



## **Rana Banerjee joins IDSA as SG**

- Rana has 28 years of rich experience in various Companies and Industry Associations

**New Delhi, November 20, 2018**

Indian Direct Selling Association (IDSA) has announced the appointment of Rana Banerjee as their Secretary General. Rana is an Industry veteran and a seasoned government affairs & advocacy expert, bringing with him a wealth of experience in the area of advocacy with policy making bodies.

Rana has 28 years of rich experience in various companies and Industry Associations, such as BCC, Remington Rand of India Limited, Herbertsons Limited, ION Exchange India Limited, CII, ICC and PHDCCI to name a few. He is a renowned name in the industry and has closely worked with relevant ministries and departments in formulation of key policies. His last assignment was with FICCI as Joint Director & Head of Jharkhand and Bihar state offices. Rana has also worked with the Government of India, Ministry of Tourism, as Project Director for organising “Global Exhibition on Tourism” in the year 2015.

**Vivek Katoch, IDSA Chairman** said “Rana, with his over 28 years’ rich experience, is one of the most weathered resources in the industry. His valuable contribution in the area of strategy, government affairs and stakeholder engagement will add to IDSA’s existing proficiency and certainly give a strong push to our endeavor to create a conducive environment for Direct Selling Industry. I am confident that Rana, with his experience and expertise, will take our Industry initiatives a long way forward.”

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### **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.