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Importance of the Study

Human values are very important in today's world. The human values are the basis for any practical life within society. They build space for a drive, a movement towards one another, which leads to peace. In simple term, human values are described as universal and are shared by all human beings, whatever their religion, their nationality, their culture and their personal history.

Objectives of the Study

From the statement of the problem, the following object have been framed for the present study.

- 1. To study the significance of human values in life.
- 2. To study the concept of human values and society

Data Analysis

Indian culture plays an important role in inculcating ethical values. Indian values gave prime importance to right to happiness for all human beings. Indian culture is complex in nature and with diversity in religion and their customs we live with unity. Human values are inculcated from the Vedic teachings to lead a peaceful integrated life. Indian Culture shows us evidences of development of values in life by training and experience. The Bhagawad Gita is considered as the essence of the Vedas and Upanishads. Important values that are ever relevant and unchanging are found in the form of scriptural texts in the Indian culture.

Vedas ,Bhagavad Gita, Manusmriti ,Ramayana,Kama sutra,Jataka-tales ,Dhammapadda Research Methodology and Data Analysis

The primary data collected through the questionnaire form college students of B.COM.I,II,and III. It has been classified according to various demographic characteristics of the respondents like age, gender, and educational qualification. Simple percentage is used to analyse the data and presented in a table format.

	Demographic Variables	Categories	No. of Respondents	Percentage
1	Age (Yrs.)	17-18	15	30
		18-19	18	3:6
		19-20	17	34
	*	Total	50	100
2 , .	Gender	Male	12	24
.′		Female	38	76



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		Total	50	100
3	Educational	B.COM-1	15	30
	Qualification	B.COM-2	18	36
		B.COM-3	17	17
		Total	50	100

Research questions

	A	S.A	D.A	S.D.A	Total
Whether Ethics and Values are followed by the	12(24)	29(58)	5(10)	4(8)	50(100)
present generation?					
Do you feel Ethics and Values are followed by	11(22)	16(32)	11(22)	12(24)	50(100)
the females more than males?					
In the Education institutions are they helping	11(22)	30(60)	5(10)	4(8)	50(100)
the society to create awareness of the ethics and					
values?					
Do you feel that to run a business do they need	9(18)	32(64)	5(10)	4(8)	50(100)
to follow the ethics and values?					
* * *					
Will you agree that society should follow the	10(20)	33(66)	4(8)	3(6)	50(100)
ethics and values?					
Do you think that the technological changes are	9(18)	32(64)	5(10)	4(8)	50(100)
impact on Indian culture?					
Do you think Indian values and ethics are	12(24)	32(64)	3(6)	4(8)	50(100)
impact on world culture?					

From the above table, it has been observed that 58 percent of the respondents are agreed that Indian ethics and values are followed by the present generation, 32 percent respondents are agreed positively towards Indian ethics and values are followed by the females more than males. It has been observed that 60 percent of the respondents are agreed that education institutions are they helping the society to create awareness of the ethics and values, it seems that 64 percent of the respondents are agreed positively towards ethics and values to run a business do they need to follow the ethics and values. It has been observed that 20 percent of the respondents are agreed that, the society should follow the ethics and values,66 percent of the respondents are strongly agreed. It seems that 64 percent of the respondents are agreed positively towards the technological changes are impact on Indian culture and 18 percent of the respondents are not