



Relevance of Human Values in Sustainable Development AALEKH 2024

Editor

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Preface

It is a matter of pleasure to bring forward the second volume of Aalekh. The journey of **Aalekh – the article writing competition** began in the year 2023 with an aim to provide a platform for the budding researchers of the university, to come up with their innovative writings. The outcome of the active participation by the students, research scholars and the faculty members was the articles in the form of an edited book.

To continue with this journey ahead, the **Aalekh 2.0** has been organised in this year with the theme '*Relevance of Human Values in Sustainable Development*'.

Values are the integral part of life that contributes for one's holistic development, improves decision making skills, and maintains healthy and long-term relationships. Using the available resources optimally, reducing, reusing or recycling the wastes, vision for sustainable profit are some of the practices that are well connected with the Values and Ethics both. A business practice is the outcome of individuals' practices – individuals those are involved in running the business. Employees holding the human values like honesty, trust, respect, empathy, kindness, etc. are expected to run business ethically that further contributes to the sustainable development. But, many a times, it has been observed that to satisfy the hunger of earning personal profits, the individuals get diverted from the path of values and ethics which ultimately results unrest in the society.

The present volume of Aalekh includes fourteen articles that explore the multiple facets of Human Values and Ethics necessary for the sustainability. The recommendations made by the authors would contribute in making the society free from unethical practices. Precisely, it would bring positive momentum to uphold the human values in one's life.

Happy Learning!

Dr. Sonia Riyat

Editor

Acknowledgement

The present volume of edited book is the efforts of group of people who were there with us, directly or indirectly in the process of publication. With their continued cooperation, constant guidance and encouragement, the book is here today in tangible form.

I would like to thank and acknowledge the encouragement of our visionary Vice-Chancellor Prof. (Dr.) Easwaran Iyer. I owe sincere gratitude and heartfelt thanks to Prof. (Dr.) S. S. Razi, Chairman, Board of Management, Dr. Amit Kumar Shrivastav, Registrar, Prof. (Dr.) Angad Tiwary, Director-Campus & Dean-Student Welfare, and Dr. Jasbir Singh Dhanjal, Jt. Registrar. Their continuous motivation and moral support has inspired me to bring this volume.

My heartfelt gratitude to Prof. (Dr.) Shahin Razi, Emeritus Professor (UGC) for reviewing the articles submitted for the article writing competition – AALEKH 2.0. We sincerely acknowledge her patience, the time she spared from her busy schedule to provide valuable comments for each article.

I am thankful to the all the authors for contributing articles for this book. It is their active participation and prompt response, which made this volume possible. I am grateful to our publisher who helped to bring this volume. Finally, I thank to all the readers and critics whose comments will inspire me to take this kind of initiatives further.

Dr. Sonia Riyat

Editor

Message



It is a pleasure to share my thoughts for ‘Aalekh’- the article writing competition organised by the Department of Research, ARKA JAIN University, Jharkhand. I am very happy to see that the university is providing this type of platform to the students, research scholars and the faculty members that motivates them to get involved in research and publication. The theme chosen for the competition – ‘Relevance of Human Values in Sustainable Development’ is very relevant and contemporary. Articles contributed by the participants under different sub-themes show their efforts and interest in research. It shows the extensive literature review done by the participants in the respective area. Based on the rules set by the organisers, selected articles are being published in the book that is appreciable. Overall it was a wonderful experience to review all the articles. Congratulations to all the contributors!

Dr. Shahin Razi
Emeritus Professor (UGC)
Dean & Professor of Economics (Retired)
Kolhan University, Jharkhand

Message



Pleased to see the articles contributed for the second volume of Aalekh! The initiative of the Department of Research in organising this article writing competition and publishing the selected articles in a book is a commendable.

The theme 'Relevance of Human Values in Sustainable Development' has a wide scope in research. Values and Ethics are the integral part of human behaviour. The children, youth, artists, professionals, sportspersons, writers, for everyone, it is very important to adopt the values in their daily life, at individual level and at professional level both. The ethical behaviour not only converts one's hardwork into success but it also makes it sustainable, spreads happiness in everyone's life.

I appreciate the efforts of all the participants who have contributed their article. Keep up the scholarly work! Congratulations!

Prof. (Dr.) Angad Tiwary
Director Campus, DSW
ARKA JAIN University, Jharkhand

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