



## **Socio-Economic Impact of Direct Selling: Need for a Policy Stimulus**

**Date:** 18<sup>th</sup> March 2011, Friday

**Venue:** Maharani Hall, The Claridges Hotel, Aurangzeb Road, New Delhi

### **Time**

### **Program**

10:00 - 11:30 am

*Registration and Tea & Coffee*

11:30 am – 12:00 noon

### **Introductory Session**

*Chair:*

Dr. Parthasarathi Shome, Director and CE, ICRIER

*Welcome Address:*

Mr. Yoginder Singh, Chairman, IDSA

Ms. Chavi Hemanth, Secretary General, IDSA

**Keynote Address** by Hon'ble Minister, Shri Ashwani Kumar,  
Minister of State (Planning, Parliamentary Affairs, Science &  
Technology and Earth Sciences)

ICRIER's Report Release:

*"Socio-Economic Impact of Direct Selling: Need for a policy  
Stimulus"*

12:00 noon – 12:45 pm

### **Technical Session I**

*Chair:*

Geeta Gouri, Member, Competition Commission of India

*Presentation on:*

*"Socio-Economic Impact of Direct Selling: Need for a Policy  
Stimulus"*

By Arpita Mukherjee, Tanu M. Goyal, Divya Satija, Nirupama  
Soundararajan

*Discussants:*

Pinaki Ranjan Mishra, Partner, Retail & Consumer Practice, Ernst &  
Young

Asha Gupta, Managing Director, Tupperware India Private Limited

12:45 – 1.45 pm

**Technical Session II**

Panel Discussion on “*Regulatory Issues and Road Map for Non-Store Retail Formats like Direct Selling*”

*Chair:*

Anwarul Hoda, Chair Professor, Trade Policy and WTO Research Programme, ICRIER

*Panelists:*

Kumar Rajagopalan, CEO, Retailers Association of India

Michaela Beltcheva, Vice President – Legal, Oriflame Cosmetics, Luxembourg

S. P. Sharma, Chief Economist, PHD Chamber of Commerce & Industry

Gautam Mahajan, President, Indo-American Chambers of Commerce

Amarnath Sengupta, Country Manager, Daeshan Trading India Pvt. Ltd.

1:45 pm

Vote of thanks

1:50 pm

*Lunch*