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Telangana, AP pushing direct selling in South

BUSINESS BUREAU

Hyderabad: Telangana and Andhra Pradesh states were early movers in embracing new Central guidelines on direct selling, said Indian Direct Selling Association (IDSA) in its latest annual report 2016-17. Union Ministry of Con-

sumer Affairs issued definitional clarity on Direct Selling in the form of model guidelines in 2016 and south Indian states are moving ahead in direct selling, observes the latest report.

Among the southern states, Tamil Nadu contributed 37.5 per cent to the total direct sales vol-

ume in 2016-17, closely followed by Karnataka with contribution of 33.2 per cent. Whereas, the contribution of Telangana and Andhra Pradesh stood at 10.4 per cent and 9.8 per cent respectively, according to the survey.

Growing at an annual rate of 8.42 per cent during the past five

years, Indian direct selling industry is now facing a critical challenge from e-commerce websites, which sell direct selling products without its consent, reveals the Report. Dr Rajiv Kumar, Vice-Chairman, NITI Aayog, released IDSA annual survey report at an annual event hosted by EBG Federation (EBG).