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Direct Selling has huge potential for growth (/politics/economy/634-direct-selling-has-huge-potential-for-growth)

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As more and more companies try to reach out to consumers, direct selling has emerged as one of the most economical, viable and way of selling various articles and goods. The Direct Selling Industry has huge potential to reach Rs. 15,000 crore by 2019-20. The Industry provides self-employment opportunities to millions of Indians, apart from contributing to the skill-sets of its work-force. The socio-economic impact of Direct Selling Industry has been immense in the last two decades. One of the best contribution of Direct Selling is empowerment of women; a boon in the lives of millions of women in the country. It offers the women the opportunity to be financially independent by the way of self-employment on their own time, giving women the flexibility to manage their time and maintain balance between their work and personal lives.

Celebrating a successful journey of last two decades, the Indian Direct Selling Association (IDSA) recently commemorated a gala event in the Capital. Pawan Kumar Agarwal, CEO, Food Safety and Standards Authority (FSSAI) of India graced the occasion as chief guest. Secretary General, Confederation of All India Traders (CAIT), Praveen Khandelwal and renowned consumer policy expert Bejon Misra were among those present.

Since its inception in 1996, IDSA has grown as a self-regulated, autonomous body for Direct Selling in the country. 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 celebration, IDSA felicitated the Direct Sellers of its member companies, recognizing their hard-work and contribution to the Direct Selling Industry.

Celebrating the success of IDSA, Amit Chadha, Secretary General, IDSA said, "An association, having only a few members to start with in 1996, IDSA worked credibly in the coming years with a significant increase in its membership base. What stood out for IDSA is the fact that it provided it's a platform to raise voice and concerns which not only benefited the members, in turn also benefited the Industry at large. By playing the role of facilitator, IDSA also assisted its members to contribute to the industry and to improve their own business performances." The Direct Selling Industry is aligned to this vision of Prime Minister Narendra Modi, as it is contributing to this goal in a big way by significantly enhancing skills, especially of women, and by promoting MSME sector," Mr. Chadha added. "We are aiming at providing business opportunities to about 90 lakh people by 2019-20. While women remain the stronghold of the Industry, our focus would also be to provide business opportunities to more men in the country. This can happen through a collaborative effort from IDSA and Industry stakeholders, Mr. Chadha said.

On issuance of Direct Selling Guidelines 2016, Mr. Chadha said, "We remain thankful to the Ministry of Consumer Affairs to have issued these guidelines, which distinguish legitimate Direct Selling from fraudulent players. These Guidelines will also protect the interest of the consumers, which is a top priority for the Direct Selling Industry also. In addition, these guidelines shall also address the concerns of the Industry and provide much-needed impetus.

IDSA Chairman Jitendra Jagota said that it was heartening to see IDSA to complete 20 years in the country. This feels very special as association has put in relentless efforts in these 20 years to work for the cause of Direct Selling.