

# Country & Politics

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**New Delhi:** Celebrating a successful journey, which spreads across 2 decades, the Indian Direct Selling Association (IDSA) commemorated a gala event in New Delhi. Shri. Pawan Kumar Agarwal, CEO, Food Safety and Standards Authority (FSSAI) of India was the Guest of Honour.

Secretary General, Confederation of All India Traders (CAIT), Mr. Praveen Khandelwal and renowned Consumer Policy Expert, Mr. Bejon Misra were the other emi-



nent dignitaries who had attended the event as special guests.

Since its inception in 1996, IDSA has remarkably grown as a self-regulated, autonomous body for Direct Selling in the country. In these 20 years, IDSA has tried to

create a niche for Direct Selling in the country and has successfully been able to create an aura for the Industry. To mark the 2-Decade celebration, IDSA felicitated the Direct Sellers of its member companies, recognizing their hard-work and contribution to the Direct Selling Industry.

Shri. Pawan Kumar Agarwal, CEO, Food Safety and Standards Authority of India, praised the industry and Congratulated IDSA for completing its successful journey of 2 decades.

cial, the vendors are being tortured mercilessly and physically manhandled.

**IDSA celebrates 2**

**Decades Journey**

**in the country**