



For immediate release

## **IDSA celebrates 2 Decades Journey in the country**

- **Felicitates Direct Sellers of member companies**
- **Prepares road map for the coming years**

***The association has also sought more clarification on certain clauses in the recently issued Direct Selling Guidelines 2016.***

**New Delhi, 21<sup>st</sup> October 2016**

Celebrating a successful journey, which spreads across 2 decades, the Indian Direct Selling Association (IDSA) commemorated a gala event in New Delhi, on Friday 21<sup>st</sup> October 2016. Shri. Hem Kumar Pande, Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution graced the occasion as the Chief Guest, while Shri. Pawan Kumar Agarwal, CEO, Food Safety and Standards Authority of India was the Guest of Honour.

Secretary General, Confederation of All India Traders (CAIT), **Mr. Praveen Khandelwal** and renowned Consumer Policy Expert, **Mr. Bejon Misra** were the other eminent dignitaries who had attended as the event as special guests.

Since its inception in 1996, IDSA has remarkably grown as a self-regulated, autonomous body for Direct Selling in the country. In these 20 years, 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 2-Decade celebration, IDSA felicitated the Direct Sellers of its member companies, recognizing their hard-work and contribution to the Direct Selling Industry

**Hem Pande, Secretary, Department of Consumer Affair**, Congratulated IDSA for completing its successful journey of 2 decades and appreciated the sincere efforts of IDSA for playing the role of a facilitator between Industry and the government. He also appreciated the association for its timely inputs and recommendations with regards to formulation of Direct Selling Guidelines that the ministry issued last month.”

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 benefitted the members, in turn also benefitted 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 perfectly aligned to this vision of Prime Minister Hon’ble Shri. 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.



“Amidst celebrations, we also have to have a look at what all we have been able to achieve in the last 2 decades. Making a note of the same will also enable us to reach out to greater milestone. 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** further added.

On issuance of Direct Selling Guidelines 2016, Mr. Chadha said, “We remain thankful to the Ministry of Consumer Affairs, Government of India, 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,” **Mr. Chadha** added.

**IDSA Chairman Jitendra Jagota** said, “it is very 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.

“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 these last 20 years. 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, **Mr. Jagota** quoted further.

**Vivek Katoch, Vice Chairman, IDSA**, took this opportunity to thank the government for issuing Direct Selling Guidelines. He, however, quipped that some clauses in the Guidelines required further clarification, in the interest of consumers as well as the Industry. “We had submitted our recommendations towards the requisite clarifications required on certain clauses in the Guidelines. The Department of Consumer Affairs, after taking a note of our recommendations, has brought a note on clarifications on the said clauses. This will not only be more helpful for the consumer but will also strengthen the position of legitimate Direct Selling companies, Mr. Katoch said

In his closing note, **Mr. Katoch**, thanked all the dignitaries, eminent guests, media and the Industry for making the gala event a grand success. He made a special mention of the team at IDSA, which had put in both vision and hard-work to make the event happen. “I appreciate and thank the entire team of IDSA, including my colleagues in the Executive Committee, who have been instrumental in putting the pieces together to complete the picture of 2-Decade event celebrations. This is just the beginning of many more such celebrations that we will come across while our journey with this wonderful Industry called Direct Selling,” **Mr. Vivek** concluded.