



## PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)

Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

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### Universal Human Values (UHV) Cell

The PTVAIM's Universal Human Values (UHV) Cell formed as per the guidelines of AICTE and NEP, conducts activities to instill a sense of tolerance, and societal harmony. The activities revolve around the theme of understanding self, happiness, harmony, inclusivity, promotion of peace, and celebration of communal and socioeconomic diversities in society. It represents a pioneering approach in integrating ethical and humanistic learning into technical and managerial education. Initiated on December 14, 2023, this initiative marks a significant milestone in educational reform, aiming to cultivate a comprehensive understanding of life and its values among students. By focusing on key principles such as individual happiness, family prosperity, societal fearlessness, and harmonious co-existence with nature, the UHV Cell seeks to foster an environment where mutual happiness and prosperity are not just ideals but practical aspects of daily living.

The methodology underpinning UHV goes beyond mere academic learning, emphasizing the importance of self-reflection, confidence-building, and a committed approach to understanding and action. It is a response to the growing realization that success in professional life is deeply interconnected with personal values, emotional intelligence, and the ability to coexist peacefully with others and the environment. Through workshops, seminars, and interactive sessions, the UHV Cell encourages students to delve into these universal values, helping them to develop a balanced perspective that integrates technical skills with a deep sense of ethical responsibility and societal contribution.

As the world grapples with complex challenges, the role of education in shaping conscientious, well-rounded individuals has never been more critical. PTVAIM's UHV Cell stands as a beacon of this transformative educational philosophy, promising to equip future generations with the tools they need not just to thrive but to lead with integrity, empathy, and a profound respect for all life forms.

The **specific objectives** are:

- To help the student to see the need for developing a holistic perspective of life.
- To sensitize the student about the scope of life – individual, family (interpersonal relationship), society and nature/existence.
- Strengthening self-reflection.
- To develop more confidence and commitment to understand, learn and act accordingly.

The purpose is to help develop a holistic perspective about life. A self-reflective methodology of teaching is adopted. It opens the space for the student to explore his/her role (value) in all aspects of living – as an individual, as a member of a family, as a part of society and as an unit in nature.

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