



**Our Mission**

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

**JUNE - JULY 2021**

# TITANS OF FAIR BUSINESS PRACTICES

TITANS OF FAIR BUSINESS PRACTICES VIKESH WALLIA



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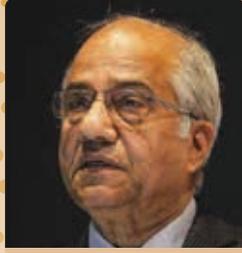
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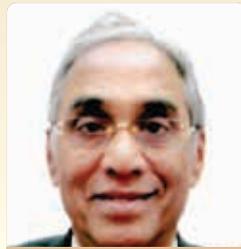
Vishwanath Sabale



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Arvind Savant



Sujay Jairaj Thacker

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Renuka Gopalkrishna



Tahera Mandviwala



Prableen Bajpai



Shweta Vyas



Leena Gupta



Aabha Bakaya



**SWAPNIL S. KOTHARI**  
President

## Heartfelt from The President

It is not often that I lose patience in sharing my joy with my near and dear ones. When the book arrived, I could not wait to do so just having finished browsing through our much awaited publication, “*Titans Of Fair Business Practices*” written by our EC Member Vikesh Wallia chronicling the feats of some of our Founders. Immediately, I went out to my entire CFBP Team congratulating them and other close friends boasting about this august publication. Two years since conception and then inception with multiple inputs by both of us including by our Advisory Board Chairman Mr. Shekhar Bajaj and several proof-reads personally and the continuous efforts of our Staff, we have in our hands a bejewelled legacy published by the Times Group! The quality of the pages, the depth of research and the re-animated archives commemorate our 54 years of glorious existence and augur a great future for CFBP. I thank Vikesh for writing this so beautifully and Shekharji for his ageless commitment. Also, I personally thank each of you for your unswerving support and my Staff for putting up with my persistent demands, which has enabled the fruition of this impactful work.

Once again, we partnered with SBY Founder Yukti Mehandiratta, our EC Member, for a five-day Wellness Webinar culminating into a Panel Discussion where I participated discussing the new workplace amidst and post-pandemic. It was a well-attended Webinar with each day bringing a new vista into a holistic wellness of our very being. A few pages of photographs highlight the Webinar and form the main content of this Newsletter.

Our EC Member Ritesh Bhatia had an engaging chat with Mr. Rajesh Srivastava on the *New Rules for Engaging in Fair Business Practices*. This discussion was against the backdrop of Mr. Srivastava’s latest Book, “*The New Rules of Business: Get Ahead Or Get Left Behind*”, of which he has gladly sent us many complimentary copies. As a reciprocal gesture, we have granted him the Life Membership of CFBP. As a Law Committee Member of IMC, under the aegis of IMC, I organised and moderated the session on *Data Privacy* with our esteemed Advisory Board Member Mr. B. N. Srikrishna as the only speaker. A very important topic with many legal facets in years to come, this was an important discussion making it imperative to enlighten the audience. Our preparations for the Film Festival are going at full throttle, and also, we are enthusiastic about our upcoming Jamnalal Bajaj Awards slated for last week of August.

We are proud to welcome Sujay Jairaj Thacker to our Advisory Board. He is a pioneer in the field of Education and his achievements are manifold. As part of our continued commitment to Women Empowerment, we have added four new Invitees to our EC team. They are Shweta Vyas, Leena Gupta, Prableen Bajpai and Aabha Bakaya. These trailblazers shall add tremendous value and help achieve the vision of our Founders. They shall be curating very interesting programmes in different spheres bringing other women to the fore, and thereby, give a unique facelift to CFBP.

As an ode to women with substance, I end with a powerful quote from that youngest Nobel Prize laureate,

*I raise up my voice not so that I can shout, but so that those without a voice can be heard... We cannot all succeed when half of us are held back.*

**Malala Yousafzai**

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The Indian business environment has witnessed a massive change with continuous and rapid evolution across sectors. The digital revolution has transformed business even more. In the mid-1960s, some of India's business houses realised the need for self-regulation in businesses to provide a platform for consumers' voices. Many prominent business leaders came together to initiate the beginning of an era where establishing trust was the central goal, and extend a hand to the consumer. And thus, on 2 October 1966, the Council for Fair Business Practices (CFBP) was established. The success of the CFBP has been possible under the guidance, and consistent efforts of the visionaries and philanthropists also referred to as 'the Titans of CFBP'.

With the guidance and sustained efforts of these geniuses, the Council has been functioning seamlessly and in coherence with the value system laid down initially during its constitution. Titans of Fair Business Practices aims to spread the name and purpose of CFBP to many more businesses across India.



Price: ₹799

TITANS OF FAIR BUSINESS PRACTICES VIKESH WALLIA



# TITANS OF FAIR BUSINESS PRACTICES



VIKESH WALLIA

After the success of several flagship CFBP functions, once again, CFBP planned a very prestigious unique event in the interest of both Manufacturers and Consumers by coming out with a Coffee Table book "Titans of Fair Business Practices" as a salutary gesture to those who have contributed the most to this prestigious organisation and advanced the cause of Consumer Awareness. The Times Group has published it penned by Mr. Vikesh Wallia, one of our Executive Members and former Director, Times of India Group.



# OUR NEW INVITEES/TRAILBLAZHERS



**Prableen Bajpai**

**Prableen Bajpai** is the founder of FinFix® Research and Analytics Private Limited, which is a financial research and wealth management firm.

Prableen has studied in different schools across the country owing to her upbringing in a defence background. She holds a Bachelor's (Honours) and Master's degree in Economics with a major in Econometrics and Macroeconomics from Panjab University, Chandigarh. Prableen is a Chartered Financial Analyst and a Certified Financial Planner.

She has over 14 years of experience in wealth management, research, and financial planning. She began her career with a wealth management firm, where she spent over six years as the research head. Prableen taught Investment Analysis to students of business studies at the Royal Thimphu College (RTC) before she began her entrepreneurial journey with FinFix® in 2014.

With a passion for financial literacy, especially among women. The efforts in this direction are structured under the WIN™—Women Investors Network—initiative by FinFix®. Prableen

We welcome **Shweta Vyas** as an Invitee - her brief profile is

Shweta Vyas is a banker by profession since 15 years and on board of few companies.

She is a corporate program faculty of the Art of living and has been teaching meditation programs since 2009.

She also heads the Flagship desk of the Art of living which works hand in hand on the mental fitness coaching for leaders and decision makers.

She is actively engaged in the social projects of the foundation and helps corporates meet their desired social transformation through CSR



**Shweta Vyas**



**Leena Gupta**

**Leena Gupta** is Wellbeing Expert and the CEO & Founder of Leena Gupta Inc. She has been in the wellness industry for over 20 years and has trained over 20,000 people globally.

She is also a Jeweller, Corporate Relationship & Communication Coach, TEDx Speaker, Movement Therapy Instructor and a senior most International Faculty with the Art of Living Foundation.

Leena is the recipient of Ficci Flo Women Achiever Award 2019-2020 and the Woman of Excellence Award 2020.

She skillfully blends ancient wisdom modern-day practical tools to empower her clients to live a more conscious, productive and purposeful life.

She has worked with top companies as such Morgan Stanley, IBM, Meryl Lynch, British Gas, Barclays Bank, Morgan Stanley, Intel, HP, ICICI Prudential, Sanofi, HDFC, Shapoorji Pallonji Finance among many others.

**Aabha Bakaya** is a career business journalist, news anchor, editor, writer and producer. She has worked for major networks like NDTV Profit, ET NOW & Bloomberg TV India. She was the lead anchor for Bloomberg TV India, where she anchored the morning market news, and created the highly rated shows on entrepreneurship 'E-Inc' & 'Rising Stars'. She is known for being one of the most versatile television anchors having also anchored and produced

signature shows like Boss's Day Out and Gadget Guru at NDTV, to Zigwheels on ET NOW. Over her 15 years in news television, she has interviewed business stalwarts, market mavericks, regulators and celebrities.

Based out of India's financial capital, Aabha has lived and studied overseas. She has also travelled extensively for lifestyle shows and news coverage, from Dubai to San Francisco and Shanghai, and has hosted special finance and economy related shows from the Bloomberg studios in London and New York.

She turned entrepreneur by setting up her own company - AB Network. The content studio creates innovative properties that appeal to the modern, aspirational Indian across touch points in their lives. AB Network caters to an ever-evolving new media consumer, giving them information they can use, relate to and engage with, across various media formats. The platform covers a spectrum of topics from Entrepreneurship, Business & Markets, Luxury & Lifestyle, amongst others.

One of these properties is 'Ladies Who Lead' which started as a network of like-minded, successful women coming together to support and empower one another. Initially a series of regularly held events, Ladies who Lead has now evolved into a full-fledged community with contributors from around the world, multiple video series and its' own digital hub. All with the aim to pay it forward.

She obtained her Bachelor's degree in Media & Communications from the University of New South Wales, Sydney. Thereafter, she did a course in creative screen writing from the Columbia University in the City of New York.



**Aabha Bakaya**

## NEW ADVISORY BOARD MEMBER



**Sujay Jairaj Thacker**

Sujay Jairaj completed his graduation from Narsee Monjee College of commerce and economics. He went on to pursue a Masters Degree in International Management at the University of Strathclyde, Scotland. Here he stood out as the youngest President of the University's Management consulting Club & the Sports convenor for the hall of residences. Fitness & Sports being his passion, Sujay has won several accolades in various sports.

After returning to India in 2004, he involved himself in the family business – Golden Chemicals Private Limited. Being passionate about the philanthropic activities of the family, he involved himself in the upgrading of infrastructure and technology at Narsee Monjee Educational Trust's – Jamnabai Narsee School & Jamnabai Narsee International School. This was followed by acquiring the decision-making authority from the Board of Trustees in all major areas & expansion of the Educational Institutes.

Mr. Narendra Modi handed the Memorandum of Understanding to Sujay in January 2013 for Jamnabai Narsee School, GIFT City. This school became the first school with Green Building GOLD Certification in the State of Gujarat.

Chatrabhuj Narsee School – based on a sprawling 3 acre campus with state of the art facilities, was started by Sujay in association with Methibai Devraj Gundecha Foundation in 2016 and currently is one of the largest international schools in the country, with more campuses coming up in other cities. Chatrabhuj Narsee School, Amanora Park Town, Pune on a massive 6.5 acre campus will commence admissions in september 2021 for the academic year

2022-23, changing the landscape of education in the city of Pune.

Sujay is the Managing Director at MAX Edusol Private Limited which provides 360 degree support and services in planning, setting up and operating new K-12 institutions.

Sujay was recognised as a Times Education Icons for being the best in the Education Industry 4 times in a row - 2017, 2018, 2019 and 2020 for JNS, JNIS and CNS.

Sujay has successfully completed Leading Schools: Certificate in School Management and Leadership programme, a combined initiative by Harvard Business School and Harvard Graduate School of Education in July 2020. A course based on selection (by application) only, with excellent insights in School Management & Visionary Leadership for the future.

Conceptualising institutional & sports infrastructure, construction and design aspect has always been a subject he loves and enjoys. In this regard Sujay has been fortunate to be able to keep learning more and upgrading his skills with practical experience with Indian & Global architects and teams in executing world class projects. Furthering his passion in the field of school planning & design concepts, Sujay has successfully completed The Architectural Imagination, offered by HarvardX – An initiative of Harvard University.

It takes a heart of gold and a strong persona for someone so young to be responsible for the education, future and security of more than 30,000 students each year, at this young age. It was always his dream to build parallel campuses of K-12 Schools & Higher Educational Institutes in Mumbai and other cities of India.

Sujay's vision is to provide top quality education with state of the art infrastructure and curriculum with world class sporting facilities – leading to the provision of the best opportunities to the youth of India and contributing to the development of the nation and the world.

A sports enthusiast - an ardent / advanced skier, a former national level badminton player & currently an aspiring national level pistol shooter, he is also the founder of Mumbai Cycling Enthusiasts, which currently has over 21000 members, and is the largest cycling group in the world focused on fitness, fun and adventure. Through his passion for sport, Sujay has ventured into producing motivational sport films - with the Saina Nehwal Biopic being the first project and other inspiring stories of champions in the pipeline. Saina is streaming on Amazon Prime Video Worldwide - inspiring the nation and the world.

## Ritesh Bhatia

V4WEB CYBERSECURITY  
Founder  
Cybercrime Investigator

1. A client has been falsely accused for a rape case. There was no evidence to prove his innocence as the allegations date back to August 2020. With the help of my investigations and tools, I was able to extract a lot of digital evidence that convinced the crime branch that the allegations are baseless and false.
2. A client was a victim of cybercrime where he was tricked to make a payment of 44 lacs to the bank account of hackers instead of their clients account. My timely intervention and investigations helped the client recover their entire 44 lacs.
3. Pictures of a girl were morphed and uploaded on several porn websites thus causing mental and reputational harm to the girl. I helped the girl trace the person, who turned out to be her neighbour, and he was arrested thereafter.

## B. G. Barve

Joint Managing Director  
Blue Cross Laboratories Pvt. Ltd.

1. Member of IDMA National Executive Committee, Premium Association of Indian Drug Manufacturers in India
2. Chairman, Excise and Taxation Committee, IDMA
3. Member of CII National Committee on Pharmaceuticals
4. Co-opt Member of Finance and Taxation of Pharmexcil

## PRAMOD S. SHAH

(Former Chairman of WIRC  
& Central Council Member of ICSI)  
Practicing Company Secretaries

1. Appointed as a Member of various Expert Committees of IMC Chamber of Commerce and Industry viz. Mediation Committee, Industry Committee, Law Committee, etc.
2. Special Invitee at Indo – French Chamber of Commerce and Industry (IFCCI).
3. Permanent Invitee at Thane Belapur Industry Association (TBIA)
4. Appointed as Extended Micro – Lions Clubs International (In-charge of Corporate Governance & Resource Management)

# WEBINAR - WELLNESS CAMP

21<sup>st</sup> June, 2021 to 26<sup>th</sup> June, 2021

PRESENTED BY



Swapnil Kothari  
(President, CFBP)

POWERED BY



Yukti K. Mehendiratta  
(Founder CEO - SBY Academy LLP)

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A six days retreat for your MIND, BODY & SOUL

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# WEBINAR - WELLNESS CAMP

21<sup>st</sup> June, 2021 to 26<sup>th</sup> June, 2021

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## WELLNESS CAMP

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24TH JUNE  
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- 11:00AM to 12:00PM (EXCLUSIVELY FOR WOMEN)
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- 7:00PM to 8:00PM

Registration link: <https://bit.ly/3unSH7A>

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Let us take charge of our financial health today by planning tomorrow. Will see you there.

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**SUBHASH CHAVAN**  
Financial Advisor

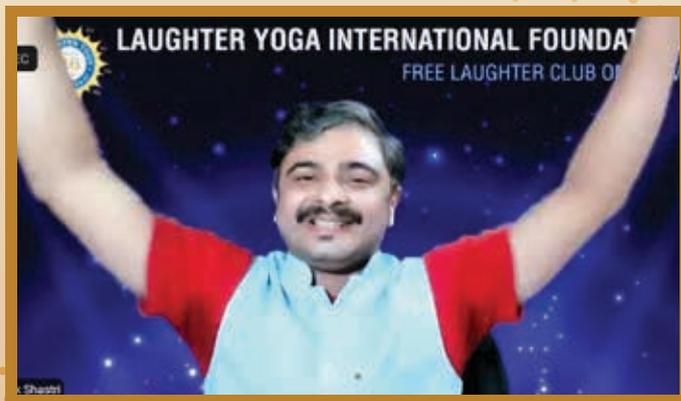
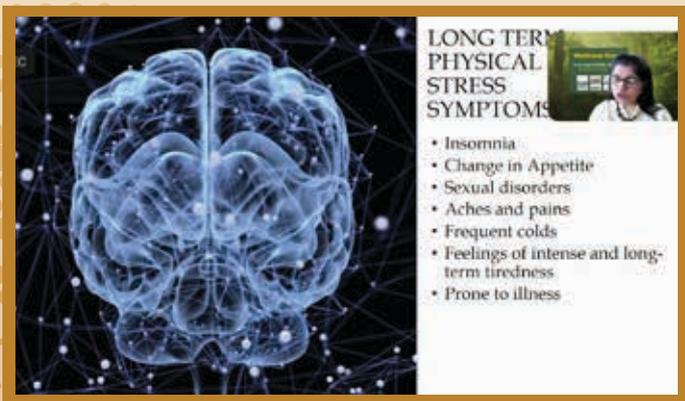
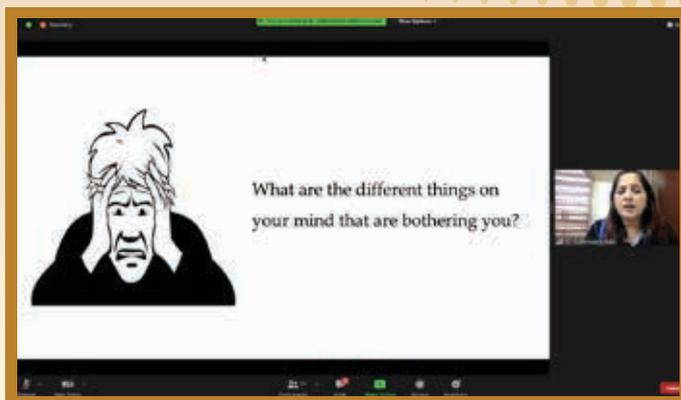
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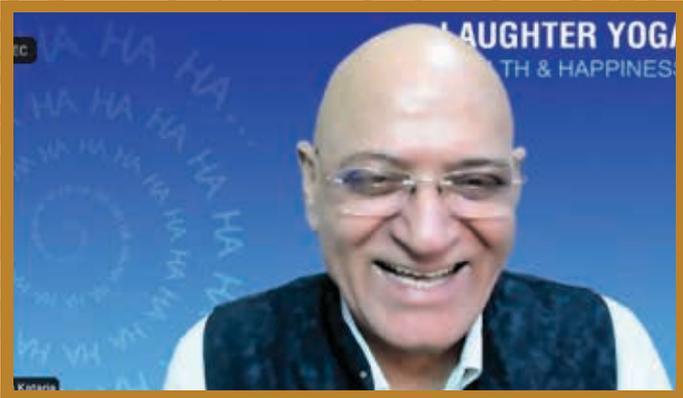
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21<sup>st</sup> June, 2021 to 26<sup>th</sup> June, 2021



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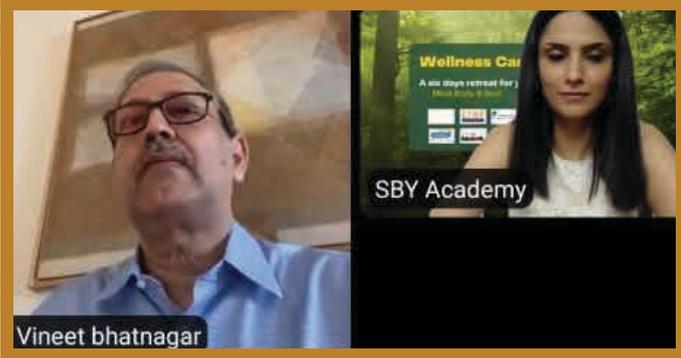
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21<sup>st</sup> June, 2021 to 26<sup>th</sup> June, 2021



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21<sup>st</sup> June, 2021 to 26<sup>th</sup> June, 2021



Session Date	Wellness Expert	Topic	Session Recording
21/6/21	Devidatta S.	Yoga	<a href="https://youtu.be/GLAPalDaNKI">https://youtu.be/GLAPalDaNKI</a>
21/6/21	Anirudh	Yoga	<a href="https://youtu.be/f30kV_E5VWA">https://youtu.be/f30kV_E5VWA</a>
21/6/21	Devyani Puri	Yoga	<a href="https://youtu.be/Wk4rErhu7zU">https://youtu.be/Wk4rErhu7zU</a>
21/6/21	Dhakaram Acharya	Yoga	<a href="https://youtu.be/HFrLoHUML1A">https://youtu.be/HFrLoHUML1A</a>
22/6/21	Dr. Madan Kataria	Laughter Yoga	<a href="https://youtu.be/KTCcl3syKJw">https://youtu.be/KTCcl3syKJw</a>
22/6/21	Vinayak Shastri	Laughter Yoga	<a href="https://youtu.be/jUU4HbRr1p0">https://youtu.be/jUU4HbRr1p0</a>
22/6/21	Ameet Havaladar	StandUp	<a href="https://youtu.be/-C3Tjq4fAek">https://youtu.be/-C3Tjq4fAek</a>
23/6/21	Anjana Vinod	Mental wellness	<a href="https://youtu.be/ijMwDaY4KJg">https://youtu.be/ijMwDaY4KJg</a>
23/6/21	Sukhmeet	Mental wellness	<a href="https://youtu.be/YggBDYZHYGA">https://youtu.be/YggBDYZHYGA</a>
24/6/21	Tarun Birani	Financial expert	<a href="https://youtu.be/rFWOEOWFE_0">https://youtu.be/rFWOEOWFE_0</a>
24/6/21	Subhash Chawan	Financial expert	<a href="https://youtu.be/m9IgL-tPiuo">https://youtu.be/m9IgL-tPiuo</a>
24/6/21	Neha Singh	Financial expert	<a href="https://youtu.be/UKuufRYTJcE">https://youtu.be/UKuufRYTJcE</a>
25/6/21	Neeti Chokhani	Professional wellness	<a href="https://youtu.be/UKuufRYTJcE">https://youtu.be/UKuufRYTJcE</a>
25/6/21	Trupti Shrimali	Professional wellness	<a href="https://youtu.be/VotLqwjv1qY">https://youtu.be/VotLqwjv1qY</a>
26/6/21	Panel Discussion		<a href="https://youtu.be/TlIekO5o4qI">https://youtu.be/TlIekO5o4qI</a>

# CONSUMER AFFAIRS MIN ISSUES DRAFT CONSUMER PROTECTION E-COMMERCE RULES 2020

Consumer Affairs ministry tightens the screw over E-commerce firms - No Flash Sales Allowed - Provide a Filter so that customers can filter the product according to their Country of origin - Name and Details of Importer to be Mentioned on their Site

The Consumer Affairs ministry on Monday issued a set of new draft Consumer Protection (E-commerce) Rules 2020 that proposes to bar e-commerce companies from allowing any display or promotion of misleading advertisement on their platforms. The amended rules state that no "e-commerce entity shall organise a flash sale of goods or services offered on its platform." Besides, companies which hold a "dominant position in any market" will not be allowed to abuse its position.

The government has sought suggestions and comments from stakeholders on the proposed amendments by July 6.

As per the draft norms, e-commerce firms that offer imported goods or services for sale will have to ensure that the name and details of any such importer is mentioned.

Companies will be directed to identify goods based on their country of origin, "provide a filter mechanism on their e-commerce website and display notification regarding the origin of goods at the pre-purchase stage, at the time of goods being viewed for purchase, suggestions of alternatives to ensure a fair opportunity for domestic goods."

If the rules are finalised, e-commerce companies will have to appoint a chief

compliance officer, nodal contact person for 24x7 coordination with law enforcement agencies and a resident grievance officer. Every company which intends to operate in India will also have to register itself with DPIIT (Department for promotion of industry and internal trade) "within such period as prescribed by DPIT for allotment of a registration number."

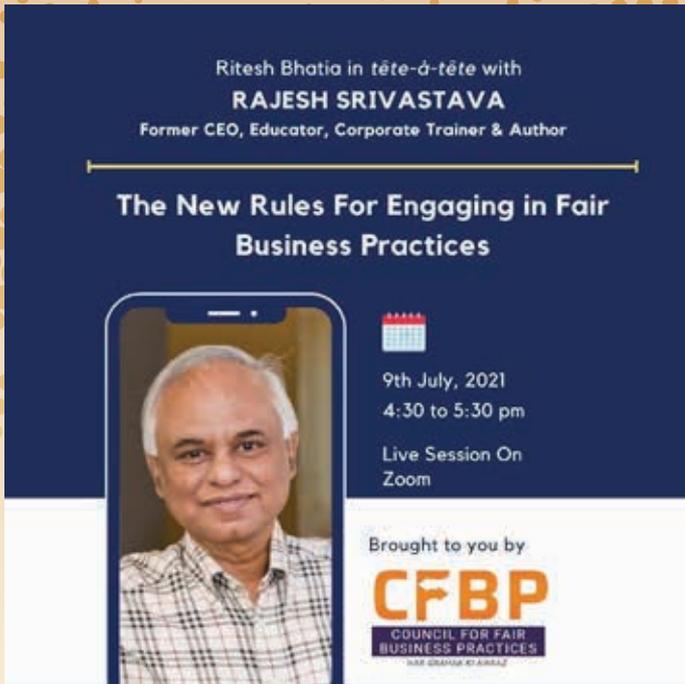
"No e-commerce entity shall indulge in mis-selling of goods or services offered on its platform. An e-commerce entity which is engaged in cross-selling of goods or services shall provide adequate disclosure to its users displayed prominently in a clear and accessible manner on its platform." according to the rules.

For marketplace e-commerce entities in particular, the rules suggest that such firms shall not sell goods or services to any person who is registered as a seller on their platforms. "No marketplace e-commerce entity shall advertise a body of sellers for the purpose of subsidising a sale on its platform... the entity shall be subject of fall-back liability where a seller registered on its platform fails to deliver the goods or services ordered by a consumer," as per the rules.



# WEBINAR - 9<sup>th</sup> JULY, 2021

## THE NEW RULES FOR ENGAGING IN FAIR BUSINESS PRACTICES



CFBP is proud to present **The New Rules For Engaging in Fair Business Practices**.

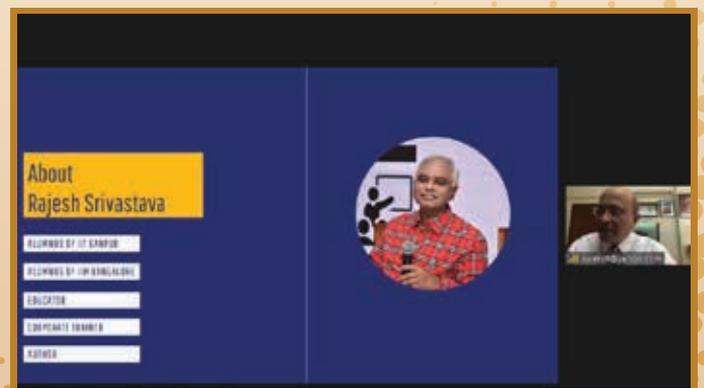
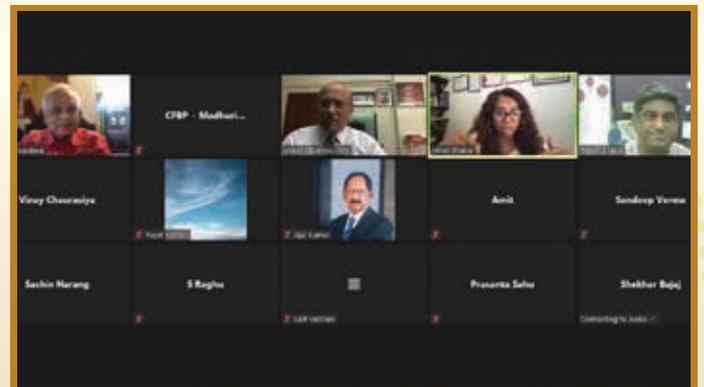
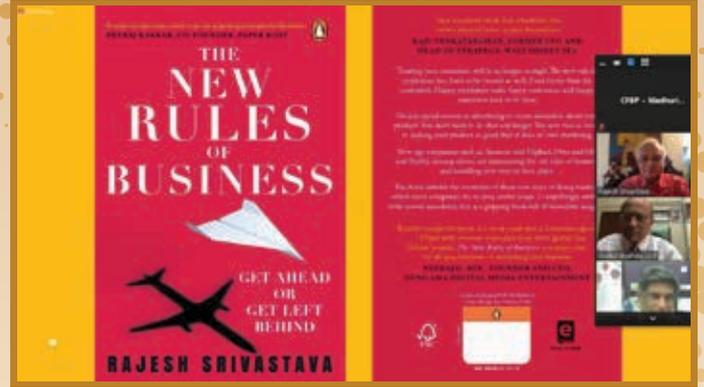
Ritesh Bhatia in tete-a-tete with Rajesh Srivastava - former CEO, Educator, Corporate Trainer & Author.

Millennials are consciously supporting companies that follow 'fair' business practices. They also punish companies who have a reputation for pursuing 'unfair' business practices to profiteer, by boycotting their product and services.

The webinar will unfold the mysteries of 'fair' ways of doing business adopted by new age companies. It will be full of anecdotes and incredible insights which will help you gain fresh and contemporary perspectives on the new and fair way of doing business.

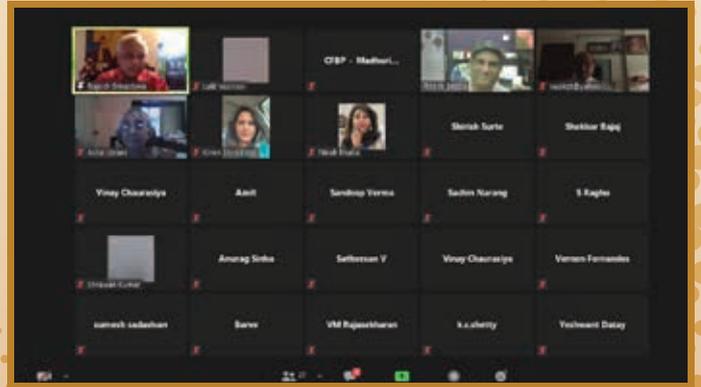
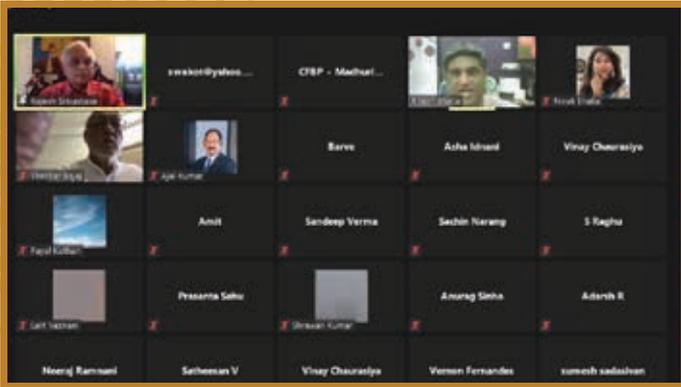
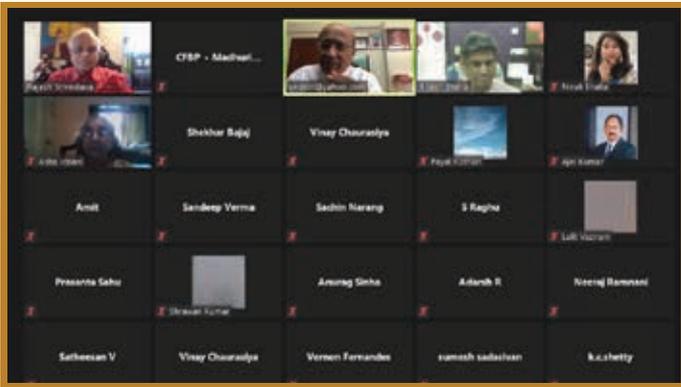
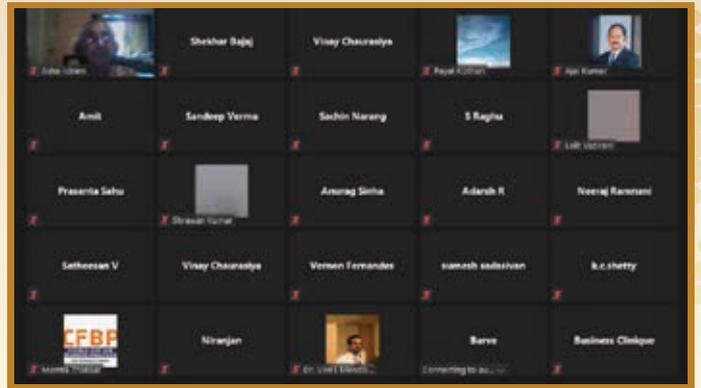
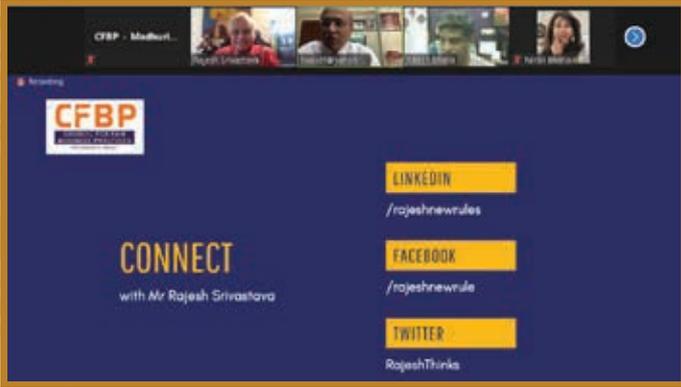
Rajesh Srivastava is an alumnus of IIT Kanpur & IIM Bangalore. He has over three decades of corporate experience spread across alcoholic beverage, commodity & men's personal care products. He is now an educator, corporate trainer and a newly minted author. Penguin Random House India has recently published his 1st book, 'The New Rules of Business'.

Friday, 9th July, 2021 4:30 pm to 5:30 pm.



# WEBINAR - 9<sup>th</sup> JULY, 2021

## THE NEW RULES FOR ENGAGING IN FAIR BUSINESS PRACTICES



# THE 10<sup>th</sup> CFBP EC MEETING FOR THE TERM 2020-2022

Monday 19<sup>th</sup> July, 2021 @ 4.00 p.m. via zoom



# IMC - ONLINE SEMINAR DATA PRIVACY - 21<sup>st</sup> JULY 2021

**IMC**  
Chamber of Commerce and Industry

## Online Seminar on DATA PRIVACY

Day & Date: Wednesday, 21<sup>st</sup> July, 2021  
Time: 4:45 p.m. to 6:00 p.m.

Online Platform: **zoom**

**Speaker:**  
His Lordship The Hon'ble  
**Mr. Justice B.N. Srikrishna**  
(Retd.)

**Moderator:**  
**Mr. Swapnil Kothari**  
Member, IMC Law Committee  
Senior Lawyer,  
Managing Partner, S. Kothari & Co.

**FREE REGISTRATION**

Register here: <https://www.imcnet.org/events-1249>  
Contact: Ms. Sia Wagle | [sia.wagle@imcnet.org](mailto:sia.wagle@imcnet.org)

Reboot. Reform. Resurge.





### Our Mission

“We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders.”

## CFBP - Jamnalal Bajaj Awards For Fair Business Practices

The Awards are conferred every year on business and associations, which display an outstanding commitment to Fair Business Practices. It comprises the prestigious CFBP Trophy and a laudatory Citation.

The Awards are open to all Public/Private Sector, Co-operative Ventures, Service Industries, Partnership and Proprietary business, Federations/ Chambers of Commerce, Trade Association and Charitable organizations from all over India.

The Council for Fair Business Practices (CFBP) is a unique, self regulatory body of business and industry dedicated to upholding the voluntary Code of Fair Business Practices. Formed in 1966, CFBP instituted these Awards in 1988 in memory of the Shri Jamnalal Bajaj to honour those who adhere to Fair Business Practices in the interest of the consumer and the community at large.



For Details Contact:

## Council For Fair Business Practices (CFBP)

Great Western Building, 130/132, Shahid Bhagat Singh Road, Opp. Lion Gate,  
Next to Cama Hall, Mumbai 400 023.

Phone: 2288 5249, 2284 2590 Fax: 2284 4783

E-mail: [cfbpoffice@gmail.com](mailto:cfbpoffice@gmail.com) Website: [www.cfbp.org/www.ccrs.in](http://www.cfbp.org/www.ccrs.in)

# CFBP

COUNCIL FOR FAIR  
BUSINESS PRACTICES

HAR GRAHAK KI AWAAZ

# CFBP Consumer Film Festival

Students, this lockdown use your Creativity,  
send your entries and win Awards and  
Cash Prizes at the CFBP Consumer Film Festival  
Awards Night 2021.

## Categories: Topics:

Painting

Fair business practices

Slogan

Mera haq my rights

Short films

Women empowerment

(can be shot on mobile)

Learnings from lockdown

## NO REGISTRATION FEE

For Details/Submission Log on to:

[www.consumerfilmfestival.com](http://www.consumerfilmfestival.com)

MOLECULE

# CFBP Consumer Film Festival



PLEASE WEAR A MASK AND  
PROTECT YOURSELF AND EVERYONE AROUND YOU.

For Details / Participation log on to:  
[www.consumerfilmfestival.com](http://www.consumerfilmfestival.com)

MOLECULE

Website: [www.cfbp.org](http://www.cfbp.org) | Follow:    

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Equity SIP is not the product of exchange, any dispute related to it would not be dealt at exchange platform.

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