

177. Amīr al-mu'minīn, peace be upon him, said: Rebuke the evil-doer by rewarding the good-doer. [1]

Footnote:

[1] This means. that the giving of full reward to the virtuous for their good actions and appreciating them puts the evil-doers also on the right path. This is more effective than ethical preaching, warning and rebuke. This is because by temperament man inclines towards things from which benefits accrue to him, and his ears (yearn to) resound with eulogies in praise and admiration of him.