

ETHICAL CODE OF CONDUCT FOR TECHNICAL EXCELLENCE

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1. INTRODUCTION

Ethics is a science of morals, a system of moral principles; rules of conduct (1). Technical means a technique connected with mechanical or industrial arts (2). Excellence means the quality of being excellent; thing of quality in which a person excels (3). The subject matter of this paper i.e., ethical code of conduct in technical excellence deals with the ethical or moral principles and rules of conduct for achieving the quality of excellence in the techniques of industrial and institutional art and science.

2. INGREDIENTS OF ETHICS

Ethics consists of fundamental issues of practical decision making. Its major concerns include the nature of ultimate value and the standards by which human ethics can be judged right or wrong. Vedas are the oldest writings in the world whose ethics is an integral aspect of philosophical and religious speculation about the natural existence. In the Vedas God is the manifestation of ultimate truth and reality. In the Vedic philosophy, the basic principle of the universe, the ultimate reality on which cosmos exists, is the principle of Ritom which is the word from which word Right is drawn. Truth and right moral order are fundamentals of the universe. True and right are thus linked; they penetrate through illusion. To understand the ultimate truth of human existence is to understand what is right. An enlightened person is the one who knows what is right and lives truthfully. The value system of right and wrong and alternatively good and bad has been followed ever since. The ethics is accepted universally by the society for prosperity, the satisfaction of desires and moral and spiritual satisfaction i.e. ---- salvation from worldly existence. From these ingredients emerge virtues, honesty, rectitude, charity, non-violence, modesty and purity of heart and condemnation of falsehood egoism, cruelty, adultery, theft and injury to living things. The ethics is thus based on social oriented rules, prioritised human welfare, rules having universal application and total welfare of the society.

3. TECHNICAL EXCELLENCE

Technical Excellence is the quality of being excellent in the techniques of individual arts and science through

specialized knowledge or expertise. Excellence in modern industrial production requires conforming to specifications and standards zero defect i.e. non acceptance of failures during the entire product life cycle, in built system of updating retraining, redeployment and reengineering, continuous improvement in cost, quality and performance, maximum productivity of optimum quality, competitive costs, total customer satisfaction, fitness for use is quality, assured performance and safety, proper packaging, timely delivery, efficient technical services, incorporation of customer's feedback, speed of response, reliability, dependability and effective control.

4. ETHICAL OR MORAL CODE OF CONDUCT IN TECHNICAL EXCELLENCE

Why do we require ethics or moral code of conduct for Technical Excellence? Globalisation, moderanisation, opening of economies and increasing competitiveness resulted in a rat race where priority to self over humanity started dangerous trends. Technology boom was used by some persons for personal gain, resulting in melt down of Western economies. Bill Gates manipulated the marketing of Windows system to ensure monopoly causing an overall loss to the society of the benefit of a system for ever a decade. He lost his face; the market share and court judgement case against him. If he had applied the basic principles of moral code of conduct in his business, he would not have faced this situation and the world too would have been the gainer. Similar banks in USA did not adhere to ethical code of conduct and adhered to underhand immoral transactions and dealings, resulting in failure of the banking system.

4.1 Importance of Moral Code of Conduct to Society

Society is a system of system where every human is working in the fabric of a system in an orderly manner. This orderly existence is the key binding force. Without order, everything will be chaos and there will be no society as such. This order of the society is maintained through certain code or rules of conduct. Every person is required to follow codes or rules to ensure the smoothness in society. One such example is of traffic rules: e.g., 'Cross only when the lights are green. No crossing during red lights'. Even if a single vehicle violates these rules, there will soon be traffic Jam. Similarly society has rules to avoid jams and chaos. For example if

the people do not speak truth, no one believes anyone and functioning of the world will be totally haphazard. The adherence to code of conduct of technical excellence is beneficial for the individual as well the society for the established development of the society the true and risk-less market name of the individual for an excellent product and continuing goodwill. These rules must be such that they must lead to excellence.

4.2 Objective

The objective for including these concerns in ethical values is to develop positive personalities meaningfully. It helps in good citizenship, responsible conduct, integrity, duty consciousness, service mindedness, patriotism, courage and determination. Knowledge of ethics is essential for acceptance of other's point of view, consideration for others, leadership equalities, capability to adjust, co-operation, society health, interest of learning and love for knowledge. A set of moral code of conduct having universal application should consist of always speaking the truth, loving human beings, helping the poor and downtrodden, respecting the elders, considering work as worship, respecting others' feelings, having faith in God, equality, fraternity and universal Brotherhood, maintaining human dignity, ringspect the women and the elderly., and others' rights and believing in mutual co-existence

4.3 Importance of Ethical/moral Code of Conduct in Technical Excellence

“The real aim of science”, according to Huxley, “has always been to promote and edify social progress and offer moral enrichment to human life”. Social progress, human welfare and ethical moral enrichment through knowledge and application are thus the key aims of science and technology. The science is nothing without society. The application of science and technology has to be for the development and welfare of society. Technology thus has to be society oriented totally. It has to use techniques within the framework of the rules of society. The moral code of conduct of society has to be the basis of moral code of conduct of the technology. The use of technology must not be for anything forbidden by society. Similarly, techniques must not be used to produce substandard goods as the global competition has shrunk the marketing of substandard goods and there are very few buyers of substandard stuff especially when good standard goods are available in the market. There is a saying in Punjabi ‘*Mahinga rove ik bar; Sasta rove bar bar*’, meaning that a substandard product even though available at lower rate may make the customer cry many times because of the short life and the requirement of repeated purchases and multiplied costs while the cost of a standard good may be higher but its quality and durability will not allow you to cry thereafter. Excellence in quality thus weighs much higher than the price paid.

Does technology requires a moral code of conduct. As has been said early, the society is a system of sub-systems. Technology is a sub system. To ensure that the system functions smoothly ever sub system has to function perfectly. To ensure orderly and smooth function of the sub systems, there is a need to have a set of rules. As these rules have to keep the social requirements in mind, they will have to be within the moral rules of conduct accepted by the society. Hence these too have to be the moral codes modified to match the specific requirements and an off shoot of the society's moral code of conduct. Recommended ethical values for code of conduct for technical excellence consist of the overall benefit of the society within the moral code of conduct of the society to ensure confirmation to the requirements of the customers, reliability, dependability, continuous improvement and knowledge of the continuous development of individuals.

Industry and institutions have been adopting ethical or moral code of conduct in the past. Code of conduct of an institutions and an industry are analysed here.

(a) **Moral code of conduct for IEEE:** We, the members of the IEEE, in recognition of the importance of our technologies in affecting the quality of life throughout the world, and in accepting a personal obligation to our profession, its members and the communities we serve, do hereby commit ourselves to the highest ethical and professional conduct and agree:

1. To accept responsibility in making engineering decisions consistent with the safety, health, and welfare of the public, and to disclose promptly factors that might endanger the public or the environment; to avoid real or perceived conflicts of interest whenever possible, and to disclose them to affected parties when they do exist;
3. To be honest and realistic in stating claims or estimates based on available data;
4. To reject bribery in all its forms;
5. To improve the understanding of technology, its appropriate application, and potential consequences;
6. To maintain and improve our technical competence and to undertake technological tasks for others only if qualified by training or experience, or after full disclosure of pertinent limitations;
7. To seek, accept, and offer honest criticism of technical work, to acknowledge and correct errors, and to credit properly the contributions of others;
8. To treat fairly all persons regardless of such factors as race, religion, gender, disability, age, or national origin;

9. To avoid injuring others, their property, reputation, or employment by false or malicious action;

to assist colleagues and co-workers in their professional development and to support them in following this code of ethics.

(b) Code of Conduct for Trident Group of Industries:-

1. Honour commitment and accept responsibility
2. Adhere to defined channel of hierarchy
3. Constructive criticism
4. Monitor to support development and improvement
5. Prompt feedback
6. Role clarity and clear accountability

These codes are organization specific and meet the requirements of the particular organizations. The adoption of the codes for a particular institution, organization or a company has to keep in mind aims and objectives of the organization, immediate society concerns, types of service to society which can be provided by the organisation and commitment of the employees.

4.4 Suggested Code of Conduct

Considering the importance of code of conduct in technical excellence in industry a suggested code of conduct should be based on the steps as follows: 1. Select your aims and objectives for the betterment of the society. 2. Get totally committed to the aims and objectives. 3. Arrange/organise your resources; men, money, material etc. in a way most suited to the fulfillment of aims and objectives. 4. Foster love among your men; establish human relationships and maintain human dignity. 5. Distribute responsibility logically, assign roles clearly and make them accountable. 6. Create a total understanding with you men and 7. Get all of them to be committed totally.

Lack of any moral code of conduct leads to the downfall of society; a stage where everyone thinks of himself; there is no care for others or society. There is no respect for others. Openness, honesty, clear communication, will to disagree or true will of resolution of conflict and recognition are the casualties.

5. CONCLUSION

Having witnessed the failure of Western economies for non adhering to ethical code of conduct, it is high time that we as world citizens think of some remedies and correctives to balance this tilted scale towards untruth and chaos. The truth is that we have to learn to give to the society, if we take something from it. We have to help remove the bottlenecks

from smooth running of society. We must have proper code of conduct and follow it properly. After the breaking down of joint family system this work will have to be taken up at the institutional level as well at the place of work. After our home, most of our days passes at the institutions or the work place. Whatever we do; we must aspire for excellence. Our excellence is of no use if it does not benefit the society. We must put our labour for the benefit of the society. Society progresses through labour; labour from everyone who is a part of the society. Everyone must do his share of work. We must inculcate the ethical values suitable for the society, institution and the place of work to make our people the best citizens in the world. The moment they start understanding that what they have to learn and then apply is for the benefit for the society in general and their own benefit in particular, they will certainly adopt ethical codes of conduct seriously. In institutions, ethics must form part of syllabus and it should be the bounden duty of the teacher to inculcate ethical values in their students. For this they, themselves, first set examples and correct their students onto the right values as and when they get the chance. They must not be shy of ticking a student if he does anything wrong. The present attitude of unconcern must be shed away. There must be ethical societies formed in the institutions and seminars held to discuss value systems. A code of conduct must be evolved and followed religiously. The key principles of code of conduct remain the same as we have in universal code of conduct. Awards and encouragement be given to the students setting examples in following the code of conduct.

The similar steps must be taken up at the work place. The code of conduct should be prepared considering the basic universal code of conduct, the requirement of the work place and the overall welfare of the men at the work him gives you energy for the day." "When a flower is still a bud, no one can experience its beauty or fragrance. That can only be enjoyed when the bud opens up and blossom. Similarly, people's hearts were initially like close buds, filled with selfishness, anger, jealousy etc. However in the flow of our love, which washes away all impurities, our heart will blossom, and will become blessings to the whole world".

You have to be good human beings, then good citizens, thereafter sincere, dedicated committed, knowledgeable and creative workers with an aim of service to the society. Society rewards them who do their bit with excellence. In the field of engineering and technology; the bent up of mind is scientific, far better than most of the workmen, not having the same privilege. The person in industry and institutions must not only adopt but also live the ethical code of conduct and guide the fellow men to follow the selected ethical code of conduct sincerely and seriously

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