



## **IDSA emphasizes on Protection of Consumer Rights in Non-Store Retail on upcoming International Consumer Day**

### **Need of the Hour: Exclusive Consumer Policy for Non-Store Retail**

**New Delhi, 12th March 2014:** To safeguard the interests of the consumer in Non-store retail and to stimulate the policy framework for Direct Selling Industry in India, industry demand to define exclusive Consumer Policy for Non-Store Retail at the National Conference organized by **Indian Direct Selling Association (IDSA)** on “Consumer Rights in Non-Store Retail- Unleashing Inclusive Growth” today at New Delhi on upcoming International Consumer Day. The conference was supported by AMCHAM, PHD Chamber of Commerce, Retail Association of India and Rajasthan Chamber of Commerce.

**Mr. Manoj Parida, Joint Secretary, Ministry of Consumer Affairs** during the inaugural session emphasized on transparency and accountability for the Protection of Consumer Rights in India.

With economic development and growing consumerism, the retail and FMCG sector in India has undergone significant changes. In last ten years, Non-Store Retail in India has certainly come a long way. **Ms. Chavi Hemanth said**, “It is a collaborative moment of consumers, government, businesses and society to ensure protection of consumers from the uncertain, unfair dealings by fraudulent activities which operate under the garb of many Non-Store Retail Formats. The need of the hour is a legislation which covers all the aspects of Non-Store Retail. Such legislation will help in curbing the growth of fraudulent activities which shut down after usurping the money from the consumers.”

**Mr. Amarnath Sengupta, Chairman of IDSA** said, “The Non-Store Retail Industry needs to take steps to ensure that customers are satisfied by their service, since word of mouth acts as the biggest means of attracting new customers. Non-Store Retail is a segment which is scheduled to grow and it is the responsibility of the existing players to ensure that growth is not hindered by their acts by bringing in transparent policies.”



Non-Store Retail format has been gaining popularity in India on account of low entry thresholds and the breadth of customer coverage is wider in Non-Store Retail format than in individual retail location.

With the increasing importance and value of Non-Store Retail in India and all across globe, IDSA identified and evaluate the significance of legal framework serving it. **Ms. Hemanth** stated that “The involvement of different intermediaries and gateways in the transactions of Non-Store Retail has made the business complicated. Therefore the regulatory needs for it have increased.”

On this occasion on International Consumer Day, IDSA also released a report on Consumer Rights in Non-Store Retail which stated that “In the present scenario there are no specific legislations or guidelines protecting the buyers and sellers of goods and services in the Non-Store Retail. The major consumer protection issues in Non-Store Retail in India, the Consumer Protection Act 1986 (“CPA”) governs the relationship between consumers and service / goods providers. There is no separate consumer protection law that is specific to and regulates transactions taking place in Non-Store Retail. There are several barriers to Non-Store Retail i.e. Distribution Channel Vendor Management, Taxation, collusion and Fraudulent Activities.”

Other key persons present at the event were Mr. Bejon Misra, International Consumer Policy Expert, Arpita Mukherjee, Professor, ICRIER, Mr. Amarnath Sengupta, Chairman, IDSA, Mr. Tony Greig, General Counsel and Director, Amway of Australia and New Zealand and Director Legal, Amway India, Mr. Shivank Sidhu, Head Marketing, Utsav Fashion, Mr. Amarjeet Singh, Project Coordinator, CUTS International, Ms. Dipakshi Khaira, Head, Customer Service, Snapdeal, Ms. Asha Idnani, Chairperson, Consumer Complaint Redressal Council (India) and Code Administrator – IDSA, Mr. Sekhar Seshan, Sr. Journalist and Former Executive Editor and Bureau Chief, South Business India Publications Ltd., Professor Shri Ram Khanna, Senior Vice Chairman, Consumer Voice Advocate Anand Patwardhan, Leading Consumer Rights Activist, Mumbai and Dr. S.P.Sharma, Chief Economist, PHD Chambers of Commerce.

The conference was organized by IDSA with an aim to spread awareness among the audiences and the public at large on the issues relating to Consumer Protection in the



Non-Store Retail. Non-Store Retail has emerged as major avenue for employment for youth. Therefore policy makers need to adopt a holistic approach towards initiative which will give boost to the investments in the sector.

IDSA, the organizing association has been championing the cause of Direct Selling Industry in India and has been continuously advocating with the Government to lay procedures for identification of legitimate direct selling companies.

**About IDSA:** Incorporated in 1996 and headquartered in Delhi, IDSA strives to create an environment conducive to the growth of Direct Selling Industry in India, partnering Industry and government alike through advisory and consultative activities. IDSA is affiliated to World Federation of Direct Selling Association established in 1978, which has 60 Direct Selling Associations across the world as its members. WFDSA is a non-government voluntary organization, representing Direct Selling Industry globally as a federation worldwide. It is reported that worldwide retail sales is USD 166,876 million through the activities of more than 89,675,927 independent sales consultants as per the latest WFDSA Statistical Report.

To boast of our list of members, we have leading Indian and international organizations engaged in the business of Direct Selling in India.

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Avon Beauty Products India Pvt. Ltd, Gurgaon, <a href="http://www.avonindia.in">www.avonindia.in</a>
CNI Enterprises (India) Pvt. Ltd, Bangalore, <a href="http://www.cni-india.com">www.cni-india.com</a>
Daehsan Trading (India) Pvt. Ltd, Delhi, <a href="http://www.daeshanindia.com">www.daeshanindia.com</a>
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Unicity Health Pvt. Ltd., Bangalore, <a href="http://www.unicity.com">www.unicity.com</a> (Prospective Member)
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