

# Ethics Adds Value to Business

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# What is Ethics?

Typical answers to the question are as follows:

- "Ethics has to do with what my feelings tell me is right or wrong."
- "Ethics has to do with my religious beliefs."
- "Being ethical is doing what the law requires."
- "Ethics consists of the standards of behavior our society accepts."
- "I don't know what the word means."

# Understanding Ethics

- How to live a good life
- Understanding our rights and responsibilities
- What is right and what is wrong
- What is good and what is bad

Ethics is shaped by religions, cultures and philosophies.

Ethics is like Operating System of a computer. Human beings take decisions based on the Ethics that they carry in their heads.



# Individual Ethics vs. Business Ethics

- Cannot understand the difference (There is no difference)
- Human mind cannot be compartmentalized
- One who behaves badly at one place will do the same everywhere
- Owner / entrepreneur vs. employee (Owner's ethics is ethics of the organization while employee has to align with the ethics of the organization)
- Employee's duty to preserve his sense of ethics
- Business builds long term value by ethics

# Three Fundamental Laws of Hindu Thought

First law – Universe is ONE and Man is part of the ONE.

Second Law – Law of *Karm* - What you sow is what you reap.

Third Law – The Divine Paradox - In a war between *Dev* and *Danav*, though apparently *Dev* might appear to be weaker, the ultimate victory will always be of *Dev* only.

For detailed explanation on the above as well as the next few slides, please read

**Manifesto of Hindu Renaissance** available at

<http://www.samarthbharat.com/files/hindumanifesto.pdf>

# Trivarg – Dharm, Arth & Kaam

- **Dharm** – obligation from relationships
- **Arth** – resources
- **Kaam** – desires, aesthetics, beauty

**Rule 1** – One must follow all three - Dharm, Arth and Kaam. Ignoring any of the three leads to loss of the other two also, leading to all round destruction of the individual concerned.

**Rule 2** – The order of priority must be Dharm (1<sup>st</sup> priority), Arth (2<sup>nd</sup> priority) and Kaam (3<sup>rd</sup> priority).



# Some examples of Trivarg

- Food
- Furniture
- Clothing
- Man-woman Relations
- Art and literature

# Some Practical Thumb Rules

- Never cheat a friend
- Never be ungrateful and never tolerate ungratefulness
- Order of respect – knowledge, valor, money and age
- Never knowingly give wrong advise
- Build respect for your words
- Value good advice from all sources
- Do not get fooled by beauty – Palash has beautiful flowers but useless fruits
- Do not become employee of one who has no respect for dharm



# Practical Thumb Rules (Continued)

- Never consult a fool
- Never desert those who trust you
- Seek and cultivate friends
- Pay employees on time
- Focus on creating, protecting and maintaining wealth
- Do not be controlled by sensory pleasures
- As an employee / service provider, always think of what extra can be done which goes beyond the given assignment
- Reward achievers

For detailed write-up on the above thumb rules and for more such practical tips, please read **Hindu Dharm Practical Notes** available at

<http://www.samarthbharat.com/files/hindudharmpracticalnotes.pdf>

# Building a Great Business / Career

- Take care of and build relationships
- Preserve, accumulate and grow resources (human and material) and strengths
- Keep your desires under control of the above two

# Golden Rules

- Success in Life and Success in Business are not disjoint and separate though for short term they may appear so.
- Individual ethics is the foundation for long term success in life and business.
- Business is built on relationships. Ethics that takes care of relationships creates a long-term business.



# Thanks!

## *Anil Chawla Law Associates LLP*

We take pride in our sense of ethics.

We value relationships.

We believe in wealth creation for our clients, for society and for us.

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