

Tamil Nadu Direct Selling Guidelines a welcome move: IDSA

- *IDSA congratulates Tamil Nadu Government for notifying Direct Selling Guidelines*

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The government of Tamil Nadu notified Direct Selling Guidelines 2018, joining the list of southern states that have adopted the Central Guidelines to regulate Direct Selling. Indian Direct Selling Association (IDSA), the apex industry body, has whole-heartedly welcomed the Tamil Nadu Direct Selling Guidelines, that provides definitional clarity to Direct Selling.

“We present our gratitude to Department of Food, Civil Supplies & Consumer Affairs for adopting the Central Guidelines in the state of Tamil Nadu, thus paving way for regulatory clarity for the Industry in the state. These Guidelines will certainly boost confidence of **4.5 lakh Direct Sellers** and give a strong push to self-employment opportunities in the state. In addition, the Guidelines will also **promote entrepreneurship**, especially **motivating the unskilled and semi-skilled** individuals. These Guidelines will also drive the Direct Selling entities to further invest in the state bringing **products of international quality** within the reach of consumers at **very competitive prices**. Overall, it would create a positive impact on both Industry as well the consumers,” said **Vivek Katoch, Chairman, IDSA**.

In 2016, the Department of Consumer Affairs, Government of India had notified the Direct Selling Guidelines, a model framework as guiding principles for the state governments to regulate Direct Selling and Multi-Level-Marketing.

“The Tamil Nadu Direct Selling Guidelines would yield huge benefits to the growth of the Direct Selling Industry in the state. Tamil Nadu is **ranked 3rd** among the top-ten states in the country with **INR 912 crore** business, contributing about **9%** to the total sales in the country. These Guidelines will also Direct Selling has continued performed better while the going was tough. The encouragement in form of Guidelines will also enhance the Industry’s contribution to exchequer (INR 137 crore in FY16-17). Also, these Guidelines provide a definition to ‘Pyramid Schemes’, drawing line between Direct Selling business and Fraudulent Schemes, which would help people making right business choices,” said **Rini Sanyal, Vice-Chairperson, IDSA**.

“The conceptual framework of Direct Selling has successfully attracted consumers to come forward and become a part of this industry earning additional income. Apart from generating employment opportunities and promoting women empowerment, the Industry also encourages the MSME sector. Most of the Direct Selling companies procure an array of products from domestic manufacturers, thus supporting their overall growth. Direct Selling companies introduce the products of international standards to the domestic manufacturers to get a first-hand experience and also share the technical know-how about the manufacturing of the same,” **Vivek Katoch further stated**.

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.