

Dr. K. V. SUBBA REDDY
INSTITUTE OF
PHARMACY

HUMAN VALUES AND PROFESSIONAL ETHICS
HANDBOOK

WELCOME TO KVSP



POLICY OF HUMAN VALUES & PROFESSIONAL ETHICS

Institution organizes professional ethics programs for students, teachers, administrators and other staff.

Policy of the institute:

We at Dr. K. V. Subba Reddy Institute of Pharmacy, endeavor to uphold excellence in all spheres by adopting best practices in effort and effect.

About Institution:

Dr. K.V. Subba Reddy Institute of Pharmacy popularly known as DRKVSRIIP was established in 2007 by a visionary leader, Philanthropist and Educationalist, Dr. K.V. Subba Reddy. In recognition of his outstanding service to India in offering quality

education, he is conferred with Jewel of India award by Indian Solidarity Council on 13th March 2006. He is also conferred Life Time Achievement Gold Medal Award by International Institute of Education and Management on 13th March 2016. Smt. VijayaLakshmmamma is the Secretary and Correspondent. Dr. B.V. Ramana is the Principal.

The institution has a beautiful setting with well-designed structures. The huge campus of 4 Acres is located on the Kurnool-Bangalore Highway and has been designed to energize your creativity with innovation and inspiration in a serene, quiet, clean, and eco-friendly atmosphere. DRKVSRIIP is also approved by PCI and AICTE. With awe-inspiring Wi-Fi enabled infrastructure, digital classrooms, well-equipped labs to promote technology abilities, and a library where books transcend time, place, culture, and genre, the institution provides superior technical education on par with worldwide standards. It also has sporting facilities for boys and girls, as well as a Gymnasium.

The highly skilled and experienced faculty at DRKVSRIIP uses innovative teaching techniques such as digitally renowned class rooms and the integration of the most up-to-date teaching aids, as well as state-of-the-art labs that provide experiential learning. Furthermore,

The college facilitates continuous learning through Expert talks, guest lectures by renowned professors from NIPERs, JNTUA, etc., as well as workshops, technical symposiums, industrial visits, and a variety of

extracurricular and co-curricular activities to students at DRKVSRIIP, with participation encouraged at the institutional, state, and national levels.

Institute Vision

To impart Pharmaceutical Education of National distinction for Innovation, Creation and Excellence and transform the Students into Humane Pharmacists who will be ready to take up any responsibility of Research and Entrepreneurship to save the world from the diseases and Pandemics.

Institute Mission

- To introduce the ideology of Pharmaceutical Sciences
- To provide suitable environment to nurture Research, Innovation, Creativity Excellence and Knowledge simultaneously.
- To develop professionals through innovative pedagogy focusing on individual growth, discipline, integrity, ethics and social responsibility.
- To foster Industry-Institution partnership leading to firsthand experience, skill development and entrepreneurship.

INTRODUCTION TO HUMAN VALUES

Higher education is a kind of leadership training. Future leaders are highly influenced by the ideals and virtues practised in the institutions. Many higher education institutions excel in academic areas, have green campuses with a variety of ethical curriculum, are involved in community participation, and are skilled at offering value orientation to all stakeholders. It is widely agreed that the teaching profession's position has to be elevated in order to preserve its dignity and integrity. As a result, it is seen vital to have a code of ethics that may be developed by the teaching community itself for guidance. The job of a teacher is divided into five key areas of professional activity. Certain principles have been defined for each of these areas to serve as standards for teacher behaviour.

Values of Humans

The term "basic human values" refers to the ideals that are at the heart of what it means to be human. Truth, honesty, loyalty, love, peace, and other qualities that are regarded essential inherent values in people are truth, honesty, loyalty, love, and peace, among others, since they bring

forth the underlying goodness of human beings and society as a whole.

Human Values Importance: Provides insight into people's attitudes, motivations, and actions.

- Has an impact on how we see the world around us
- Represents how we interpret "good and wrong"
- Provides a framework for understanding persons and organizations

The following are the five human values that are required of all human beings, regardless of whether they are workers or not in any profession or service:

Self-help skills (modesty, self-reliance, cleanliness, etc.), social skills (good behaviour, good manners, environmental awareness, etc.), ethical skills (courage, efficiency, initiative, timeliness, etc.) and ownership are all included in right conduct.

Equality, concentration, humility, optimism, patience, self-confidence, self-control, and self-esteem are all virtues found in peace.

Truth - Consists of values such as accuracy, fairness, honesty, justice, the pursuit of information, and determination, among others.

Psychological (benevolence, compassion, thoughtfulness, morality, forgiveness, etc.) and social values are included in peaceful coexistence (brotherhood, equality, perseverance, respect for others, environmental awareness etc.)

Discipline - Consists of values such as order, direction, and timeliness.

Human values are an important aspect of one's personality and have an impact on one's employability. Many businesses want to recruit people with higher human values.

Accuracy, fairness, fearlessness, honesty, integrity, intuition, justice, optimism, purity, desire for knowledge reason, self-analysis sincerity synthesis, veracity and determination are all examples of truth.

Love, according to Geoffrey Chaucer, "conquers everything." It is quite valuable. The components of love include acceptance, affection, care, compassion, consideration, commitment, devotion, forgiveness, friendship, generosity, gentleness, interdependence, kindness, patience, patriotism, reverence, sacrifice, selflessness, service, sharing, sympathy, tolerance, and trust.

Collaboration is the practice of working together toward a common goal. It is certainly one of the most valuable commodities one may possess while attempting to solve an issue. Having another person's perspective and voice will not only spark a conversation, but will also result in a well-rounded solution.

Honesty: Staying true to oneself might seem daunting and unachievable, but most people have realised that it is the character of the person who is being honest, not the act of just expressing the truth, that makes someone honest. An honest person is usually forthright, upright, truthful, and fair.

The word "trust" means "reliability" and "truth." The world would simply not work if there was no trust. Because we have lost faith, we produce records, money, and bulletproof glass, which are the most essential human qualities. Learning to trust and to be trusted is a difficult endeavour, but its importance cannot be overstated. In summary, in a world without trust, one cannot serve.

a) Psychological: Benevolence, compassion, care for others, consideration, forgiveness, morality, loyalty, and happiness are all examples of non-violence.

b) Social: Respect for different cultures and faiths, fraternity, environmental stewardship, citizenship, equality, harmlessness, national consciousness, persistence, property respect, and social justice are all examples of social values.

Wisdom is quite valuable when it comes to living one's life. Wisdom is often misunderstood in the same way that terms like knowledge and intellect are. Wisdom, on the other hand, is described as the attribute of possessing both experience and sound judgement. When society grows overburdened with information, wisdom becomes important. Wisdom has become a need in today's knowledge-based culture.

Integrity is described as the consistency of one's thoughts, words, and actions (honesty) as well as an open mind. It also involves the ability to present accurate data so that others may make well-informed judgments. It gives a person's "peace of mind," which adds power and consistency to his or her character, choices, and actions. This opens

the door to one's success. It is one of the qualities of self-direction. It motivates individuals to strive for perfection in performance rather than just doing a good job. It enables individuals to take ownership of the task and acquire self-respect and recognition as a result of their efforts. Integrity, or moral uprightness, is the attribute of being honest and having strong moral values.

Respect is a fundamental prerequisite for friendship, teamwork, and the synergy

it fosters and maintains

- Recognize and accept the presence of other people as human beings, since they have the same right to life as you have.
- Value the opinions (decisions), words, and efforts of others (actions). It is not necessary to accept, approve, or reward them, but it is necessary to listen to them first. If they make a mistake, they may be corrected or warned. Applaud your coworkers and subordinates for their good work. Encourage and constructively criticise them. They will almost certainly enhance their performance if they learn correctly and put in more effort.

Caring entails having empathy for others. In the context of professional ethics, it is a process in which workers demonstrate an interest in, and support for, the welfare of others with fairness, impartiality, and justice in all actions. It entails exhibiting consideration for others' sentiments, as well as respecting and safeguarding the interests of all parties involved. Friendship,

participation in social organizations and professional groups, and different transactions in the family, fraternity, community, country, and worldwide councils are all examples of caring.

Honesty: Honesty is a virtue that manifests itself in two ways:

- Honesty entails accepting the obligations that come with stating the truth. It is important to maintain one's word or commitment.

Courage is the ability to rationally accept and confront dangers and tough tasks. Self-assurance is a prerequisite for cultivating bravery. Physical bravery, social courage, and intellectual courage are the three forms of courage depending on the sorts of hazards.

Time is a limited resource that must be valued. Once it's spent, it's gone for good. It can't be saved or restored in any way. As a result, time is both the most perishable and precious resource. Whether or not a choice or action is made, this resource is continually depleted. The value of time and valuing time has been emphasized by notable reformers and inventors throughout history. The key to increasing effectiveness, efficiency, or production is time management.

Cooperation: Every person involved in pharmacy has a sense of belonging to a team. Co-operation is an action between two people or sectors that tries to integrate activities (synergy) without jeopardizing each party's autonomy. Working together also provides coherence, or the blending of various abilities necessary to achieve shared objectives.

Empathy is a kind of social radar. Empathy is the ability to sense what others are thinking and feeling without having to ask them directly. Empathy starts with displaying care, followed by getting and comprehending others sentiments. It is also defined as the ability to place oneself in another's psychological frame of reference or point of view in order to understand how that person feels, and it includes imaginative projection into other's feelings as well as understanding of other's background, including parentage, physical and mental state, economic situation, and association. This is a necessary component of successful human interactions and transactions.

Self-confidence refers to one's belief in one's own talents, ideals, and ambitions. These individuals are typically optimistic, adaptable, and eager to change. They hold others in the same regard that they hold themselves. Self-confidence is a good attitude in which a person has a positive and realistic image of himself in relation to the conditions in which he or she finds themselves. People who are self-assured show boldness in taking action and unwavering trust in their talents, regardless of their situation.

Character is a distinguishing quality that characterizes an individual's conduct. It's the virtues' pattern (morally-desirable features). A person's moral and ethical acts and reactions are determined by their character traits. It's also the foundation for morality and ethics.

Values get stronger. People are classified into numerous groups based on similar traits like ruthlessness, aggression, and ambition, as well as

restricting selfishness, stinginess, or cheerfulness, generosity, and good will. The engineers should follow the characters who are active (excellent and average), apathetic (absolute apathy or boring), and clever.

Spirituality is a style of life that stresses the ongoing awareness and appreciation of nature's and people's spiritual dimensions (mind and its growth), with a dynamic balance between material and spiritual development. For Indians, this is believed to be the greatest value in Indian philosophy. Spirituality may sometimes entail trust or belief in a supernatural power/God in relation to earthly occurrences. It acts as a fertilizer, allowing the soil character to grow into values and principles. Spirituality encompasses creativity, communication, recognition of the individual as a human being (rather than a lifeless machine). respect for others, acceptance (stop looking for flaws in coworkers and accept them for who they are), vision (seeing beyond the obvious and not blindly believing anyone), and partnership (not being too authoritative, and always sharing responsibility with others, for better returns).

Loyalty is defined as commitment or fidelity to a person, nation, organization, or cause. Philosophers dispute over what might be a loyal object, some say that loyalty is entirely interpersonal, and that only other humans can be loyal to.

A sense of extreme excitement for or a compelling desire to complete a task is referred to as passion. When a person feels enthusiastic about

their job, they are more likely to work longer hours, resulting in increased job satisfaction.

During activities, commitment implies aligning with aims and adhering to ethical values. Without a shadow of a doubt, one must believe that one will succeed. Commitment is defined as a prolonged interest and tenacity in whatever ethical methods one chooses, with an ardent attitude and hope of achieving one's objectives. It is the impetus for achieving accomplishment. Top management dedication will automatically lead to devoted staff, regardless of their position or remuneration. This will undoubtedly increase prosperity for oneself, one's job, society, and the country as a whole. To achieve efficiency, targeted efforts are made.

Attitude is a psychological construct, a mental and emotional thing that a person has or defines. They're complicated, and they're a result of life's events. In today's world, attitudes are the most unique and essential idea. A person's attitude may be shaped by their previous and current experiences. Attitude assessment, attitude change, consumer behaviour, and attitude-behaviour interactions are all important subjects in the study of attitudes. People with a positive mindset are the most successful in life. In order to achieve harmony and happiness in one's daily life, one needs cultivate such an attitude. Faith, honesty, hope, optimism, bravery, initiative, generosity, tolerance, tact, kindness, and excellent common sense are all characteristics of a positive mental attitude (PMA).

Credibility and Responsibility:

An person or organization's duty to account for their actions, take responsibility for the outcomes, and reveal them in a transparent way. It also covers the management of money and other entrusted assets.

Dr. KVSRIIP has created the following five core principles to keep this spirit alive:

Core Values of Dr. KVSRIIP

- Student Focus
- Strong Ethics
- Striving For Excellence
- Social Development
- Respect for All

ETHICS IN PROFESSIONAL LIFE

Professional ethics is a set of rules that professionals follow. Medicine, law, pharmacy, and other professions all have their own set of professional ethics. The collection of ethical norms that apply to the pharmacy profession is known as pharmacy ethics. The following are some of the most essential features of professional ethics:

Code of conduct: Professional ethics, unlike common and personal morals, is frequently codified in a formal code. Various elements of the profession have issued a number of such codes

Focus: A profession's professional codes of ethics concentrate on the topics that are essential to that profession. Professional codes in the legal profession address issues such as client perjury and the practicing of law without a license.

Professional ethics takes priority over personal morality in a professional relationship. This trait has many benefits, but it may also lead to difficulties. The benefit is that a customer may have reasonable expectations of a professional, even if the client is unaware of the expert's own morals.

Restriction: Professional ethics might vary from personal morality in terms of the degree to which personal action is restricted. Professional ethics may be more stringent than personal morals at times, and it can sometimes be less restrictive.

Two-dimensional thinking:

Professional ethics, like any ethics, has a good and bad aspect. There are two sides to being ethical:

- (a) avoiding and preventing evil, and
- (b) doing or promoting good.

Moral responsibilities based on specific positions and relationships are referred to as role morality. Parents, for example, have a set of duties to their children, such as avoiding harming them, feeding them, and promoting their development. A political leader has a moral duty to enhance the well-being of his or her constituents. One example of role morality is professional ethics.

Pharmacists owe themselves, their customers, and society an ethical and social obligation.

Pharmacists' ethics, in practice (although there is considerable discussion about this), is about balancing cost, schedule, and risk. Pharmacy ethics is a method of enhancing the capacity of concerned pharmacists, managers, citizens, and others to tackle moral dilemmas presented by pharmacy activity in a responsible manner. Pharmacy is concerned with the knowledge of moral concerns and choices that people and organizations face.

The University/course Institution's offerings.

A course on Universal Human Values is available at the institution.