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Direct selling industry reports 24% sales rise

FC BUREAU

New Delhi

DESPITE growing at 8.42 per cent in the past 5 years, the Indian direct selling industry is facing a big challenge from e-commerce firms as they trade direct selling products on their own.

According to the Indian Direct Selling Association's annual report 2016-17, released by Niti Aayog vice-chairman Rajeev Kumar on Tuesday, the direct selling industry offer big opportunities in terms of economic growth, self-employment and women empowerment.

The total sales of the industry grew to Rs 10,324 crore in 2016-17 from Rs 8,308 crore in 2015-16, registering a 24.26 per cent growth in sales. The industry registered 8.42 per cent CAGR in the last four years, the report added.

Hailing the consumer affairs ministry for notify-

ing the direct selling guidelines, 2016, IDSA chairman Vivek Katoch said, it has enhanced the confidence of the people resulting in the number of direct sellers rising to 5.1 million in 2016-17 from 4 million in 2015-16.

Stressing policy reforms for creating a conducive business climate, the association urged the government to develop a regulatory framework, which should focus on e-commerce websites and prohibit them from trading in direct selling goods without the direct selling entities' consent.

Tomasz Kozlowski, ambassador of European Union to India; Atul Chaturvedi, additional secretary in department of industrial policy & promotion (DIPP), and Arvind Gupta, chief executive, MyGov, ministry of electronics and information technology also spoke on the occasion.