	Commerce	75	5625	70	4900	5250
29.	Female	from 5 to 10 years	Commerce	68	4624	74	5476	5032
30.	Female	from 10 to 15 years	Commerce	73	5329	70	4900	5110
31.	Female	more than 15 years	Business law	35	1225	30	900	1050
32.	Female	from 10 to 15 years	Accountancy	59	3481	52	2704	3068
33.	Female	from 10 to 15 years	Account	64	4096	53	2809	3392
34.	Female	from 10 to 15 years	Commerce	41	1681	43	1849	1763
35.	Female	more than 15 years	Maths	26	676	26	676	676
36.	Female	more than 15 years	Commerce	40	1600	43	1849	1720
37.	Male	less than 5 years	BSc IT	35	1225	32	1024	1120
38.	Male	less than 5 years	Accountancy	54	2916	54	2916	2916
				2009	115683	1877	101599	107377

Based on the value of ' r ' itself, it cannot be concluded whether the relationship is significant or not. t -test was employed to test the significance of r -value.

FINDINGS & CONCLUSIONS

Findings: The Correlation coefficient r from the above data was calculated to 0.8877, which indicates that there is a positive relationship between Employees' Perceptions of ethics in their institution and the Social Capital developed therein. On administering the t -test to test Significance of r , the calculated value was $t = 11.568$, whereas the Table t -value for $df 36$ at 5% level of significance is 2.028.

Conclusions: As the Correlation calculated between perception of ethics (X) amongst Mumbai college teachers and Social Capital (Y) is 0.8877, it can be concluded that there is a Positive High Degree correlation between the two variables. And, as the calculated t (11.568) is greater than the table t (2.028), at 5%, the Null Hypothesis is rejected.

And the Alternative Hypothesis (H_a) is accepted which states that There is a positive relationship between Employees' Perceptions of ethics in their institution and the Social Capital developed therein, with reference to private Commerce colleges in Mumbai.

SUGGESTIONS

Ethics or lack of it can take a toll on the creation of Social Capital at workplace. The need is to inculcate ethical behaviour amongst employees across all levels in an organisation. There is need to practice ethics at the individual level to develop the right understanding, at intra- Departmental level to generate good bonding, at the inter-departmental level to Bridge the gap between multiple departmental colleagues and at organisational level to create positive linkages vertically. All these together will generate social capital which can push an organisation in the positive direction.

APPENDIX

Questionnaire for checking perception of Ethics among employees:

1	Each employee is assigned a role as per his / her caliber and experience
2	The organisational well-being is reflected in allocation of tasks to employees in the organisation
3	The structures set in the organisation have a healthy balance of senior and junior staff to benefit mutually
4	Individuals are never targetted instead work is assigned to groups
5	I have never felt cornered or over burdened due to non-cooperation of my team-members
6	Participative & Democratic methods are used for decision making within teams / depts
7	Suggestions of subordinates are appreciated and accepted by superiors
8	Senior colleagues have set exemplary organisation oriented work culture for juniors to follow
9	The organisational climate is that of positivity, mutual trust and belongingness to the institution instead of self centredness
10	Meetings are conducted frequently to facilitate direct/ face to face exchange of views and prevent any information gap or ambiguity
11	There is willingness amongst non-teaching staff to complement and facilitate the teaching staff in the

	organisational work
12	Members from all departments are assigned organisational tasks equitably
13	Each individual employee and his/ her efforts and contributions are valued by the organisation as an asset
14	Employee well-being, development, advancement, satisfaction and retention is of concern for the authorities
15	Autocracy and coercion are never a means to accomplish organisational goals
16	Superior leads from the forefront and owns up the responsibility to bring tasks to completion
17	Employees' views and constraints are considered in deciding deadlines and targets
18	Authorities appreciate and give value to employee talent as well as experience
19	There is no bias or favouritism prevalent in the organisation at any level
20	Authorities have realistic in setting achievement goals and communicate realistic and achievable goals to the employees

Questionnaire for checking development of Social Capital

Structural Dimension	1	My organisation has established effective structures for networking amongst teaching and non-teaching colleagues
	2	In order to accomplish my work the organisation facilitates access to specialists
	3	The structures set by the organisation stimulate me to interact & exchange information with my colleagues
	4	I am part of groups to participate in problem solving processes

Cognitive Dimesnion	5	My viewpoints are understood by my colleagues during work meetings
	6	My suggestions are objectively considered by my colleagues for decision-making
	7	I and my colleagues exercise reciprocity within our groups

Bonding	8	My team / dept stimulates me positively to work
	9	I have a sense of belongingness to my team / dept
	10	There exists a sense of mutual trust amongst my team/ dept members
	11	I have morally and emotionally motivating interactions with my dept members
Bridging	12	I have frequent interactions at the inter-departmental level for information / knowledge sharing
	13	The non-teaching staff readily cooperates with me when required for organisational work
	14	I have observed inter-departmental work sharing & coordination for any organisational work
	15	The inter-departmental understanding level is high
Linking	16	The relationship between employees and authority is of mutual trust and respect
	17	There are frequent interactions between authority and employees for exchange of views and information
	18	Interactions with the authority instills confidence and boosts the morale of employees to work towards organisational goals
	19	The authorities guage the pulse of the employees and voice it to the higher management effectively
	20	There is no communication gap between authority & employees which ensures clarity in the work to be performed

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