

## WHAT ARE THE VALUES OF IC?

'Value' means, 'the being', while 'Ethics' means 'the doing'. Everyone is expected to have values to lead their life ethically. When someone does not adhere to his/ her values, the society/ community suffers a lot apart from that individual. In order to achieve the motto of the club the following 12 human values are adapted as IC values for inculcating and strengthening the muscles of YCEs:

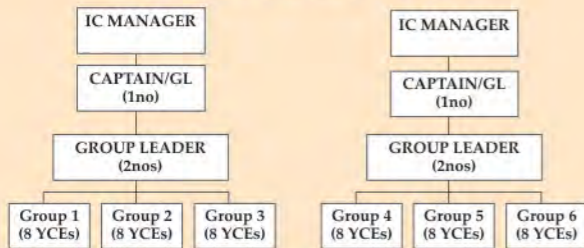
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|--------------|--------------|------------------|
| ▲ Integrity  | ▲ Simplicity | ▲ Responsibility |
| ▲ Patriotism | ▲ Honesty    | ▲ Respect        |
| ▲ Tolerance  | ▲ Love       | ▲ Non-violence   |
| ▲ Secularism | ▲ Compassion | ▲ Unity          |

**"Considering country before self is patriotism"**

## HOW IS IC ORGANIZED?

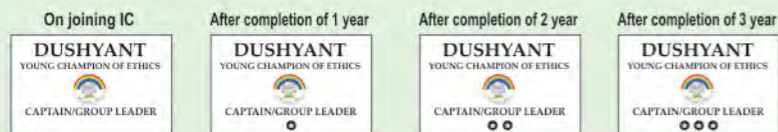
This club is to be setup by the owner of the school and managed by the members of Integrity Club School Management Committee (ICSMC). This committee manages and conducts various sessions and activities based on the lesson plan detailed in the IC Manual. Boys and girls as mixed group in co-education schools or only boys or girls in their respective schools, are to be selected to join this club on self nomination basis at the beginning of every academic session as per the Model Setup shown below.

### MODEL SETUP OF IC



## WHAT ARE SPECIFIC IDENTITIES OF IC?

To motivate the children to actively participate in this value education programme a special logo and scarf were designed in collaboration with NIFT, Delhi, which carry various messages in line with Vision, Mission and Strategy of the IC. Also, an Identity Badge is designed for YCEs as below, which gives them an unique identity and pride:



A star (★) will be added in the badges after completion of each year and a certificate will be awarded to YCEs in recognition to the active participation by YCEs in rekindling human values in the society through IC.

**"No legacy is as rich as honesty"**

## WHAT ARE THE ACTIVITIES OF IC?

As per the lesson plan, 25 sessions of around 1 hour each is designed for an academic year. This format remains the same for every academic year. However, more activities and games could be added to it in line with the examples given in IC Manual to achieve the motto of the club based on its Vision, Mission and Strategy. A YCE who joins IC in sixth class is groomed in human values playfully for four years in 100 sessions which will enable him/ her to live ethically as a matter of habit.

**"Anything simple attracts everyone"**

Every session of IC is designed to start with IC pledge. This will be followed by IC theme song and group song. The activities/ sessions of IC are to be invariably concluded with National Anthem, which helps members imbibe the value of patriotism. Apart from these any other songs/ drama/ skits/ one act play etc. which convey message of human values may be included by the ICSMC, to bring out extra-ordinary talent hidden in the children. Thus IC while imparting value education, will also give enough room to polish their creative talents, which benefits them forever.

Thus, the activities of IC are carefully designed to suit the likings of children in a manner so that they involve themselves voluntarily and participate enthusiastically to develop and strengthen their ethical muscles. Various other activities like **Annual Camps and Value Excursions** are also planned under IC for YCEs.

**"Different religions are diverse ways of pursuing ultimate goal in human life, like the way all rivers flow towards the sea"**

## ACTIVITIES AS PER LESSON PLAN

Some of the activities considered in the lesson plan given in IC Manual are as follows:

- Group discussion on IC values.
- Narration of stories, poems, songs, quotations, proverbs etc., related to IC values.
- Discussion about prominent personalities representing the specific values and anecdotes from their lives.
- Presentations on objects from nature/ surroundings/ values.
- Quiz competitions, value games, collage making and paintings etc., to illustrate the understanding of values and their decline;
- Creative activities like one act play, singing, skit and drama etc.
- Sharing of real life incidents by YCEs about the happening in and around their lives and their co-relation with substantiation or declining of values followed with group discussions.
- Games like "colour to learn" and "target the value" to strengthen deeper understanding and practical applications.
- Various cultural activities to demonstrate the need for ethical living in annual show.
- Value excursions for learning from heritage sites and monuments etc.
- Annual camp to share learnings on values through interaction intensively.

NOTE : Integrity Club Manual is available at [www.aai.aero](http://www.aai.aero)

# इंटीग्रिटी क्लब INTEGRITY CLUB



Launch on 17th April, 2009

by

**Shri Pratyush Sinha,**  
Central Vigilance Commissioner

A pilot initiative for  
rekindling human values in  
school children

at

**Kendriya Vidyalaya, Rangpuri, New Delhi**

by

**Airports Authority of India**

Corporate Vigilance Department

(ISO 9001 : 2000 Certified)

**"On this earth there is enough for everyone's need  
but not for their greed"**

-Gandhiji



## INTRODUCTION

The decline in moral values in our society is reflected by the increasing crime and corruption in current time. One of the approach to address this problem is to focus on the children who are more vulnerable to negative values. These children are going to become responsible future citizens of our country. So, the thought of inculcating distinct human values in them and developing their ethical muscles adequately to make those as involuntary response, was conceived by Shri D.S Mishra. His experience as Chief Vigilance Officer in Airports Authority of India (AAI) strengthened his resolve to eliminate corruption in sustainable manner and that motivated him to take concrete steps to initiate preventive vigilance, in line with age old proverb "prevention is better than cure". After discussing the concept with Central Vigilance Commissioner, a pilot initiative was taken up at Kendriya Vidyalaya - AAI, Rangpuri in October, 2008. With active collaboration of Vigilance Officers in AAI, Principal and teachers of KV, Rangpuri, the idea of learning values playfully and enthusiastically by the children through games and activities was substantiated. Consequentially, 'Integrity Club' (IC) emerged as a co-curricular activity for cultivating human values in school children like other extra-curricular activities viz. NSS, NCC, Scouts etc. During this pilot initiative various write-ups, activities, games, lesson plan etc. were developed. Using the experience and materials, IC Manual was prepared by the Corporate Vigilance Department of AAI, which provides detailed guidelines for setting up and running IC in schools.

**Name** : Integrity Club (IC)  
**Members** : Young Champions of Ethics (YCEs)  
**Motto** : Living Values

"Integrity is the mother of all Human Values"

### WHY IC ?

Even though, India is a country with rich cultural heritage and strong moral values, it is being observed that human values in our society are declining day-by-day. This may possibly be due to, the excessive influence of electronic media, internet and mobile phone facilities, increasing practice of nuclear family system, lack of role models and rapidly growing urbanization etc. The fast and contingent life style accepted by the individuals to fulfill their greed, considering that as need, has also aggravated the decline. Impact of this decline in values may be realized from the growing level of crimes and conflicts reported within family and in the society. The recent cruel incidents of sexual harassment of girls at home/ schools/ police stations etc., communal violences, terrorist attacks, gang rapes and chain snatching by the students make this conclusion self evident. The 26/11 incident at Mumbai by the miscreants is an ultimate example of deterioration in living values in our society. How could a handful of foreign terrorists enter in our country and influence many to receive various services and create havoc in the metropolis which kept the whole country standstill for almost 3 days by killing and injuring many? Plenty of accomplices would have helped them in perpetrating the heinous crime.

"Integrity is doing what you say and saying what you do"

Earlier one had enough time to spend with the colleagues and family that enabled them to exchange their thoughts and learn from each other. In the joint families, children were brought up with love and affection along with values based moral stories at bed time. They were promptly/ strictly reminded by elders to follow values like respect, tolerance, love, responsibility etc. with the quality of caring and sharing. Instead, the children of nuclear family get more time to stick into electronic and multimedia, have easy access to both good and bad things, which affects them immensely because of raw and tender mind, and also makes them self centered.

"One reaps what he/ she sow's"

Children of today are deprived of moral guidance in their lives. They become overconfident on success; and failures demoralize/ frustrate them. Some times, few end their lives for small failures like examination results, rifts in friendship etc.

"Take responsibility for your own deeds"

The popular phrase 'Catch them Young' helps in identifying the children as future assets of the country and rekindle the values in them so that they become vehicle to carry those values to their families, friends and society. By learning values playfully and practising them in real life situation ensures them develop ethical muscles to become morally very strong when they grow as adults and take up various responsibilities. This is an investment for corruption free society in the future.



Hum  
Honge  
Kamyaab

"Sarva Dharma Samabhav"

"Unity in diversity is ultimate strength"

### WHAT IS IC?

Since childhood is the most appropriate time for inculcating values in life to live ethically, IC is designed as a 'community group' for cultivating the human values in the school children in the age group of 11-16 years. With IC setups in the schools, the children will learn distinct values through various activities and games involuntarily, so that their beings incorporate these values inherently and manifest through ethical conduct and behavior automatically where ever they are.

### INTEGRITY CLUB

**Vision** : Values in the society will be rekindled by Young Champions of Ethics (YCEs)

**Mission** : Living ethically Young Champions of Ethics propagate 'human values' in their families, neighborhood, school community and society at large to strengthen value based culture in the country.

**Strategy** : Children learn distinct values playfully as a game and become Champions of Ethics by developing their ethical muscles through regular practice in real life.

"Respect Begets Respect"

The members of IC are named as **Young Champions of Ethics (YCEs)**, which itself motivates them to become masters in application of these values in their real life. Various value based activities and continuous practice of the same through IC over a period of 4 years will strengthen the ethical muscles of YCEs, so that they do not succumb to inducements or challenges encountered in their real life. In line with the same the motto of IC is chosen as 'Living Values', so that every member becomes a role model in human values. This helps them becoming the 'Value Messengers' or 'Value Catalysts' in the society. These children will impact their classmates and friends in the school, members of the family, friends in neighbourhood and other segments of society with whom they interact. As they become role models in human values, the society will be rekindled to these values by them, through their ethical conduct and behaviour.

"Tolerance and Compassion are priceless qualities"

IC (2008-09) in KV-AAI, Rangpuri



### प्रतिज्ञा

हम भारत के किशोर नीतिवान विजेता / सत्यनिष्ठा से प्रतिज्ञा करते हैं कि / हम नैतिक मूल्यों के प्रति सर्वदा कटिबद्ध रहेंगे / हम अपने परिवार / आस-पड़ोस / विद्यालय समुदाय / तथा वृहत समाज में / नैतिक मूल्यों का प्रसार करते हुए / पुनर्जागरण के लिए प्रतिबद्ध रहेंगे / हम अपने कार्यों द्वारा समाज में / ईमानदारी / धर्मनिरपेक्षता / भाईचारा / एकता / सहिष्णुता / सम्मान और सहयोग बनाए रखने के लिए / निरंतर प्रयत्नशील रहेंगे / हम अपने सामूहिक प्रयासों द्वारा / अपने संगठन को गौरवशाली बनाएंगे / तथा अपने देश और देशवासियों के प्रति / अपने उत्तरदायित्वों का निष्ठा से पालन करेंगे।  
-जय हिन्द!

### PLEDGE

We, the Young Champions of Ethics / do hereby solemnly pledge that / we will remain committed to / moral values. / We will rekindle the values / in our family / neighborhood / school community / and society at large / by being the living messengers of / these values. / By our deeds / we will continuously strive to / impart the values of / Honesty, / Secularism, / Brotherhood, / Unity, / Tolerance, / Respect / and Co-operation / in the society. / By our integrated efforts / we will strengthen / our organization / and sincerely / become responsible / towards our country and countrymen./  
Jai Hind!