

Draft Advisory – IGRB – To Curb misleading advertisements that claim unsubstantiated Job Placement Guarantees.

Issue date:

Advisory no. 002

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 sales practices especially promising learners 100% job placements. Oversight on part of Edtech platforms on these practices has the potential to create undue pressure on learners/guardians and to impact the ecosystem negatively.

We draw particular reference to Schedule V of the IEC Memorandum “Code of Conduct” and the principles outlined in Para 1 “Appropriate/ Ethical sales Practices” and Para 2 “Marketing Communication”. The industry should aim for ethical and transparent communication and suitably disincentivise unfavourable behaviour. None of the contents of the documents should be capable of misinterpretation alleging misrepresentation. Advertisement shall not state or lead the public to believe that enrolment in the institution or program will provide the learner a temporary or permanent job unless the advertiser is able to submit substantiation to such effect.

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