

# WHAT IS **INTEGRITY** IN BUSINESS

**Integrity in business refers to the adherence to moral and ethical principles in all aspects of business conduct.**

**It involves being honest, transparent, and fair in interactions with employees, customers, partners, suppliers, and the broader community.**

**When a business operates with integrity, it prioritizes doing the right thing, even when it might be difficult or when no one is watching.**



E: [soham.shah@yellow-stone.in](mailto:soham.shah@yellow-stone.in)

M : +91 90290 87532



# KEY ASPECTS OF **INTEGRITY** IN BUSINESS

## **Transparency**

Being open and clear about business practices.

## **Honesty**

Providing true, accurate information in all interactions.

## **Fairness**

Treating stakeholders equitably and without bias or favoritism.

## **Accountability**

Taking responsibility for actions and their outcomes.

## **Ethical Decision-Making**

Prioritizing values over profit in decision-making.



E: soham.shah@yellow-stone.in

M : +91 90290 87532



# EXAMPLE OF **INTEGRITY** IN BUSINESS

An example of integrity in business by Tata Group is their response during the 26/11 Mumbai terror attacks at the Taj Mahal Palace Hotel in 2008. During and after the crisis, Tata Group demonstrated integrity by:

## **Prioritizing Employee and Guest Safety**

The staff risked their lives to help guests escape, putting safety above everything else.

## **Supporting Victims and Their Families**

Tata provided long-term financial and medical support to the families of the deceased employees, including offering employment to next of kin.

## **Rebuilding the Hotel**

Instead of demolishing the damaged parts, Tata chose to restore and reopen the Taj Mahal Palace as a symbol of resilience and respect for the heritage.

These actions highlighted Tata's commitment to values, compassion, and responsibility towards both their employees and the community, demonstrating their integrity during a difficult time.



E: soham.shah@yellow-stone.in

M : +91 90290 87532

