



IDSA joins hand with Kerala Govt towards rehabilitation of flood victims

- Indian Direct Selling Association, the apex Industry body, facilitates contribution of INR 3.72 Crore towards the Chief Minister's Distress Relief Fund and contribution in kind towards the rehabilitation of Kerala flood victims

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In an effort to show support and solidarity to the flood affected areas in the state of Kerala, Indian Direct Selling Association (IDSA), the apex Industry body, has facilitated a contribution of INR 3.72 crore towards the Chief Minister's Distress Relief Fund in monetary and contribution in kind towards developmental and relief efforts that are being undertaken by the State Government for bringing Kerala back to life. The contributions (monetary & in-kind) has been pledged by the leading Direct Selling companies who are members of IDSA, coming together to show the support towards the flood-affected state.

IDSA, recently appreciated the efforts of the Kerala government for adopting Direct Selling guidelines in the state. On this occasion, **Vivek Katoch, Chairman, IDSA said**, "We stand with the people of Kerala in such testing time and sincerely hope that Direct Selling industry's contribution will help in bringing back some normalcy for the residents of the state. Direct Selling has made a positive impact to the lives of many and the Industry is pledged to continue its endeavor. We understand the damages caused by the devastating floods is something that cannot be replaced. This is just a small contribution from an Industry that is for the people, of the people and by the people."

Apart from monetary contribution, IDSA member companies have also made significant contribution in a bid to bring back normalcy in the state. These companies have taken up extensive rehabilitation work through different NGOs and by their staff. While some companies have distributed kits comprising of essential products such as blanket kitchen utensils, sleeping mat, towels, tooth paste, tooth brush etc, other companies have distributed food material at the relief camps. Some companies have also given monetary benefits & commissions to their Direct Sellers whose business got affected due to the floods. The Direct Selling industry will continue to do its bit to help the cause.

Impact assessment show that both mainline industries like Tourism and ancillary businesses like Ayurvedic and medical tourism took a huge hit with an estimated loss over Rs 40000 Crore. With retail sales plummeting by 40%, consumer durable sector (10% of the national market) has also gone down due to the timing of the flood in peak Onam season.



About IDSA

Incorporated in **1996** and headquartered in Delhi, IDSA is an autonomous, self-regulatory body for the Direct Selling industry in India. The Association acts as an interface between the industry and policy-making bodies of the Government facilitating the cause of Direct Selling Industry in India. IDSA has played a proactive role in raising the voice for the Direct Selling Industry for policy reforms which can nurture growth and facilitate the trade of Direct Selling Industry in India with the Central and State Governments. It is affiliated to World Federation of Direct Selling Association, which was established in 1978, currently having 63 Direct Selling Associations across the world as its members. WFDSA is a non-government voluntary organization, representing Direct Selling Industry globally as a federation worldwide.