



4th Annual CEDSA Direct Selling Conclave



July 10th & 11th, 2025 (Thursday & Friday)



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 - July 10

Timing	Conclave Agenda	Venue
8:00 - 9:30 AM	- Breakfast	Opposite Library
8:45 - 9:40 AM	- Attendees Registration	Outside APJ Hall
9:45 AM Onwards	- Event start with MC	APJ Hall
9:50 - 10:00 AM	- Lamp Lighting/Saraswati Vandana/Conclave Opening	APJ Hall
10:00 - 10:20 AM	- Welcome Note by Hon'ble Chancellor & Word of Wisdom by Present Trustees	APJ Hall
10:20 - 10:40 AM	- Context Setting- Why Research & Education in Direct Selling	APJ Hall
10:45 - 12:00 PM	- Panel Discussion 1 - Leveraging Digital Evolution: Empowering the New-Age Direct Seller (With Q&A)	APJ Hall APJ Hall
12:00 - 12:30 PM	- Session on Personal Branding by Mr. Rajesh Aggarwal	APJ Hall
12:30 - 12:45 PM	- Session on Social Selling – A Perfect Fit for a Changing World by Ms. Edyta Kurek	APJ Hall
12:45 - 2:00 PM	- Panel Discussion 2 - Strengthening Industry Governance: Self-Regulation, Ethics, and Recognition (With Q&A)	APJ Hall
2:00 - 3:00 PM	- Lunch	Opposite Library
3:00 - 3:30 PM	- Felicitation of Organising Team / Volunteers	APJ Hall
3:30 - 4:45 PM	- Panel Discussion 3 - Women in Direct Selling: Unlocking Untapped Potential (With Q&A)	APJ Hall
4:45 - 5:30 PM	- Open House	APJ Hall
7:00 - 9:00 PM	- Gala Dinner	Opposite Library



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Event Agenda - Day 2 - July 11

Timing	Conclave Agenda	Venue
8:00 - 9:15 AM	- Breakfast	Opposite Library
9:30 - 9:45 AM	- Recap for Day 1	APJ Hall
9:45 - 11:00 AM	- Panel Discussion 4 - Envisioning 2030: A Unified, Respected Direct Selling Industry (With Q&A)	APJ Hall
11:05 - 11:35 AM	- Direct Selling Success Mantras by Mr. Deepak Bajaj	APJ Hall
11:40 - 12:40 PM	- Awards & Felicitation: GR & Panelists, Delegates	APJ Hall
12:40 - 12:55 PM	- Vote of Thanks	APJ Hall
1:00 - 1:30 PM	- Distribution of Participation Certificates to Attendees	Outside APJ Hall
1:30 Onwards	- Lunch and Goodbye	Opposite Library