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Business Economy

Posted at: Jul 6 2020 4:23PM


HP increasing its footprint on Direct Selling map of India


Chandigarh, Jul 6 (UNI) Owing to the ongoing Covid-19 pandemic and the government mandated lockdown, the ever-improving telecom infrastructure in Himachal Pradesh has had a positive impact on the growth of Direct Selling industry in the state.

Stating this while talking to UNI here on Monday, Mr Vivek Katoch, Director,

Corporate Affairs-Asia of Swedish company Oriflame in India, said "Himachal Pradesh has already achieved near hundred per cent electricity coverage. The fact that the state government is now working proactively on connecting remote places in Lahaul Spiti, Kinnaur and Chamba districts with high speed internet connectivity which has increased the prospects of the state emerging as an attractive market for the Direct Selling industry in India."

India Direct Selling Association (IDSA) is of the view that an increase in adoption of digital means of conducting business activities duly supported by the other industry friendly initiatives taken by the state government, the Direct Selling industry in the state has a bright future, Mr Katoch, who also holds as Treasurer of IDSA, said.

He said people associated with Direct Selling industry were worried about the growth of their business however, due to a robust telecom infrastructure in place in the state, direct sellers were able to swiftly adopt digital means to increase their reach and business prospects.

It is worth mentioning that Himachal Pradesh is one of the 13 states in India to have notified the Direct Selling Guidelines based on the model set notified by the Department of Consumer Affairs of the central government thereby paving way for the development of the industry in the state as well in the country.

As per the Annual Survey 2018-19 for Direct Selling industry in India, Himachal Pradesh generated a total direct selling sale of Rs 23 crore, a figure which is expected to grow robustly since the notification of Direct Selling guidelines in the state in July, 2019.

Apart from providing an opportunity to generate sustainable self-income, Direct Selling industry is also promoting the growth of MSME sector in the state. "Himachal Pradesh has traditionally been a major supplier of medicinal herbs and plants. As a significant number of Direct Selling companies are engaged in manufacture and distribution of Ayurvedic products, the state has become an attractive manufacturing hub for the Direct Selling industry," Mr Katoch said.

The Union Government is all set to bring Direct Selling rules under the purview of Consumer Protection Act 2019 that will further strengthen the Direct Selling industry in the country as India is one of the fastest growing markets around the world for the business of Direct Selling. The future of Direct Selling in India is promising and states like Himachal Pradesh are poised to play a significant role in it, he added.

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RAWALPINDI, July 22, 2020 (Xinhua) -- Customers check the teeth of a goat at a livestock market ahead of the Eid al-Adha festival in eastern Pakistan's Rawalpindi on

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Avanse Financial Services raises ₹250 crore through Government Initiatives

22 Jul 2020 | 12:14 PM

Kolkata, Jul 22 (UNI) Avanse Financial Services Ltd. (Avanse), India's new age, education-focused non-banking financial company (NBFC) has raised a total sum of ₹250 crore under government initiatives.

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India's economic resilience only way to take over China : Former Ambassador of India to China

22 Jul 2020 | 12:08 PM

Kolkata, Jul 22 (UNI) Former Ambassador of India to China Gautam Bambawale has opined that New Delhi should consider banning the Chinese Telecom companies to participate in the 5G spectrum sale in India like the UK and lauded the Government's recent decision to ban 59 Chinese Apps in India.

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22 Jul 2020 | 10:35 AM

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22 Jul 2020 | 10:31 AM

Mumbai, Jul 22 (UNI) The BSE Sensex on Wednesday slipped by 194.91 pts to 37,735.42 in opening session, as selling was seen in Auto, Capital Goods, IT and Finance stocks.

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