

<b>NEW DELHI</b>	
<b>27 APRIL 2018</b>	<b>PAGE – 09</b>
<b>CIRCULATION – 1,83,090</b>	

# EBG, IDSA reports bat for policy reforms for improving biz climate

**ANJALI BHATIA**

NEW DELHI, APRIL 26

India is at the cusp of major change and the pragmatic policies implemented by the government in recent years will create a 'New Indian Economy' by 2022, Rajeev Kumar, Vice Chairman, NITI Aayog said at EBG Federation Annual event here.

"With policy reforms and new schemes, India is poised to witness double digit growth in the next 3-4 years and we will have a new economy which will be cleaner, transparent, sustainable, inclusive and

job-oriented," Kumar said while releasing the EBG Position Paper and Indian Direct Selling Association (IDSA) Annual Report.

The EBG Position Paper expresses the relevant concerns of EU Corporates in carrying on their business in the current environment in India and proposes key policy reforms that will be conducive to the growth of business.

According to the Report, Indian Direct Selling Industry offer huge opportunities in terms of economic growth, self-employment and women empowerment. The total sales of the industry grew to INR

1,03,242 million (INR 10,324.2 crores) in 2016-17 from INR 83,085 million (INR 8,308.5 crores) in 2015-16 registering a of 24.26 growth in the sales and the Industry registered 8.42 CAGR in the last four years (2013-14 to 2016-17).

Commenting on the findings of the Report Vivek Katoch, Chairman, IDSA said, " The Centre took a commendable step by notifying the Direct Selling Guidelines in 2016 and the Industry is witnessing its positive effects. The Industry turnover figures have surged to around 10,000 crores registering a dou-

ble-digit growth after a while."

"The Guidelines have particularly boosted the confidence of the people, which translated in sheer number of Direct Sellers getting associated with the Industry; 40 lakh Direct Sellers in 2015-16 as compared to more than 51 lakh in 2016-17.

The IDSA report examines each regional market in India separately. Overall, the Report include market drivers, challenges, opportunities, future roadmap, investment potential, use of technologies, regulatory ecosystem, and various strategies.