

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.



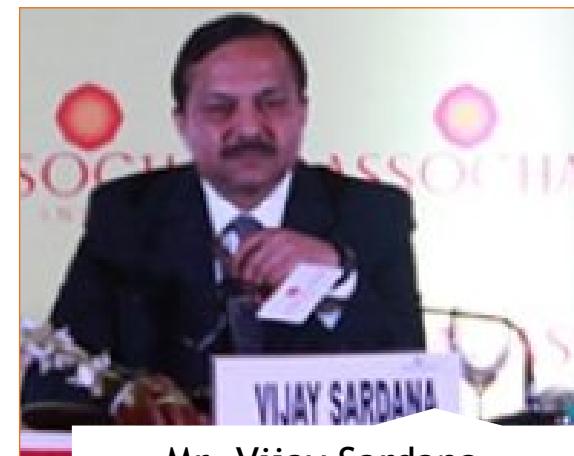
Ms. Maria Fernanda Leon Moreno, Executive Director, Association for Direct Selling in Ecuador (AEVD)



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

**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.



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



**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

# 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.