

Advisory – IGRB – Streamlining advertising and service practices in reference to the Code of Conduct

Issue date: 30th September, 2022

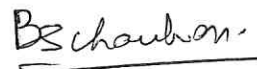
Advisory no. 01

It has come to the notice of the Independent Grievance Review Board (IGRB) that many Edtech platforms and their partners are knowingly/ unknowingly indulging in aggressive and unethical service practices. Oversight on part of Edtech platforms on these practices has the potential to create undue pressure on learners/guardians and negatively impact the ecosystem.

Being mindful that the IEC at its core is “committed towards national efforts to make India ‘self-reliant and the global education hub for ‘growth and innovation’ and that the members have affirmed their support to “seek and uphold the highest standards of quality, professional ethics and have a consensus to build on these, the common set of guidelines and the self-regulatory code of conduct, essential to achieve adoption at scale in a sustainable manner for learners, educators and the society while fostering the growth of the industry.”

We draw particular reference to Schedule V of the IEC Memorandum “Code of Conduct” and the principles outlined in Para 1 “Appropriate/ Ethical Service Practices” and Para 2 “Marketing Communication”. The industry should aim for ethical and transparent communication and suitably disincentivize unfavourable behaviour.

We advise that such practices are unwelcome in light of the Code of Conduct. IEC members should exercise caution and keep an active vigil.



Dr. Justice B.S. Chauhan

Chairman, IGRB