

TAPOBHUMI

AHMEDABAD	
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Gujarat holds Second Spot in Western India Direct Selling Market: IDSA Annual Survey 2017

Ahmedabad, Maharashtra has the highest share of sales across the country and western region with 13% and 52.3% respectively whereas Gujarat contributed 28.4%, holding on to the second spot in the region in 2016-17, reveals Indian Direct Selling Association (IDSA) Annual Survey 2016-17. IDSA Annual Survey Report was released in New Delhi on Monday by Dr. Rajiv Kumar, Vice Chairman, NITI Aayog in presence of senior government officials, experts and Industry captains. Indian Direct Selling Association (IDSA) partnered with Kantar IMRB to come up with a detailed Annual Report which reveals that the e-commerce websites selling direct selling products is the most critical challenge faced by them and the Government needs to establish a regulatory framework which should focus on e-commerce websites prohibiting the sale of direct selling goods without the consent of Direct Selling Entities.