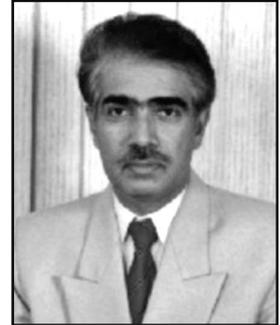


EDITORIAL**Purity of mind is the fountain of Ethics**

The word “ethics” has come to the top of day to day conversations. Whether it is IPL controversy or Bhopal gas leakage verdict and the injustice meted out to thousands of innocent people, the word ethics has become a frequently used term. Several universities/and educational institutions have made study of ‘Ethics and Environment’ compulsory. Industries are developing and adopting ‘Code of Ethics’ as part of Corporate Governance. As Management Guru Prof. N.S. Ramaswamy states in one of the articles published in this issue of the Journal, “in spite of all the negative indicators, ethics is gaining ground in certain segments of society, which would increase to larger numbers in the years to come.”

Ethics is the divine quality with which we are all born. It shines with the purity of mind. When the mind gets polluted, ethics lay dormant. Cleansing the mind assumes great importance here. Positive thinking and concern for the wellbeing of all, environment and sustainable development and cultivating virtues such as honesty, integrity, courage, compassion, humility and love can cleanse the constantly accumulating dirt and dust in the mind. Ethics is the invisible shield that gives one the ability to withstand failures and sufferings in life by giving courage and confidence to face unfavourable outcomes and win challenges. Seeds of ethics can sprout and grow well in the virgin and fertile young minds. The greens of the sprouts and leaves of growing ethics plant in the mind will be capable of pushing out the pollutants as they are entering the mind space of the young, during day to day experiences.

The mission of the Asian journal of Professional Ethics & Management is to sow the seed of ethics in young minds. The focus is on young professionals and professional students to weed out corrupt practices and unethical actions. We invite senior readers to share their own valuable experience and wisdom by contributing short articles to the editor; articles which will bring a sense of self-esteem in following principles of ethics in thoughts, words and deeds. That will invigorate the mind and stimulate ethical behavior and actions and will bring true prosperity to the humanity and the world.

Dr. C G Krishnadas Nair
Editorial Chairman –Editorial Advisory