



Swami Swatantranand Memorial College, Dinanagar

(Affiliated to G.N.D.U Amritsar | Accredited with 'A' Grade by NAAC)

Handbook for Human Values & Professional Ethics...Our Policy

Every one of us, upon entering any profession, assumes a number of obligations, one of which is to adhere to a set of principles that define professional conduct. These principles are reflected in the code of ethics. Human values and professional ethics are two sides of the same coin. Both are interconnected, intertwined, and entangled. Ethics are standards of conduct that specify how we should behave based on moral duties and virtues arising from principles that tell us what is right and wrong. The realisation and accomplishment of our vision and mission are determined by the value-based ethical conduct of all its stakeholders. The ethical-based workings of the institution are well reflected in our.

Core Values

We at SSM work with **integrity** as an integrated unit where each and every person respects and honours the **dignity** of each and every other person who acts with **responsibility and devotion** in fostering **creativity and innovation** in all the endeavours to take our institution to the level of **par excellence** with an innate objective for the **betterment of community**,



nation, and world

Professional Ethics & SSM

We at SSM always strive to be human as we all know that to be a human is to care, to nurture, to inspire, to share, to help, to guide, to learn, to understand and to teach. These qualities indicate humanness and their absence is to be subhuman. Living humanness manifests harmony in relationships with community and society at large. We try to inculcate basic human values through our endeavours that further results in enhancing professional ethics. All our stakeholders are the living models of these morals and values.

Ten Steps to be Human

- **Develop Mutual Understanding:**

Understand with empathy. Listen attentively with compassion. Communicate your understanding with "active listening" and by responding in a non-critical and non-defensive way.

- **Give Honour & Respect:**

Honour each person by showing positive regard and respect. Relate to the essential goodness of each person, even when it is hidden.

- **Be Sincere & Genuine**

Share your best self, your highest feelings, your soulful connection, your caring attitude by being generous and genuine.

- **Be Exemplary & Unique:**

Teach by example. Be a living example of what you want to teach. Inspire others with your positive attitude, joyful feelings and actions. Be a good role model.

- **Be Clear & Transparent:**

Communicate well. Speak their language, verbal and non-verbal, to build rapport, comfort and trust. Be clear and transparent in your behaviour.

- **Be Encouraging & Motivating:**

Praise other people's positive attributes and express admiration and appreciation for their talents, qualities and accomplishments. Motivation leads to Marvellous results.

- **Be Supportive & Helpful:**

Support and assist sensitively and compassionately with information, referrals, contacts & endorsements. Extend your helping hands to each and everyone.

- **Be Empowering & Humble**

Empower others by supporting them in making their own decisions. Gently offer guidance in choosing accomplishable steps.

- **Be Optimistic & Positive**

Be optimistic always. Trust in the essential goodness and growth of others.

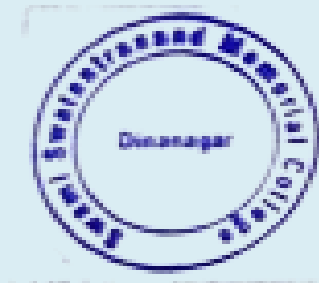
- **Be Grateful & Gracious**

Express your gratitude. Show your appreciation. Be specific with your thanks and gratitude .Showing gratitude works wonders.

The Best Practices of Professional Ethics at SSM

- **Morning Assembly...**Blissful atmosphere prevails during assembly when everyone seems to be engrossed in prayers.

- **Weekly Havana**... it's a regular feature of our college paving the way to Vedas...Our Indispensable Heritage.
- **Regular Vedic/Ethics Enhancement Programmes**...Regular Vedic programs are organized for students, teaching and non-teaching staff.




Principal
SWAMI SHAKTIPURANAND MEMORIAL COLLEGE
Damanagar (Damanagar)