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Tuesday, Jul 21 2020 | Time 13:17 Hrs(IST)



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Posted at: Jul 19 2020 6:24PM

India moves to 15th spot in 2019 global direct selling sales, up from 19th in 2018



Chandigarh/New Delhi, Jul 19 (UNI) India has moved to the 15th spot in the global direct selling markets for the year 2019, up from 19th position a year before as per the World Federation of Direct Selling Associations(WFDSA) Global Statistics 2019 released recently.

This information was shared by Indian Direct Selling Association (IDSA) Chairperson Rini

Sanyal while opening a virtual symposium organised by the Association on Sunday on the need of introducing modern concepts of business like Direct Selling as part of academic curriculum.

WFDSA, headquartered in Washington DC (USA), is the apex international body having representation from over 60 direct selling associations from around the world. As per the 2019 global statistical data, India is ranked 6th in terms of number of direct sellers.

“Amidst Covid-19 crisis across the world, this is a strong reason to cheer as the country has registered an impressive double-digit growth last year. India has recorded highest year on year growth rate of 12.1 per cent and the highest CAGR of 16.3 per cent over the period of last three years, amongst the top 20 direct selling markets across the globe. These are great signs for Indian Direct Selling sector, and we are now hopeful that India will find a place in top five direct selling markets much earlier than the previous estimates of a decade,” Ms Rini Sanyal said.

The symposium was jointly organised by IDSA and Shoolini University, highlighting the need of updating the academic scope at graduation and post-graduation levels to include emerging business models such as Direct Selling in the curriculum.

Delivering the keynote address at the symposium, Prof R Hariharan, Adviser - Policy and Academic Planning Bureau of All India Council of Technical Education (AICTE), emphasised that “The good aspects of Direct Selling should reach the common man to have a win-win situation. It can be a specialised field in the Management Education. Direct Selling is going to play an important role in the future”

The symposium was also addressed by Mr Hem Pande, former Secretary of Consumer Affairs, Prof Bejon Misra, Advisor to Government of Odisha and Prof – National Law University Odisha (NLUO) and several academicians from leading universities who also voiced their opinion on the academic perspective of Direct Selling.

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DAMASCUS, July 21 (Xinhua) -- Syrian air defense missile is seen in the sky over Damascus, capital of Syria, on July 20, 2020. The Syrian air defenses responded to an Israeli

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Two Army soldiers injured in landmine blast in Rajouri

21 Jul 2020 | 1:05 PM

Jammu, Jul 21 (UNI) Two Army soldiers suffered injuries in a landmine blast in Noweshra area of Rajouri district in Jammu and Kashmir, officials sources here said on Tuesday.