



MARK 'e' DIR

"Bringing Market to Consumer"

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Learn more about the Direct Selling Industry on...

- Recognition of Direct Selling industry as a vital contributor to the Indian Economy
- Regulations governing the Direct Selling Business Model
- Direct selling companies vis-à-vis fraudulent financial pyramid schemes

Key Stakeholders:

- Ministry of Corporate Affairs
- Ministry of Consumer Affairs
- Ministry of Commerce
- Central Economic Intelligence Bureau
- Ministry of Labor
- WFDSA
- Industry Associations like FDSA, etc.
- Consumer Activists
- Direct Sellers
- Distributors
- NGO's

Why to attend:

- Gain clear understanding of the model of Direct Selling companies
- Understand Consumer's & Government's expectations
- Witness deliberations on the regulations & guidelines which might be formed to define & monitor Direct Selling Business
- Interact with Key Government Officials & Industry Representatives
- Learn about the global best practices in Direct Selling Arena
- Interpret, Understand & Brainstorm on the current Guidelines

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