

## THE LEADING ROLE OF HUMAN VALUES IN THE SOCIETY TOWARDS SOCIAL ENVIRONMENT AND ITS RELEVANCE TODAY

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### ABSTRACT

*Today, values hold a prominent place both in business ethics and in organization theory. This paper seeks to elaborate and elucidate upon human values and its contributions to the development of an individual and the society. Further, it highlights the relevance of human values in the modern and cosmopolitan society. My paper concludes to explain the unending role played by human values in our social environment.*

**KEYWORDS:** *Human Values, Business Ethics, Social Environment, Cosmopolitan Society.*

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### Introduction

Values are abstract and conceptual beliefs which act as guidelines in the lives of people and influence the different ways in which people and events are evaluated. When the term 'Value' is invoked, we think of what is important in our lives like independence, security, freedom, success, kindness, wisdom, pleasure, etc. In simple words, what we value most in our life is what we call as value. The definition of 'values' has multiple faces given by various eminent scholars. Rokeach defines value as an enduring belief that a specific mode of conduct or end-state existence is personally or socially preferable to an opposite or converse mode of conduct or end-state existence. Meglino and Ravlin 'values' specify an individual's beliefs as to how he/she ought to behave toward the social environment. Literature defines values as inevitably woven into human language, thought, behavior and patterns that they have fascinated philosophers for millennia. Values are beliefs that are tied inextricably to emotions and not cold ideas. Values can be explained as those things that are important to an individual or collectively an organization. These are inbuilt mechanisms that demarcate the right and the wrong, the dos and the don'ts of any action.

### Importance of Value

In his famous formula,  $B = f(P, E)$ , Lewin explained that behavior (B) of a person is influenced collectively by a person's characteristics, values and beliefs (P) and the subjective experiences in the environment (E). Values are vital components of organizational environment and significant in regulating, guiding and informing behavior. Inculcating values other than ethics is becoming a global concern nowadays. Only a genuine transformation as a human being can bring a noticeable sustainable impact towards good governance. Human beings are the real goal of all developmental activities. The prosperity and materialistic amenities achieved through various ways is worthless and meaningless if humans are unable to ascend from the primitive instructions. The success or failure of state affairs depends upon the degree of execution of various programmes and policies. But these plans cannot be successful without a clean, impartial and efficient administration.

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Value based decisions lead to more deliberate choices. Value sharing leads to cohesion and unity in a group. To our dismay, the administration in today's world is neither impartial nor clean. We witness corrupt practices, cases of favoritism, culture of high consumerism, casteism and nepotism all around the world. This has cast a viscous impact to such an extent that we ourselves have become a part of it unknowingly. And as a result, we could not progress in various walks of life up to our full potential. Organizations now lay much stress on skill-development which is indeed essential to keep in track with changing technology and requirements. At the same time, efforts to some extent are also being made to develop a positive attitude of the government officials towards the desired acts and behaviors. However, little could be achieved through all the efforts made in this direction.

### **Relevance of Human Values**

Frank Lloyd Wright rightly said, "All fine architectural values are human values, else not valuable." Today, we observe huge gaps between belief and action, theory and application. Hypocrisy stems from such gaps. This contradiction has led to stress and tensions in the society. We acknowledge what is right and wish to eradicate it. Unfortunately, our own actions fail it. According to Gandhi, social development must aim at removing this contradiction as much as possible.

Present-day politics and administration broadly acknowledge that power abuse and corruption weaken the nation. A more transparent and accountable administration is a viable solution to this. Administration can be virtuous only if it is based on deeply felt human values. Superficial efforts cannot bring about reforms to the attitude and behavior of human beings unless they are backed by values. Our national leaders were conscious of this and had been emphasizing the human values for betterment of society. Considering the ever rising demands in the public services, and the recurrent ambiguity in the goals, responsibilities and relationships, value conflicts are common.

As value conflicts in various parts of public services are common, the paramount task of managers and leaders is to coordinate, cope or reconcile with conflicting values between individuals or parts of the organization. Moreover, there stand a number of dynamics challenging traditional values in public services including new modes of governance, fragmentation of authority, market-based reforms, politicization and political expectations, decentralization or relocation, the growth in the use of agencies, changes in human resource management and recruitment, methods of information sharing and the advent of new technologies. However, for the success of any organization, it becomes inevitable to demarcate the right balance between traditional values and modern values.

### **Tradition of Human Values**

The values which are a part of human interface i.e., when a human behaves with other humans certain values are followed – and they are known as human values . The concept of human values has been invoked in the fields of psychology, ethics of social sciences, health environmental management and business. Human values play an eminent role in society. These are beliefs that have an inherent worth in usefulness or importance. Human values are blended with human life. They are intertwined with our daily affairs. Values guide human life. Each and every human comes with a clean slate and thus is neutral without any mindset. The virtues and vices engrained in an individual are influenced by the parents, environment, peers, social circumstances, teachers, and even geographic locations. Both the source within and the cultural environment are important for inculcation of values.

### **Values as a Guiding Principle of Life**

Values are considered imperative and are comprehended with high acclamation and appreciation by any society. They give strength and meaning to an individual's personality by occupying a primary and central place in his/her life. Values are a reflection of one's decisions and choices, attitude and judgment, behavior and relationships, dreams and vision. They influence our feelings and actions, our thoughts and guide us to do the right things. They contribute to the development of an individual in every aspect. They give a direction to life and thus bring satisfaction, joy and peace. Values add quality to life. Thus, any human activity, thought or idea, feelings, sentiments or emotions, which promotes self development of an individual, constitutes a value. The other corresponding function of a value is that it should also contribute to the welfare of the larger social unit such as the family, the nation and the community. They form the backbone of any society although they may vary from one society to another and also from time to time. But, every society sticks to certain moral values, and thus these are accepted by all societies as universal.

### **Contribution of Eminent Leaders Towards Human Value**

Due to the persistent 'moral decay' in almost every sphere of life, our society has to turn back to the traditional values that guided this nation to its greatness. And for this we need to look into the History of India especially the era when it was referred to as the 'Golden Bird' for its prosperity and richness. This was largely because of our great leaders from Mahatma Gandhi, to Rabindranath Tagore, and Swami Vivekananda and also to great reformers from Raja Rammohan Roy to Dayanand Saraswati; V. D. Savarkar and many more, who had adopted human values ideology prescribed by 'Vedanta' from the Vedic Period and other ancient Indian thoughts and scriptures. These values were the reason why we could sustain ourselves through all adversities and cruelties of the earlier invaders and the British Rule. Our leaders like Tagore and Gandhi have lived the human values like purity and holiness, non violence and moral courage. Coming to the present times, we see in the entire world that even the most developed countries that are at the top of materialism have started realizing that material prosperity is not development of human beings in true sense. A realization has now come that unless we are developed as better human beings, other forms of development have no meaning. .

### **The Value of Gandhism**

History has witnessed countless fine leaders, but never witnessed a leader who ruled half a billion hearts without a single weapon. He ruled with his values, love and vision. He believed in actions with ideas stemming from his own value system. His rock-solid value system led to the inception of his ideas. Gandhian approach by definition is dynamic and historically limited, while being firmly based, in all stages, on his framework of concepts and ideas. He created the right impact with his activities and understood the human psyche which helped him with his public relations. Leaders in the contemporary times can emulate such qualities from Gandhi and strategize accordingly to implement one's vision practically.

### **Ethics and Human Values**

The word 'ethics' has an ancient Greek root i.e., 'ethos' meaning habit, character or custom. In the real sense, it stands for morality. Ethics describe a generally accepted cluster of moral principles that direct and govern the conduct of an activity. Ethics are very much embedded in the value system. This means that values, morals, and ethics are inextricably tied together. Thus, they have an organic relationship and are complementary to each other. Ethics and values originate and enhance from family, beliefs, and school; ethics and professional values are raw developments of one's learning before joining the personnel. To our dismay, the fabric of ethics and moral values is now wearing out.

Optimistic moral values and ethics are essential because they instill a feeling of peace and joy. Chapter 13 of Bhagavad Gita elucidates the 20 values that Lord Krishna teaches Arjuna. These values are fundamentally important for a seeker to prepare the mind for the knowledge of the 'self'. One of these values is called 'Arjavam' which means alignment of our thoughts. It teaches us to conduct ourselves according to our own ethical standards. These are indispensable for preaching any religion.

### **Role of Family and Society in Acquisition of Human Value**

Values are ideals held by people that guide them towards desirable behavior. Values are like an anchor and lighthouse – they hold us steadfast in the face of temptations and show us the right path in times of confusions. Values are innate as well as adopted. Bulks of literature have shown that the family and society plays an eminent role in shaping moral values of children. Parents and children inevitably share a very close physical and emotional bond. Family thus becomes a basis for instilling values in the children.

Moral values are instilled in a child's feelings, actions, thoughts and thus they act as ideals and standards that dictate their actions throughout their lives. The family has a huge responsibility when it comes to transmitting values to the young generations. The value system preached by the family inevitably passes onto the young generations. Mothers are in every way the first teachers'; she is the life-bringer and life-shaper. From mothers, children emulate a number of qualities like self-confidence, self-satisfaction, self-worth, the value of self-sacrifice. Social customs and standards prescribed by the family provide the physical and emotional foundations for a child. Children learn, grow, and function in accordance to the values developed by the family. These guidelines and principles direct the way a child lives his/her life. These guide the actions of the individual. Family values embody the philosophies passed over generations. These traditions and customs followed and taught by the family results in a disciplined and organized life. Socialization with neighbors, peers, family, colleagues, etc., also lead to emulation of values.

### Conclusion

Human value is a theory about what things in the world are good, desirable and important. Modern society has been undergoing a significant crisis for the last few decades. The age old simplicity and close ties between family clan and village cooperation are withering faster. Globalization has not only led to exchange of goods and capitals but also ideals, values and beliefs. Thus, the power of "global values" is dominating now. In each one of us, there are values enrooted in the finest parts of our own selves from where we radiate it outwards. Human values may be treated as keys to tackle global problems. The effectiveness of a person depends on two factors. One is skills i.e., ability to do something and the other is the values within that guide such actions. In other words, however talented a person may be, his contribution to the society directly depends on the values he has emulated. In the case of negative values like ego, anger, greed, vindictiveness, jealousy, etc., the involvement of higher skills in the absence of values will result in pessimistic contributions to society in the form of delinquent behavior. In the modern era, we have very high skills in all the spheres. But due decline in the value system, the entire world is witnessing a steep rise in tensions, insecurity, unhappiness. This is giving birth to countless health problems whether it is physical, emotional, mental or psychological. Superficial efforts stand defeated when it comes to bringing about improvements. They need to be supplemented with inculcation of values. The quote that Albert Einstein said decades ago stands relevant even today, "Try not to become a person of success, but rather try to become of person of value."

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