

ASSOCHAM
International Conference
on
Direct Selling
***Need for Policy and
Regulatory Framework***

22 November 2017, Le Meridien, new Delhi

Chief Guest

Shri C R Chaudhary, Honorable Minister of State Ministry of Food, Public Distribution and Consumer Affairs



Honorable Minister addressed the industry & its issues in the inaugural.



Inaugural Session



Speakers for this session included Mr. S C Aggarwal, Mr. Vijay Sardana, Mr. Gautam Bali, Mr. C.R. Chaudhary, Mr. D.S. Rawat.

Mr. C.R. Chaudhary gave the Inaugural Address, followed by release of a background paper titled “***Direct Selling: Need For Policy and Regulatory Framework***”



Session 1

Insights from Global Operations: An International Perspective



Chair
Ms. Chavi
Hemanth

Discussion Points

Regulatory, Business Operations & Economic Environment Globally

- Opportunities & Challenges
- Socio- Economic Benefits

Country Specific Direct Selling Presentation

- Ecuador
- South- East Asia - Malaysia & Singapore
- Overview and Way Forward for India



Speakers in the Session

Ms. Maria Fernanda Leon
Moreno



Executive Director,
Association for Direct
Selling in Ecuador
(AEVD)

Presented a profile
analysis on the
Industry in Ecuador

Mr. Zaheer Merchant



Director - Corporate
Affairs, QI Ltd.

Gave a brief on the
industry on the region
of South-East Asia

Dr. M Muneer



CEO, Strategy
Execution and Growth
Framework Expert,
Customer Lab
Solutions

Presented on the
subject of what India
can learn from the
Global Perspective

Session 2: Legal and regulatory framework and Role of States in Development of Direct Selling Industry

Discussion Points

Direct Selling Industry - Regulatory, Legal & Economic Environment in India

Online Sales of Direct Selling Products: Legality & Resolution

Impact of GST on Direct Selling

Current Business and Growth Scenario of Direct Selling

Direct Selling Business Model: Operational Clarity

Develop a roadmap for legal protection of Direct Selling industry in the light of the issued Direct Selling Guidelines 2016

Prize Chits Money Circulation Scheme (Banning) Act 1978 (PCMC)



Chair
Mr. Vijay Sardana



Speakers in the Session



Dr. Arpita Mukherjee,
Professor, ICRIER



Ms. Chavi Hemanth, Public
Policy Expert & Founder,
EBS India Inc



Mr. Gautam Bali, Managing
Director, Vestige Marketing
Pvt. Ltd.



Mr. Manoj Sirodkar, CEO,
4Life



Ms. Eliza Rumthao - Lawyer



• Dr. O.V. Nandimath,
Registrar & Law Professor,
NSLIU, Bangalore

Session 3: Ethics & Critical Issues to take the Direct Selling Industry Forward

Discussion Points

Branding & Communication to Reassure Ethical Direct Selling

Raising entrepreneurship and economy through Direct Selling

Paving the way for Indian to become new global leader of the marketing space

Consumer trends, attitudes and preferences

Industry perspective-Challenges and opportunities

Consumer protection initiatives and future direction



Chair

Mr. Jasbir Singh Bajaj, IAS
Principal Resident Commissioner
Government of Tamil Nadu



Speakers in the Session



Mr. David Stanley, Healux International Pvt. Ltd.



Ms. Maria Fernanda Leon Moreno, Executive Director, Association for Direct Selling in Ecuador (AEVD)



Ms. Nirupama Soundararajan, Senior Fellow, Pahle India Foundation



Ms. Gaganpreet Uppal, Financial Compliance Consultant, Direct Selling Industry



Mr. Vijay Sardana, Chairman, Consumer Affairs Council, ASSOCHAM

Coverage



C R Chaudhary @crchaudharymos · Nov 22

Addressing the inaugural session of the International Conference organised by #ASSOCHAM on "DIRECT SELLING- Need for Policy and Regulatory Framework" in New Delhi



More states in process to regulate direct selling industry: Minister

23 November 2017 Author: RM Bureau Section: Industry Category: Advertising & Marketing



Centre has sent an advisory to state governments on the model framework for guidelines on direct selling after consultation with industry and stakeholders



C R Chaudhary @crchaudharymos · Nov 22

Urged the Industry associates to adhere to the guidelines issued by the Government on 'Direct Selling' and follow best practices in their business for quality assurance and protection of the rights of the consumer.



INTERNATIONAL CONFERENCE ON DIRECT SELLING

C.R. Chaudhary

Hon'ble Minister of State for Consumer Affairs, Food and Public Distribution

- # Traditionally in India, direct selling has been carried out at a small scale but it needs to become large scale that is where the challenge is.
- # Pyramid and Money circulation schemes cannot get a license.
- # There is a need for direct selling to compete with e-marketing.
- # Sikkim, Chhattisgarh have adopted direct selling guidelines, Karnataka, Maharashtra & Tamil Nadu in the process of implementing them.

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2025 तक डायरेक्ट सेलिंग इंडस्ट्री पहुंचेगी 45 हजार करोड़ तक

Nov 23, 2017 | 18:18 IST | टाइम्स नाउ ब्यूरो

Conference Outcomes

- There was an understanding for the need for Policy Regulatory Framework and a law to regulate not just the industry but the entire non-store retail sector was recognized.
- The Honorable Minister of State addressed the audience on the benefits and the current status of the industry. He also highlighted the further regulatory need for the industry.
- The need to attract the attention of the Government on the basis of industry report highlighting the socio-economic benefits like job creation and self-employment provided by the industry.
- The report should also highlight the current issues faced by the industry and how it suggests the authorities to address it in the larger context.