

Gujarat Government, IDSA & FICCI jointly host Direct Selling Stakeholder' Conference

Gandhinagar: 30th January – Department of Food, Civil Supplies, Government of Gujarat, in association with Indian Direct Selling Association (IDSA) along with Federation of Indian Chambers of Commerce & Industry (FICCI) hosted a Direct Selling Stakeholder's Conference in Gandhinagar, Gujarat on 30th January, to explore the need and importance of regulatory framework for Direct Selling in the state of Gujarat. Shri. Jayeshbhai Radadiya, Hon'ble Minister, Food, Civil Supplies & Consumer Affairs, was the Chief Guest of the conference, which witnessed participation from key officials Finance, Industries and Home Department, Government of Gujarat. Chief Secretary of Gujarat, Dr. J.N. Singh also graced the occasion.

The state of Gujarat is one of the major markets for Direct Selling with about **Rs.800 crore** business, providing self-employment opportunities to about **2 lakh Direct Sellers**. These Direct Sellers earn around **Rs. 200 crore** in form of retail margins and commissions and also the industry contributes about **Rs. 100 crores in taxes**.

The Conference drew participation of representatives from various stakeholder's and Industry bodies such as Consumer Education and Research Centre (CERC), Indian Institute of Corporate Affairs (IICA), Consumer Fora, National Law School University, Bangalore and Gujarat National Law University (GNLU). Other prominent representatives were from Jilla Grahak Suraksha Mandal, H.K. Commerce College, Ahmedabad and Federation of Direct Selling Association.

The stakeholders stressed upon the need of state level Direct Selling Guidelines, the draft of which was presented by the Food, Civil Supplies and Consumer Affairs Department, Government of Gujarat. The stakeholders also discussed about how the Guidelines will protect the interest of the consumers and lakhs of Direct. The state Direct Selling Guidelines will be formulated and finalized in consultation with consumers and Industry stakeholders to bring relief to the consumers and the Direct Sellers in the state of Gujarat.