



## India's global direct selling ranking improves, reaches 15th position

By jerrysharma262 - July 20, 2020

**New Delhi / Chandigarh** – India continued its excellent performance in the direct selling business in the year 2019, gaining four points in the global direct sailing market rankings to achieve the 15th position. Rini Sanyal, president of the Indian Direct Sailing Association (IDSA), an organization of direct selling companies in the country, gave this information in a inaugural address at a virtual seminar held today. According to a recently released business survey for the year 2019 of the World Federation of Direct Sailing Associations (WFDSA), a representative organization of the world's top 60 direct selling associations based in Washington, India said that India ranked 19th in the world ranking in 2018. And improved its position during the last three years with an average growth rate of 12.1 per cent per annum and the highest growth rate (CAGR) of 16.3 per cent, ranking it 15th among the world's 20 largest direct selling markets. Is a major achievement.

He said, "The incremental growth rate is a good sign for the Indian direct selling market and we hope that India will be ranked among the top five markets in the region much earlier than the previous estimates of a decade". Ms. Sanyal said that according to the survey, India has not only performed the best in the direct sailing market in the Asia Pacific countries but also in terms of the number of people connected with direct sailings, it has come in the sixth place in the world i.e. From the point of view the country is emerging as a major sector. He said that direct selling provides an opportunity for people of all age groups to earn their livelihood,

especially women to become self-reliant and empowered, to work part-time to generate additional income and especially for youth start-ups.

The seminar was organized jointly by IDSA and Shulini University at Solan in Himachal Pradesh on the topic "Need to incorporate modern concepts of direct selling business into educational curriculum". Other speakers at the seminar also emphasized the inclusion of direct sailings in undergraduate and postgraduate courses. In his keynote address, Advisor to the Bureau of Policy and Educational Planning, All India Council for Technical Education (AICTE). Hariharan stressed the need to bring good aspects of direct selling to the common man and said that it would be a matter of benefit for both the direct selling sector and the common people. He said that direct management can also be included as a special course in management education. He said that in the coming times, direct sail will play an important role in the socio-economic scenario of the country. The seminar also featured former Union Secretary for Consumer Affairs Hem Pandey, Advisor to the Government of Orissa and Professor Bejon Mishra of the National Law University of Odisha, representatives of the Direct Sailing Industry and other academics who also expressed their views on the educational perspective of direct selling.

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