

IDSA announces new executive committee

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Indian Direct Selling Association (IDSA) announced its new Executive Committee at the 21st Annual General Body Meeting of the Association. The AGM, held on 27th September 2017, witnessed Vivek Katoch, Director Corporate Affairs, Oriflame [India](#) Pvt. Ltd., taking over as the new Chairman of the Association. Rini Sanyal, Head, Worldwide Regulatory, [Government](#) and Industry Affairs, India, Herbalife, was elected as the new Vice-Chairperson of the Association.

The new Chairman, Vivek Katoch brings with him, more than 16 years of experience in different verticals including [Government](#) & Legal Affairs, Taxation (Direct, Indirect, and International), Financial Management, Litigation Management and Internal Audit. Katoch has been one of the leaders in voicing the concerns of the Industry.

Apart from Chairman and Vice Chair, Jitendra Jagota, Director Legal and [Government](#) Affairs, Avon Beauty Products [India](#) Pvt. Ltd., was elected as the new Treasurer, while Rajat Banerji, VP Corporate Affairs, Amway [India](#) Enterprises was elected as the new Secretary of the Association.

As per the recent changes, the elected members of the Executive Committee of IDSA will hold office for a period of two years.

Amit Chadha, Secretary General, IDSA, while welcoming the new Executive Committee, said, "Last couple of years have been remarkable for IDSA and the Direct Selling Industry, thanks to the outgoing Executive Committee, who handled the Industry concerns with utmost priority. A special mention about the outgoing Chairman, Jitendra Jagota, under whose guidance we were able to drive the Industry initiatives very efficiently. It was under his chairmanship that we achieved important milestones in form of issuance of Direct Selling Guidelines, immediately followed by our grand two decade celebrations. I remain thankful to Jagota and his team for their spirited efforts for the Industry."

The new Chairman, Vivek Katoch said, "The year 2016 was a very significant one for the Industry as we saw Ministry of Consumer Affairs coming out with Guidelines on Direct Selling and the coming years are equally important. Guidelines was just one step towards having regulatory framework for the Industry and Team IDSA will continue to work along with central and state governments to push for a legislative framework for this Industry."

Rini Sanyal, the incoming Vice-Chairperson thanked all members for their belief in the Executive Committee and added, "The whole industry is going through a change and we shall look forward to continuous support from all the IDSA members, for their suggestions and inputs related to important matters of the Industry to enable and empower the Executive Committee for effective functioning towards the organizational goal."

"This Executive Committee consists of subject matter experts from food, [government](#) relations, legal affairs to finance. Such 'unity in diversity' makes a unique team that can handle almost all the current concerns the Direct Selling Industry is facing on regulatory and legislative front," said Amit Chadha.

http://www.business-standard.com/article/news-ani/idsa-announces-new-executive-committee-117100500648_1.html