

# Vigilance Awareness Week 2025

27 October - 2 November 2025



# INTRODUCTION



UN Global Compact Network India (UN GCNI) marked Vigilance Awareness Week (VAW) 2025, observed from 27 October to 2 November 2025, in alignment with the Central Vigilance Commission's national theme, "Vigilance: Our Shared Responsibility." The observance underscored UN GCNI's continued commitment to strengthening ethical governance and reinforcing the 10th Principle of the UN Global Compact, which urges businesses to combat corruption in all its forms, including bribery and extortion.

The week-long engagement was anchored in a structured, multi-stakeholder approach, unfolding across three strategic pillars—digital advocacy, corporate engagement, and academic collaboration. Together, these initiatives fostered collective accountability, encouraged transparent practices, and advanced a culture of integrity across business and institutional ecosystems.



# Social Media Awareness Campaign – “Voices of Integrity”



To inaugurate Vigilance Awareness Week 2025, UN GCNI rolled out a high-visibility digital campaign titled “Voices of Integrity.” The initiative brought together respected leaders from the corporate sector, academia, civil society, and the UN GCNI Board, each contributing powerful reflections on ethical leadership, transparency, and the imperative to combat corruption.

The campaign effectively positioned integrity as a strategic driver of sustainable business practices and responsible governance, moving the narrative beyond compliance to values-based leadership. By leveraging diverse perspectives and credible voices, the initiative strengthened awareness and reinforced the shared responsibility of stakeholders in upholding ethical standards.



The digital outreach achieved strong traction across platforms, expanding UN GCNI's engagement footprint and fostering meaningful conversations on ethical conduct. It successfully mobilized public and private sector audiences alike, encouraging collective action and long-term commitment to integrity-led decision-making.

The campaign's inclusive digital-first approach ensured that the message of integrity reached diverse audiences across geographies, sectors, and generations, making Vigilance Awareness Week 2025 a truly people-centric movement. By using accessible language, relatable narratives, and shareable visual formats, Voices of Integrity cut across organizational hierarchies—resonating not only with senior leadership but also with young professionals, students, MSMEs, and grassroots stakeholders.



Most importantly, the campaign delivered a clear, unified message for Vigilance Awareness Week: integrity is not optional—it is foundational to trust, sustainability, and national progress. By consistently amplifying voices that emphasized courage, accountability, and moral responsibility, the initiative transformed Vigilance Awareness Week from a symbolic observance into a call for conscious action.

# Business Integrity Conclave



On 1 November 2025, UN GCNI, in partnership with GMR Group, organized a Business Integrity Conclave at the GMR Auditorium, New Delhi. The conclave convened distinguished speakers from different fields and thought leaders to deliberate on the importance of embedding ethics within corporate strategy and governance frameworks.

The deliberations addressed critical and emerging dimensions of responsible business conduct, including global trends in business ethics, corporate accountability across value chains, the ethical deployment of Artificial Intelligence, and the institutionalization of integrity-driven practices within organizational systems. Through expert insights and cross-sector dialogue, the conclave underscored the need to move beyond compliance-led approaches toward values-based leadership that fosters trust, resilience, and long-term sustainability.



The conclave concluded with a strong collective call to action, urging companies to strengthen internal compliance mechanisms, cultivate a culture of transparency and openness, and align business objectives with the UN Global Compact's 10th Principle on anti-corruption. UN GCNI and GMR Group jointly reaffirmed their commitment to advancing ethical leadership and governance excellence within India's corporate ecosystem.

Widely appreciated by participants, the event was recognized as a meaningful step toward promoting a values-driven corporate culture—one in which innovation, integrity, and inclusion coexist to build a more transparent, accountable, and trustworthy business environment.



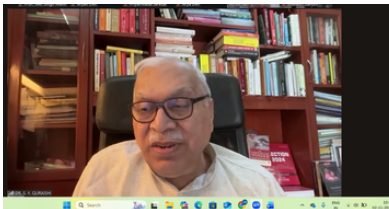
# Experts Dialogue : Advancing Business Integrity through Collective Action



To conclude Vigilance Awareness Week, UN GCNI collaborated with the Centre for Transparency and Accountability in Governance (CTAG) at National Law University, Delhi (NLU Delhi) to host an online Expert Dialogue and Integrity Pledge Ceremony on 2 November 2025.

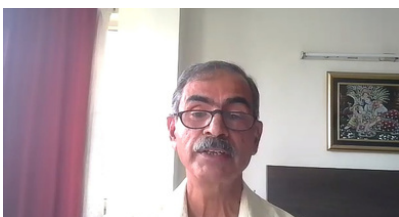


The session brought together experts from academia, law, and industry to share insights on fostering transparency and accountability in governance and business operations. More than 100 participants, including students, faculty, and corporate professionals, took part in the Integrity Pledge, reaffirming their shared commitment to honesty, vigilance, and ethical conduct



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As part of youth engagement, a national essay competition on the theme "Vigilance: Our Shared Responsibility" was also launched, encouraging young minds to express their views on ethics and good governance. Winning entries received recognition, certificates, and internship opportunities, and were published on UN GCNI's digital platforms.



The webinar series served as a powerful youth and stakeholder engagement platform, clearly reinforcing the message that vigilance is a shared and continuous responsibility. Through expert-led discussions, real-world case insights, and interactive exchanges, the sessions emphasised that ethical conduct and transparency must be embedded not only within institutions but also in individual mindsets and everyday decision-making.

# Conclusion

The UN Global Compact Network India (UN GCNI) observed Vigilance Awareness Week 2025 through a powerful three-tier approach—digital advocacy, corporate engagement, and academic collaboration—to promote integrity, transparency, and ethical governance.

The week began with the “Voices of Integrity” social media campaign, which amplified messages from leaders across business, academia, and civil society, inspiring collective responsibility toward ethical conduct. This was followed by the Business Integrity Conclave, organized in partnership with GMR Group, where experts discussed embedding ethics in corporate strategy, responsible governance, and the ethical use of Artificial Intelligence.

The observance concluded with an Expert Dialogue and Integrity Pledge Ceremony hosted with CTAG, NLU Delhi, alongside a national essay competition engaging youth in conversations on transparency and accountability.

Together, these initiatives reached a wide audience, strengthened partnerships with key institutions like GMR Group and NLU Delhi, and reaffirmed UN GCNI’s leadership in promoting ethical business practices and corporate responsibility in alignment with the UN’s global anti-corruption agenda.

