

NORTHEAST CONSUMER
INTERACTION
WEBINAR II
AGENDA

[Total Duration: 1 hour 10 min]

ABOUT NEW INDIAN CONSUMER INITIATIVE:

India as a nation has been shaped by her diversity and syncretism. It is therefore natural for the Indian political system to be a democratic one. Her economic fortunes however were tied to the socialist framework until 1991, which meant that economically the nation continued to be state dependent or less democratic. In 1991, India began to change that course, and since then her economic ideology has gone through several experiments.

For the larger part, these experiments took place in the context of traditional economy – one that can be characterised by incremental changes. Indian response to these changes unfolded differently in different sectors. In some sectors India readily embraced market orientation while in many others it let the legacy issues triumph the logic of open economy.

Now, with the advent of new economy facilitated by unprecedented technological progress and exponential impact on the state, market and the consumer, the very foundation of our understanding of the economic fundamentals has started to change rapidly.

Today, the challenges of old and new economy co-exist and pose regulatory challenges of a kind that require not only a very different state capacity and but also a far more enlightened consumer. Just as we were struggling to address these challenges, the COVID -19 pandemic shook up the economy even more. But in the process, it also compelled us to re-assess the models of the past. In other words, it has presented to us an opportunity to realise that all economic systems are interlinked in more tangible ways than we had ever thought. Therefore, today we have an unprecedented opportunity to recalibrate the economy from a new base – where the consumer is more informed and proactive!!!

It is in this pursuit that the New Indian Consumer Initiative (NICI) has been launched. NICI envisages accomplishing the stated goal through fostering on-line and off-line discussions and webinars on three broad areas i.e. Media & Entertainment, Emerging Tech and New Infrastructure. Specifics topic will be discussed under each one of them from time to time.

The purpose of the e-meeting will be as follows:

- Defining the problematique : New Economy, New Consumer
- Understanding the regional perspectives from participants
- Introducing NICI and discuss how best NICI secretariat can assist in furthering consumer interest in the New Economy in the North Eastern Region.
- Indroducing participants to the activities done so far and prospective activities