



For immediate release

## **IDSA Hosts Knowledge Forum on Direct Selling Industry in Meghalaya in association with FICCI**

**Meghalaya: 30<sup>th</sup> September** - Indian Direct Selling Association along with Industry Chamber FICCI hosted a Knowledge Forum at Shillong in Meghalaya on 30th September, to explore the potential and future prospect of Direct Selling Industry in the region.

**Ms. Chavi Hemanth, Secretary General, IDSA** spoke about the industry statistics and skill development. She stated according to the IDSA-PHD Annual Survey Report 2013-14, the region has contributed around INR 8,969 million. Stating that Direct Selling plays a vital role in uplifting and developing skills of individuals, she added that there is a need to enhance the soft skills and entrepreneurship in the region to generate more self-employment and entrepreneurship opportunities, which will lead to economic development in the state.

**According to her**, Direct Selling is an attractive option for young entrepreneurs. Most Direct Selling and relationship marketing companies offer low-cost business opportunities.

While discussing about the potential and future prospect of Direct Ms. Hemanth said that, there is need to emphasize the growth of Industry in the state as the North Eastern region could contribute significantly to the sales revenue of the industry owing to the untapped consumer market. She added that the industry holds large potential not only for the economic development, but also social development of the region and country as a whole.

**Consumer policy expert, Mr. Bejon Mishra** in his opening statement stated “Direct Selling is great option for consumer and consumers cannot be denied choices. To ensure consumer gets the choicest products, consumer protection has to come at the forefront to clear all ambiguities, to make consumer the king for today and forever.

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