

**6<sup>th</sup> Annual International Commerce Conference**  
*on*  
**Digital Outreach and Future of Marketing Practices**

**Vivekananda Hall,  
Delhi School of Economics  
University of Delhi  
January 11, 2018**

**Inaugural Session**

Time	Description
08.30 a.m.- 09.30 a.m.	Registration
9.30 am to 9.55 a.m.	Arrival of Guests
10.00 a.m.	Lighting of Lamp
10.05 a.m.	Floral Welcome of Dignitaries on Dias
10.10 a.m.	Welcome Address by Head and Dean, Prof Kavita Sharma
10.15 a.m.	Address by Distinguished Guest: Prof Pami Dua, Chairman Research Council, Director Delhi School of Economics, University of Delhi
10.25 a.m.	Address by Guest of Honor: Ms. Vinita Bali, Former CMD Britannia Industries Ltd.
10.35 a.m.	Address by Guest of Honor: Prof. Yogesh Tyagi, Vice Chancellor, University of Delhi
10.50 a.m.	Address by Chief Guest: Shri Ravi Shankar Prasad, Hon'ble Minister of Law and Justice; and Minister of Communications and Information Technology
11.05 am	Life time Achievement Award to Prof. M Y Khan
11.10 a.m.	Address by Keynote Speaker: Prof. Jagdish Sheth, Emory University Atlanta USA and Founder-Chairman, Academy of Indian Marketing
<b>11.20 am</b>	Release of Book titled 'Genes, Climate and Consumption Behaviour' authored by Prof. Jagdish Sheth Release of Sheth Marketing Audio Lectures
11.25	Felicitations
11.27 a.m.	Vote of Thanks by Prof. Madan Lal
11.30 a.m.	Group Photo Session