

Make in India: Role of Professional Ethics

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Abstract: *Make in India is a wonderful initiation aimed at attracting business houses from around the world to invest and manufacture in India. This will lead to economic development of the country through increased productivity and skill development. Professionalism will be at its height. Youth will be benefitted from increased job opportunities. Economic development will lead to further development i.e. education, health, improved life style (materialism). Along all these positive aspects, there also arises the need for adopting ethics in professional life. Professional ethics encompass the personal, organizational and corporate standards of behaviour expected of professionals. Professionals and those working in acknowledged professions, exercise specialist knowledge and skill. How the use of this knowledge should be governed when providing a service to the public can be considered a moral issue and is termed professional ethics. Professional ethics demands Honesty, Integrity, Transparency, Accountability, Confidentiality, Objectivity, Respectfulness, Obedience to the law and Loyalty on the part of professionals. Ethics for employer as well as employee are important to protect and maintain human rights. However there are many instances that have depicted that Professionals are failing to meet appropriate standards of care due to corruption, deliberate wrong-doing etc. It is recommended that to ensure practice of ethics in professional world it should be incorporated in curriculum of professionals so that everyone is aware of their responsibilities towards humans and society in general. It is only then, that make in India can be a holistic and inclusive approach for development and everyone can take advantage of such developmental initiative.*

Keywords: Professional Ethics, Economic Development, Human Development, Human Values

1. Introduction

Make in India is an initiative of the Government of India to encourage multinational, as well as domestic companies to manufacture their products in India. The major objective behind the initiative is to focus on job creation and skill enhancement. The initiative also aims at high quality standards and minimizing the impact on the environment. The initiative hopes to attract capital and technological investment in India. "Zero Defect Zero Effect" is a slogan coined by Prime Minister of India, Narendra Modi which signifies production mechanisms wherein products have no defects and the process through which product is made has zero adverse environmental and ecological effects.

Corporate governance enables corporations to perform efficiently by preventing fraud and malpractices. The 'Code of Best Conduct', policies and procedures governing the behavior of individuals of a corporal form part of corporate governance. This enables a corporation to compete more efficiently in the business environment and prevents fraud and malpractices that destroy business from inside. According to Ridhima (2014), the concept of corporate governance, has gained crucial place not only in India but all over the world. It has brought up several questions on the consistency of human behavior that sparks up at times when remunerations are discussed. A need and change is truly required to shape up the disturbing face of business to make ethical presence more effective for longer sustainability of today's business entities. With rapid growth and internationalization of businesses, there is an urgent need to examine the vocabulary of business organization to include deliberately sustainability, ethics, governance and corporate responsibility. Therefore, Professional ethics is a concept that needs to be incorporated in this business world. Researchers found area of concern due to which unethical behavior is taking place. Firstly most employees in the

organization specially the young and new ones face ethical dilemma in their functional area at the early stage of their career. Secondly, lack of awareness about their corporate responsibility, ethical code of conduct and thirdly, despite high end demand for corporate, people are more centric.

When ethics in business world will be practiced it will lead to holistic human development as different researches suggest that how economic development leads to human development directly or indirectly. Ranis et al. (2000) found that low economic growth lead to low human development and vice versa. Income growth clearly strikes as the main contributor to directly increasing the capabilities of individuals and consequently the human development of a nation since it encapsulates the economy's command over resources (Sen, 2000).

Education also affects the rate of innovation and technological improvements (Duflo and Esther, 2001). Educating and skilling India's youth by improving access to tertiary education and increasing the completion rates have significant implications for the economy (Government of India 2011). Amparo et.al. (2010) conclude that "if one percent of the adult population were to complete tertiary education instead of completing only primary school, the annual growth rate could increase by about 4 percentage points". They also find that a one percent change in tertiary education has the same effect on growth as a 13 percent decrease in illiteracy.

Along with this it will definitely reduce the problem of migration as India is facing brain drain based on aspects of human capital i.e. education and skill level. Migration from the perspective of some of the states can affect their growth trajectories and potential development (Chandrasekhar and Sharma, 2014).

Therefore, it could be stated that economic development will lead to higher average incomes and hence can result in enjoying more goods and services and better standard of living, reduced unemployment as higher output and positive economic growth firms tend to employ more workers creating more employment (Ranis, 2004).

Hence, "Make in India" is an inclusive and integrated approach for development and it should be appreciated whole heartily as it will surely promote professionalism along with this professional advancement, there is one major concern that should be addressed in order to make this initiation most effective and that is inculcating the concept of professional ethics otherwise the unethical practices in corporate world will create devastating effect not only for the environment but also for the human race.

There is great need to follow ethics in professional life. Professional ethics encompass the personal, organizational and corporate standards of behaviour expected of professionals. It means giving of one's best to ensure that clients' interests are properly cared for, but in doing so the wider public interest is also recognized and respected'. Professional ethics demands Honesty, Integrity, Transparency, Accountability, Confidentiality, Objectivity, Respectfulness, Obedience to the law and Loyalty on the part of professionals. Ethics need to be followed to prevent exploitation of the consumer and to preserve the integrity of the profession. Ethics for employer as well as employee are important to safeguard the interest of each other as well as of customer. However, Ethics is the study of moral obligations, or of separating right from wrong. Morals are influenced by a person's values. Ethics becomes the vehicle for converting values into action. If a leader values fairness, he or she will evaluate group members on the basis of their performance, not personal equations (Mishra and Sharma, 2010) However, most of the text in written codes of conduct is generally concerned with the duty and responsibility of the employee to the company. It seems as if the most common purpose of a corporate code is to protect the organization from the unethical behavior of the employees. So here we will focus on ethics meant for both employer as well as employee.

2. Ethics For Employer

According to Mishra and Sharma (2010), organizational values, ethics and moral principles should be written and communicated correctly. It should not be different from what they actually are. Sense of honesty, integrity in dealing with others and building community should be uplifted. Work environment should be pleasant and intellectually stimulating. Comfortable atmosphere to manage cultural diversity and behavioural complexity should be there so that creative and innovative results can be obtained. Uncompromising commitment to comply with government laws and regulations at any cost, frauds and malpractices should be prevented. Over-riding passion to serve customers and to guarantee its products and services must not be the prime goal.

According to National Human Rights Commission (2012), equal opportunity, equal pay and equal work without any discrimination should be the bases for framing ethical

policies. Employers should not misuse their corporate power by harassing, downsizing pension programs or reducing health insurance benefits. Employee needs to meet corporate world's accurate and transparent accounting and financial standards by being fair and apt in giving corporate financial statements that includes accounting, book-keeping, bills and all sort of financial matters. (Carstens, 2005).

A sense of social responsibility has to be there so that no mishappening occur like Bhopal gas leak Case (Mishra and Sharma, 2010; National Human Right Commission, 2012). Cooperators should not use child labours and should avoid using hazardous methods of manufacturing. Environmental safety needs to be maintained by not disposing toxic waste openly. Some sort of treatment should be given, to make it less harmful before disposing it off. Violation of public trust by corporate world should be prevented.

3. Ethics For Employee

According to National Business Ethics Survey (2000), Ethics for employee should be as follows:

- Employee should be made aware about their professional ethics.
- They should not disclose any information concerning the organization or their duties to anyone without obtaining prior written approval from their superiors.
- Must address seniors with respect and dignity.
- They should not misuse their official position and should not abuse their subordinates.
- They should take responsibility and must be accountable and answerable for their actions.
- Employee should have qualities like being punctual, truthfulness, staying focused, and having an inclusive approach to problem-solving and decision-making.
- Report any situation that does not comply with the Code.
- Use resources appropriately.
- Comply with all applicable laws, regulations and policies.
- Ensure quality of goods and services.

4. Why Ethics Are Not Practiced

Inspite of so many discussions at different forums, strict rules and regulations to comply with, still adopting and following ethics in personal as well as professional life is not completely practiced by many. The need is to look into the real reasons. Many sociologists and psychologists believe that individual's personal value system plays the most important role in determining what methods he will follow to achieve success in life. Humans make system and later that system is adopted as a way of life. Generally, ethics is not followed firstly, when one fails to meet one's own responsibility, secondly, failure to meet appropriate standards due to corruption and thirdly, deliberate wrongdoing. Therefore, it is important to understand the role of inner consciousness in helping individuals to follow the path of truth, accountability and ethics.

5. How It Can Be Encouraged

Ethics should be inculcated in humans right from their childhood so that they can build morality and ethics as one

of their personality trait and should not need any written code of conduct or rules and regulation to follow ethics throughout their life. Following ethics should come naturally from once inner conscience. The following three institutions can play significant role in strengthening value system in humans:

- 1) Family is the basic unit and first institution for the child therefore; its value in inculcating ethics can't be overlooked. Values developed by a family are the foundation for how children learn, grow and function in the world. These beliefs, transmits the way of life a child lives and changes into an individual in a society. Family values helps the child to stand strong on his views despite others' efforts to break through with opposing beliefs. In addition, beliefs and trusts built around by a family helps the child to be responsible and conscientious adult. Parents should act as role models by practicing ethics in day today life and can help their child to internalize moral values by giving them reason why they should behave morally, what they will get out of it and what they are giving to others by behaving morally.
- 2) Educational system in schools and colleges plays an impressive role in building foundations for strong value system. Rai (2014) stated that mere academic knowledge without deep rooting of moral and spiritual values will only fashion lop-sided persons who may become rich in material possession, but will remain poor in self-understanding, peace and social concerns. Swami Vivekananda has rightly pointed out- "Education is not amount of knowledge that is put into your brain and is undigested all your life. We must have life-building, man making and character building assimilation of ideas. Excess of knowledge and power without holiness makes human beings devils".
- 3) Professional institutes can act as the last formal setting in teaching professional and personal ethics. If the students are taught to develop personalities with strong value system, they can lay strong moral foundations in every organization and in the society at large. Because often when the law fails, it is the ethics that may stop organizations from harming the society or environment.

6. Conclusion

It can be concluded that in spite of all types of codes of conduct and regulations to follow, we still encounter number of cases of corruption, unethical code of conduct being followed by professionals in dealing with tangible and intangible resources, human resources and customers. If ethics is practiced with professionalism then only we can claim that this initiative is holistic and is an inclusive approach for development as ethical behavior and marketing cannot be seen as mutually exclusive.

Therefore, before taking initiatives for materializing a majestic idea like 'Make in India', it is important to build positive values, ethical behavior, universal concern and empathy as its foundation stones so that the coming generations can cherish the fruit of perceived economic development and can value real happiness in their life because standing of a country on 'Happiness Index' is much more valuable than its position on 'Prosperity Index'.

7. Recommendation

It is recommended that to ensure practice of ethics in professional world, family, school and society has to make collaborative efforts to imbibe honesty, truthfulness and loyalty as basic characteristics of every youth of this country so that they may act as whistle blowers against any act of unjust and are not blind followers of materialistic greed.

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