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Indian Direct Selling Association Launches E-newsletter

With an aim to provide a common platform to all stakeholders of Direct Selling Industry, IDSA has launched an E- Newsletter titled 'PLATFORM'. It will give the industry an opportunity to showcase what it has been doing to promote manufacturing and also voice its concerns regarding policy and related matters.

Ms. Chavi Hemanth, Secretary General, IDSA said, *“Direct Selling Industry has come a long way since the inception of IDSA in year of 1996. Launch of E-Newsletter ‘Platform’ would be of immense help to combat the challenges faced by Direct Selling Association Members. This ‘Platform’ will ensure IDSA’s members to remain well informed about industry’s recent development on regulatory reforms well in time”.*

Further **Ms. Hemanth** added, “E-newsletter is a cost-effective medium for building relationships and maintaining regular contact with the members, customers and industry stakeholders. It will provide a medium to all stakeholders from distributor, consumer, and Direct Selling companies to all SME involve in manufacturing, production, packaging and distribution. Besides that it will venture to feature issues, opportunities, success and other serious issues concern with direct selling industry.

Ms. Hemanth further said, E-Newsletter, is a very noteworthy effort and it is going to create major turnaround in the process of direct selling industry.

The Newsletter will be focused on research based features on Direct Selling Industry in the manufacturing mode, success story from the Industry, Story on how it supports the SME sector. Major national / international news of Direct Selling industry, Investments in the Sector, Story on industry’s contribution to the economy, Success stories from different regions, Research Feature/News on International DS Industry and Direct Selling players & their contribution will also be featured in the E-Newsletter.

In spite of enormous contribution of Direct Selling Industry to the Indian economy, there are many issues, which have remained unheard, mainly the non-existence of legislation as the industry is struggling to press forward for a proper legislation. All these issues will also be covered and placed through the mode of e-newsletter.

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