

**EDITORIAL**

## The gold mine below the dune

The objectives of publishing the *Asian Journal of Professional Ethics & Management* are two fold. One – to provide practicing professionals and students of professional disciplines, a reading of insights and experiences of those who have excelled in their fields through well written articulations; two - to provide a platform to professionals for presentation of papers related to ethics on different disciplines.

Ethics is a gold mine inherited by us. Visionary sages and saints brought them out from their insights after years of 'tapasya' or mind management. They taught the need and benefit of ethics in the growth and emancipation of mankind, through a "sishya parampara" (line of disciples). In the flow of time, these teachings and practices eroded from personal and social life, though its essence was kept intact by self-less spiritual leaders. Asia in general and India in particular, had the fortune of a line of such personalities who injected the nectar of spirituality to the body of social life. Thus the gold mine of ethical thoughts is still safe below the dune of human vagaries generated by ego, greed and short sighted ambitions.

If a concerted effort is put to clean-up the sand and dust that hide the gold mine of ethics and the glow is made visible, it will inspire the young minds to follow the right path in their life and profession, and will also help cleanse the corrupt minds, bringing the vision and dream of Gurudev Tagore ("Where the mind is without fear and the head is held high") to the shore of real life. It can also empower the society to achieve Gandhiji's dream of 'Rama Rajya' (welfare of the entire society).

We believe that is the need of the hour and the role of the *Asian Journal of Professional Ethics & Management* will be that of a catalyst here.

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