

### **Human Face in Business Policy**

Dr. Monoranjan Das  
Associate Professor  
Government Degree College,  
Kanchanpur, Tripura (North)

#### **Abstract**

Business is an ancient method which helps us exchange our commodities in our daily life. Nowadays the technique of dealing of business is charge for the requirement of time. But business will be positioned a real business because it is a business with human face. So business institutions are responsible to the government as well because it's have rapport with the government and government is for the people. If business institutions help to government is to help the people as well. That way people are also benefitted. So, organization can be said to have a human face only when the management thinks beyond only profit. If you think of only profit you cease to be a moral. The more you think that it is a team effort and the quantum of profit, proportion of profit should also accrue for different people like stakeholders should a share in the profit, employees should have a share in your profit and the people.

**Key words:** business, ethics, human face, profit.

What business has to do with ethics? What is ethics? What is business? How business pursuit is consistent with ethics? First of all, business is a team activity having various functions, but having one goal. It is an activity which involves with different members, collection of individuals. There is a management, there are employees, and there are people who are in-charge of marketing, advertising, human resources, stakeholders. So, you have an activity involving so many people. So, this is a team consisting with different people with different expertise and different job allocations. A person, who is in-charge of finance is not supposed to take care of marketing. So, you have people with different background, different expertise and different role. So, first of all, it should be kept uppermost in the mind that business is a team activity. Whenever any company does a business he produces goods and consumers it is meant to be consumed. So, business activity is targeted at consumers. If there is no consumer, no taker of company's goods, then it will be closed down. It is not those simply individual produces goods

for the sake of production; he produces for the sake of consumption. So, person has a consumer base, the target consumer in view when individual produce. Individual cannot ignore their interest; individual cannot ignore the market compulsions, market conditions. If individual do that, then he cannot be a successful businessman. That is one thing.

Business is a team activity. Every activity has an intention. Can there be activity without intention? There are three kinds of people in the world. There are some people who are boasting on them. Do you know who are they? Those who say nothing is enough. If you have two cars, you want another one. You have one house at Belonia; you want another one at Udaipur, then at Agartala. You have a Scooty, you want a car. So, nothing is enough for them. They want still more and still more. Your capacity to enjoy is limited, your needs are limited. But, your greed is unlimited. Need is body-specific and need is mind-specific. Nothing is enough to them, the whole life goes on earning money, accumulating money. But they are never happy with that. Secondly, there another group of people who are like us. They say something is enough. For example; I need at least a good house. Now, I am staying in a rented house. Every time my house owner and tell me you vacate the house, I have to come. I have change seven houses in Bhubaneswar because I don't have a house of my own. So, I need at least one house to say. You need at least a car, a good house, a good bank balance. Suppose your children, your parents fall sick, you should have little money to attend the sickness of your children, your parents. They have to take treatment in good hospitals like Narayana hridayalaya Bangalore. So, something is enough. These people move in the domain of pleasure and pain. If you have B/W TV, you wish to have colour TV. If you have digital phone, you wish to have I Phone. So, something is enough for them. There is one more group of people you find, they are happiest people. For them, anything is enough. If you don't have pillow, use your elbow as a pillow and sleep. If you don't have a cot, clean the floor and sleep on it. The moment you sleep you do not know whether it is a floor or Bombay pattern cot. If you are aware, where you are sleeping you are not sleeping. This is the paradox.

Assets become liability. Unless you are careful of all the assets you have done that will take away your happiness. You have done it for your happiness. The same body which gives you pleasure in the youth, will be a source of pain in the old age. You feel like getting rid of your body. The same house which gives you security now, after 200 years it will be declared

abandoned. Any time it may collapse. Mostly our assets become our liability. Why did I say this? I told you, business is an activity it must have intention or motive. What do you put on cosmetics? To look better, is more presentable. Can you not go without a tie? Tie makes you smart; you look smart and more presentable. So, whatever little you do consciously it has an intention. Why do you take bath? You want to clean your body; you do not want that your body should emit bad smell. So, everything has a purpose. So, business being a team activity, what its motive, purpose, motive? The answer is: profit. Business is a team activity with profit as the sole goal. The greater the profit the more successful is the business, more rewarding is the business. So, how do you adjudge or measure the success of business? The answer is: balance sheet. So, not only profit is the goal and maximization of profit determines the degree of success. If my profit is more, then I am more successful than you, maybe we are producing the same goods and services.

If it is a business, then what is ethics? What is morality? When do you say that she is moral? For example, there are two very good friends. They are very thirsty. They are dying for water. Then, comes a cup of water. One says to the other you take, the other says; No, you take first. “Thy necessity is greater than mine”. Another example, suppose, one gentle man is in a dining table, very delicious dishes have been catered. Before eating he should have enquired that whether there are enough foods for the person or persons who have cooked these delicious dishes. Whether there is enough for our mother, who sometimes goes without best dishes because she preferred that her children and husband should take first. She is the first person who get up early in the morning in the family and the last person to go to bed in the late night. She cooks everything and waits anything left over. That is morality. Morality always goes beyond yourself and recognize the other. You not only recognize the other but you give priority to the other. “Thy necessity is greater than mine”.

Morality is absent when individual thinks only for himself. So, morality is opposed to self-centricity, selfishness. The selfishness makes you think of yourself only, everyone is a means. Man thinks that I am the end and the whole flora and fauna is a means. Here, morality dies. Man forgets that unless they give him oxygen he cannot survive. Be grateful to them. So, gratitude is a moral expression. In morality there is a tendency to go beyond himself. You always keep it in your mind that, it is not I am the end they are the means rather they are the end I am the means. I

am for the other. This is two parts of morality. Remember, ethical behavior is always other-regarding, not self-regarding. Individual recognizes the other and he always think that he is for the other. The actions of individual is said to be moral when he(s) thinking is said to be moral. Even a society when human-beings think that let us enjoy together, let us have a fare-share in everything. That is called as a morality in society. It is not that someone dying of overeating, someone is dying of starvation.

The moral behavior is a behavior which expresses individual concern for the other and he(s) gives priority or precedence to the other. Without the sense of otherness morality doesn't have any meaning. As long as individual are confined to his/her self-centric concerns and interests he(s) cease to immoral. The world you go beyond yourself and think that anybody or anything beyond, you begin to be moral. So, morality has its birth in consciousness or concern for the other. Now, in business profit is for whom?, for the organization, for the management, especially those who are invested. If profit become the sole motto and you acquire profit by ignoring the interests of the employees, stakeholder, consumers, functionaries they will go on making such profit. Shakespeare says in his book "Full of sound and fury signifying nothing". So, profit becomes the sole motto, what will you do? To maximize profit you will ignore the interest of your employees. Why should I give them bonus? If I do not give them bonus it will add a profit. Why should have medical insurance for the employees? So, by doing this, you ignore the interest of the employees. You think that they are paid; they have to manage with that. But, there is another organization who not only give salary but ensure the welfare of the employees. That team will be more cohesive. So, team works, every member of the team knows what is going to achieve. The successful team activity is that where every member understands, what is the ultimate motto of his business? for example; When Taj Mahal was being built, Sahajahan came in the guise of a normal man and asked one of the artisans, what are you doing? The artisan said, why are you disturbing me? Don't see that I am chiseling. Then, he went to the other man and told what are you doing? He said, I setting stones. Then, he came to the third man, why are you disturbing me? Don't you know that I am engaged in making the most beautiful monument of the world. He was awarded because here is a person who understands what they are part of. So, if profit becomes the only goal, it becomes self-centric and there morality dies. Morality begins when the management thinks that behind a profit the employees are the players. So, they also have also little share in its profit in terms of bonus, medical facilities, educational

expenses of their children, personal comforts etc. They are the people on account of whose sincerity his business flourishes. So, they have also legitimate share, a part in the profit. This is the ethical face, human face of business. Sometimes what happens is: Management thinks that they are liability on him. Management thinks that his consumers are giving my money; the employees are taking away his money. He forgets that because of the consumer there is the production. Therefore, consumer take and you make the profit. You make the profit on account of the consumers, they are the assets for you but you are thinking that they are liability because whatever being sold, 50% goes on salary. Actually, they are not a burden on you, but because of them you are earning. If you think that they are the burden, you stand nowhere. He doesn't know employees are his strength and he thinks that they take away his money. He understands customers are the God for him be they give me money. They give money in exchange of goods. But, who has produced these goods? Who has ensured the quality of goods? Who is responsible for the credibility of your product? I will give you a small example by one great philosopher. He says, suppose there is an eagle. It flies at a very high altitude, very high up of the air. All of a sudden it thinks, O!, I have come so high. Had I been lighter I could have flew still higher. Perhaps, my wings are adding to my weight. Had I had no wings I would have lesser weight and I could go still higher. The eagle was so foolish; it doesn't know because of the wings it has come so high. This man is committing the same mistake. Employees are not the hindrance, they are not the interruptions. They are part of his business; they are part of the success story of business. Who are the primarily responsible for success?, not the stakeholders, they are sleeping partners, they only give money and wait for the dividends, not the management also. They are the people who work for the organization in different seat to make it successful. So, management commits the same mistake as the eagle if it thinks that the employees are my liability. Supposing, the business motive becomes very much obsessed in compromising with the quality. Compromising with the quality means compromising with the interest of the consumers. Spend more money and advertisement and try to market the inferior goods to the people. Why will you do it? Because of are more profits. So, you maximize your profit at the cost of the consumers' interest. There is another rival product which also ensures minimize risk of the product. Ultimately, that product will have market because people will come to know that these are the inferior products and by bad marketing they are trying to only have the market. So, in course of time people will come to know the truth and a management or a business house which is

concerned for the customers' satisfaction. When individual has an industry, he has the industry that disturbs ecology of the place. Suppose, 'X' has big steel industry, the forest is cleared, temperature goes by one degree centigrade, outsiders come, prostitutions taken place, alcoholic addictions are there because people who come from outside they carry their habits. So, local people are affected due to price rise. When industry comes you are buying from the same market. So, because of 'X's industry the local people are affected. Supposing John are producing nylon or costly fabrics and he has industry in the tribal area. Tribal people are not going to buy that because it is expensive. The consumers are outside, they are 100% expert. He is making the profit but people have heart related diseases because the air is polluted, effluents are released to the river system, water is polluted. So, the local people are physical affected. Who are the beneficiary of it, but they pay price for it. For individual profit, they pay price in terms of health hazards, in terms of price rise, in terms of pseudo culture. What a damage to the local populace. Individual earn and earn and he does not care for the local people. He is not grateful to them, who have the silent sacrifices for your profit. Don't he has any concern for them? Person doing any ex-gratia; he is simply paying back his debt. So, because of him they have suffered. If mother has taken so much of suffering, is it not your duty when you are grown up you should take care of your mother? Would you not like your mother to come with you and stay with you? Because she has right from the time you are born, how much of sleepless night she has spent to bring you up. If you are what you are because of your parental care, most of your mother. That is why there is a great saying, "God could not be everywhere, therefore, he made others". I am not glorifying father is not taken care of. Fatherhood is a question but motherhood is a certainty. There is a story in Chhandyga. Upanishads, when Satyakama Jabala comes to his teacher to take to study, Guru says; who is your father? The boy said, I have never seen my father, I cannot say. He said, I will ask my mother and will tell you. Then, he comes back and asked his mother, mother! Who is my father? Mother said, I do not know who is your father and from whom you are born because I was attending many people. I do not know who is your father? Then, he comes back to the Guru and said, my mother also doesn't know who my father is? Then, Guru said. You are Satyakam I am Jabala. So, from now your name will be Satyakama Jabala and you the fittest boy to take to study here. So, frankness and candid having no inhibition. So, fatherhood may be a question but motherhood is a certainty. Father can disown, mother cannot because she is rooted. So, business man has also need to a genuine concern for the people. How do they do it? They do

this through Corporate Social Responsibility (CSR). It is not that you helping people, you are just baying back your debt. If somebody is working in your steel plant and has some asthmatic attack, exposing himself to the hazards of work. It is your duty to treat him because for you he is suffering. The minimal moral compulsions demand that anybody who has paid price for you, you must pay back the price. Here, comes the role of CSR. You are responsible because you have to make roads, you have make hospitals, and you have to look into their welfare because they are the people who have suffered silently to maximize your profit. But in turn, if you think that profit is your sole goal, you will ignore the interest of the stakeholders, employees, consumers and people, and then you are not going to succeed because you are selfish. If you ignored the interest of others your employees will not stay with you. Here, is an organization which is indifferent or callous towards the interest of the employees. Employees will not have a sense of commitment. When your employees would not have a sense of sincerity the function of the organization will suffer, ultimately your business will suffer. So, who is more intelligent, who is more successful? Here, is a management which takes care of its employees along with him. So, to be moral is in your interest or not? A selfish man doesn't to be selfish is not in your interest. I will give you an example. Suppose, your mother is selfish, very isolated, doesn't care of anyone, quarrelsome. One day she has gone to her father's house leaving the children. There is something bad happens. No one will come forward to help you because you mother has never shared even all the while she is selfish. If your mother is very sociable, very good neighborly relation, her absence or presence doesn't matter, if something happens in her absence the entire community will come forward to help you. Who stands to benefit, the selfish woman or selfless woman? Why should I be selfish? Because, selfishness doesn't pay. That means if you are selfish you should be selfless because selflessness protects your interest.

Ethics was not a part of business in 15-20 years back. Now, it is an integral part of the course. Ethics is now taken as a corporate asset. Unless the work ethos is high the business prospect is bleak. There were studies on success of business. There are three kinds of business namely; sick industry, semi-healthy industry and healthy industry. So, there was a study conducted on different business houses. They took some sick industries, semi-healthy industries and healthy industries. They say, what is the cause of success of business? It was found that those industries mostly public sector industries closed down, locked out. Why? Because the employees are corrupt. In a government undertaking industry, no question of hire and fire, you



join and you retire irrespective of your performance. So, work ethos is not there, responsibility, sincerity, honesty, commitment is missing. So, in sick industries the work ethos is low. In semi-sick industries, the work ethos is little high. But in private sector industries, the work ethos is high. Greater accountability, greater sense of responsibility and the business has credibility in terms of giving facilities, taking their children by bus, medical insurance, all kinds of things. For example; M/s Jindal steel & Power, they are spending crores of rupees for development of the vicinity, for the suffering villagers, giving stipends to the economically weak and downtrodden people. Similarly during pandemic covid-19 in India, some company come to help India, like Tata company sole donate to central government 1500 crores (rattan tata 500 crores and 100 crores his company) for the treatment of corona patients, if your are displaced giving compensation, jobs in their industry etc. So, in these industries sense of commitment is high, work ethos is high because the management is sensitive to the interest of the employees as well whole of society. They are giving good payment to the employees and good service conditions. We know that in Gujarat earthquake some corporate houses like Reliance etc. reached first and do the relief work? You are responsible to the government as well because you have rapport with the government and government is for the people. If you help the government, is to help the people as well. That way people are also benefitted. So, your organization can be said to have a human face only when the management thinks beyond only profit. If you think of only profit you cease to be a moral. The more you think that it is a team effort and the quantum of profit, proportion of profit should also accrue for different people like stakeholders should a share in the profit, employees should have a share in your profit and the people also. So, that makes a business a real business because it is a business with human face.

#### Bibliography

1. Herbert, J., Business Ethics, 2<sup>nd</sup> ed. New York, Pitman, 1961
2. Hoffman, W. Michael, and Jennifer Mills Moore, eds, Business Ethics, New York, McGraw
3. Hill, Hook, Sidney, Ed. Human Value And Economic Policy, New York, New York University 1967
4. Mc Gee, Robert W., ed. Business Ethics And Common Sense, Westport, Ct. Greenwood, 1992
5. Mohanty, A.K., Philosophy of Value, C.A.S.P., Utkal University, Orissa, 1995
6. [Www.Gov.Uk/Government/Collections/Financial..](http://www.gov.uk/Government/Collections/Financial..)



7. Mea.Gov.in/.../earthquake+relief+in+gujarat.
8. Calling COVID-19 Crisis As 'One Of The Toughest Challenges That The Human Race Will Face',  
The 82-year-old Businessman, Conomictimes.Indiatimes.Com/Magazines/Panache
9. M.Economictimes.Com/Industry/Indl-Goods/Svs/...