

5th Annual CEDSA Direct Selling Conclave

Direct Selling 2030: Building a Dignified, Predictable and Profitable Entrepreneurial Profession



24-25 June, 2026 (Wednesday & Thursday)



APJ Hall, Shoolini University

About CEDSA

Centre of Excellence for Direct Selling in Academics (CEDSA) was established with the vision to introduce, promote, and institutionalize education and research in the field of Direct Selling. Since its inception, CEDSA has successfully launched India's first-ever academic course on Direct Selling, with a strong focus on developing a structured framework that enhances both distributor rationality and profitability.

Event Agenda - Day 1 - June 24

Timing	Conclave Agenda	Venue
8.00 AM - 9.15 AM	- Attendees Breakfast	Opposite Library
8.45 AM - 9.40 AM	- Attendees Registration	Outside APJ Hall
9.00 AM - 9.45 AM	- Panelist & Delegates Tea and Breakfast with Hon'ble Chancellor, Pro Chancellor, Vice Chancellor, President and available trustees	Faculty Club
9.45 AM	- Event start with MC	APJ Hall
9.50 AM - 10.00 AM	- Lamp Lighting/Saraswati Vandana	APJ Hall
10.00 AM	- Hon'ble Chancellor to declare Conclave open	APJ Hall
10.00 AM - 10.10 AM	- Welcome Note by Pro Chancellor Mr. Vishal Anand	APJ Hall
10.10 AM - 10.20 AM	- Words of Wisdom by Vice Chancellor - Prof. Atul Khosla	APJ Hall
10.20 AM - 10.40 AM	- Context Setting- 5th CEDSA DS Conclave 2026 by Prof. Kamal Kant Vashisth	APJ Hall
10.45 AM - 12.00 PM	- Panel Discussion 1: Establishing Direct Selling as a Dignified Career Choice	APJ Hall
11.00 AM - 12.30 PM	- Running Tea outside APJ Hall	Outside APJ Hall
12.00 PM - 12.45 PM	- Session by Dr. SP Bharill	APJ Hall
12.45 PM - 2.00 PM	- Panel Discussion 2: Creating Rational and Profitable Direct Sellers	APJ Hall
2.00 PM - 3.00 PM	- Lunch	Opposite Library
3.00 PM - 3.45 PM	- Felicitation of Student Ambassador, Education Partner, Organising Team, Volunteers	APJ Hall
3.45 PM - 5.00 PM	- Panel Discussion 3: Designing a Scientific and Predictable Progression Path	APJ Hall
5.00 PM - 5.30 PM	- Session by Dr. Surender Vats	APJ Hall
5.30 PM - 6.00 PM	- Open House	APJ Hall
7.30 PM - 9.00 PM	- Networking Gala Dinner	Opposite Library

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Event Agenda - Day 2 - June 25

Timing	Conclave Agenda	Venue
8.00 AM - 9.15 AM	- Breakfast	Opposite Library
9.15 AM - 9.30 AM	- Recap for Day 1 and Context Setting for Day 2 by Mr. Kapil Sharma	APJ Hall
9.30 AM - 9.40 AM	- Key Note by Prof. Ashish Khosla, Co-Founder & President Innovation & AI	APJ Hall
9.45 AM - 11.00 AM	- Panel Discussion 4: Direct Selling 2030: Building an Ecosystem for Respect, Sustainability and Growth	APJ Hall
10.30 AM - 11.30 AM	- Running Tea outside APJ Hall	Outside APJ Hall
11.00 AM - 11.30 AM	- Session by Mr. Anil and Ms. Bindu Narang	APJ Hall
11.30 AM - 11.45 AM	- Hon'ble Chancellor's Message	APJ Hall
11.45 AM - 12.30 PM	- Awards & Felicitation: GR & Panelists, Delegates	APJ Hall
12.30 PM - 12.40 PM	- Closing Remarks by Mr. Jitender Arora, Executive Director & Chief Business Officer	APJ Hall
12.40 PM - 12.50 PM	- Vote of Thanks by Mr. Kapil Sharma	APJ Hall
1.00 PM - 1.30 PM	- Distribution of Participation Certificates to Attendees	Outside APJ Hall
1.00 PM Onwards	- Lunch and Goodbye	Opposite Library