

West Bengal become 7th state in country to regulate direct selling

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"These guidelines provide a definitional clarity for direct selling, paving way for a much-needed statutory push for the industry in the state. While, emphasising on a strong consumer protection mechanism," Indian Direct Selling Association (IDSA) said here today.

The guidelines also have provisions for appeal and revision to be monitored by the designated authorities.

"The eastern region is a very important market for the direct selling industry with 19 per cent market share. West Bengal is ranked second among the top-10 states in the country with Rs 940 crore business, accounting for 9.10 per cent share in total sales," IDSA chairman Vivek Katoch said.

The industry generate self-employment opportunities for more than 4.60 lakh direct sellers. The other states to have notified direct selling guidelines are Chhattisgarh, Sikkim, Telangana, Andhra Pradesh, Odisha and Mizoram, IDSA sources said.

The Union Department of Consumer Affairs, had notified the Direct Selling Guidelines in 2016, a model framework on guiding principles for state governments to consider regulating direct selling and multi-level-marketing.

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