

## **Code of Ethics: BPIAI Members**

### **Preamble**

Business Process Industry Association of India (BPIAI) is a professional body promoting the interests of its members, furthering the business process Industry in the country. Each member of the BPIAI must ascribe to the following code of ethics:

### **The Code of Ethics**

Each member shall:

#### **a) Towards BPIAI**

- Work whole-heartedly towards the objectives of BPIAI.
- Work towards the collective interests of BPIAI members
- Take ownership & responsibility individually and collectively for all decisions and actions by BPIAI.
- Display ethical behaviour at all times i.e., by meeting commitments, providing factually correct information, acting at all times in the legitimate interests of BPIAI and its members, not disclosing confidential information etc.
- Strive to arrive at decisions by consensus and once a decision has been so arrived, support it.
- Refrain from making statements to the press individually, on behalf of BPIAI, unless so authorized.
- Refrain from promoting own agenda / company while talking to the media on behalf of the association.
- Ensure that all information provided, whether oral or written, is factually correct and refrain from using information obtained as a member of BPIAI against the interest of BPIAI or its members.
- Display honesty, fairness and transparency in dealings with each other, government agencies and customers with respect to all commercial dealing including Human Resource, Client Acquisition and Data Security.
- Behave pro-actively in the interest of BPIAI, customers and society.
- Do everything to foster spirit and teamwork within BPIAI.

- Maintain confidentiality with respect to matters / information shared / under discussion in BPIAI.
- Help create the BPO phenomenon to every nook and corner of the country and create a large workforce to make the BPO success a norm for the decade ahead.
- Display the association logo on the visiting cards of the principle representative of the member company.

#### **b) Towards Fellow Members**

- Provide prompt and efficient response to the legitimate needs of other members.
- Refrain from interfering in the affairs / business of fellow members.
- Not do anything aimed at harming the legitimate interests of fellow members.
- Refrain from making any communication directly or through business associations e.g. dealers, vendors etc which are derogatory to fellow members / their company / their company's product whether through press statements, advertisements, presentations etc..
- Refrain from bringing bilateral matters to BPIAI.

#### **c) Towards Society / Customers**

- Strive to provide better products / services and better value to the customers.
- Provide customer products conforming to the highest standards ensuring customer satisfaction.
- Provide environment friendly practices.
- Create common services where considered necessary and beneficial e.g. information and data collection and dissemination, support services etc
- Work together to help conserve / earn foreign exchange
- Work jointly to achieve breakthrough in areas of technology, product markets, financing etc.
- Promote Brand India.