

## **WB becomes 7th state to bring Direct Selling Guidelines 2018**

These Guidelines provide a definitional clarity for Direct Selling, paving way for a much-needed statutory push for the Industry in the state.

While emphasizing on a strong 'Consumer Protection' mechanism, 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% market share. West Bengal is ranked 2nd among the top-ten states in the country with INR 940 crore business, accounting for 9.10 % share in total sales, generating self-employment opportunities for more than 4.60 lakh Direct Sellers. The notification of state Guidelines is a very positive, step towards bringing Direct Selling under the ambit of regulatory framework, which would further strengthen the Industry in this all-important state," said Vivek Katoch, Chairman Indian Direct Selling Association (IDSA).

"IDSA would like to extend its gratitude to the Government of West Bengal for notifying the Guidelines. I wish to especially thank the Hon'ble Chief Minister of West Bengal, Smt. Mamta Banerjee for entrusting her faith on Direct Selling and expediting the process of bringing a legal framework for the Industry in the state," he added.

The other states to have notified Direct Selling Guidelines are Chhattisgarh, Sikkim, Telangana, Andhra Pradesh, Odisha and Mizoram.

Link: <https://indiablooms.com/news-details/N/41397/wb-becomes-7th-state-to-bring-direct-selling-guidelines-2018.html>