



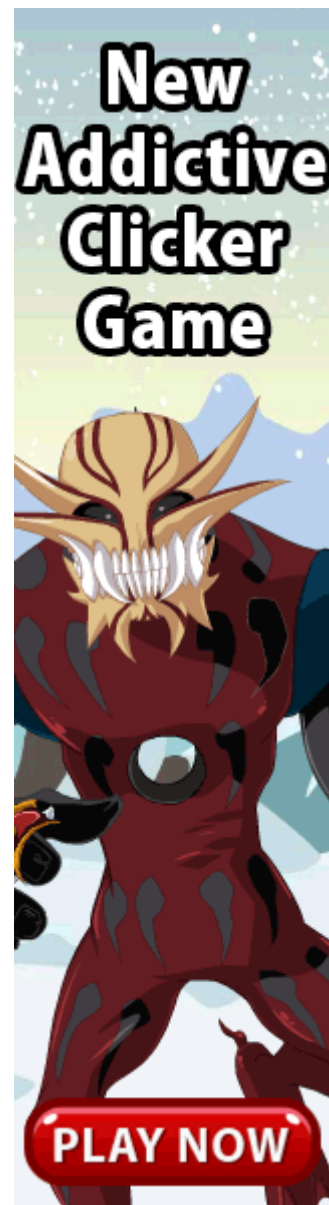
IDSA and Shoolini University Launch Knowledge Center for Direct Selling

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SOLAN, India, June 19, 2021 /PRNewswire/ — In a unique initiative, the Indian Direct Selling Association (IDSA) and Shoolini University have jointly launched a Center of Excellence for Direct Selling in Academics (CEDSA) to award a one-year PG degree in direct selling. Academic year 2021-22. CEDSA will be India's first 'Center of Excellence' for direct sales.



The center was opened by Mr. Govind Singh Thakuro, Minister of Education, Government of Himachal Pradesh, and Mr. Rajinder Gargo, Minister of Food, Civil Supply and Consumer Affairs, Government of Himachal Pradesh.

During the post, Mr Thakur said, “It is very important to introduce such employment-oriented educational courses into the curriculum. By introducing Direct Selling to academics, the students are assured of research-based education and also learn the nuances of the business.”



Mr. Rajinder Gargo opened the Portal for Admission to Postgraduate Diploma in Direct Sales, saying, “I congratulate IDSA & Shoolini University on launching a unique employment-focused course that links education to employment and empowers the youth of the state and the rest of the country would benefit.”

On the occasion Vice Chancellor Shoolini University Prof Atul Khosla said: “This is a great effort to bring industry and academia together, which will also generate employment.”

Mrs. Rini Sanyal, IDSA chairman, said: “The launch of CEDSA will open a new chapter in the direct selling ecosystem in the country and we remain hopeful that other educational institutions will also give a much-needed boost to formal studies in the direct selling business model. We believe there is a need for a comprehensive academic curriculum and that CEDSA can serve as a direct selling research incubator in India.”

Located on the picturesque university campus in Solan, CEDSA is only the second such Center of Excellence worldwide to be dedicated to direct selling activities – the other being the US-based DSEF (Direct Selling Education Foundation). CEDSA will also release the 2nd to house global direct selling research center – the other is Pekin University Research Center on Direct Selling (RCDS) in China.

With the launch of CEDSA, IDSA is only the 2nd Direct Selling Association in the world to facilitate a diploma in direct sales, after the DSA of France.

“This is a new initiative from Shoolini University to enable students to see direct Selling as a promising future. With IDSA, we are confident that we will deliver a curriculum that meets the demands of this dynamic industry,” said Shoolini University Founder and Pro-Chancellor Vishal Anand.

Addressing the audience, Ms. Simarjot Kaur, Additional Director, Department of Food, Civil Services and Consumer Affairs, Govt. from Punjab said: “My heartfelt congratulations to IDSA and Shoolini University for taking such a huge initiative. Direct selling has given a lot of impetus it has grown in the Covid times and the kind of opportunities it has provided to the people of our country, especially the women, is really amazing.”

dr. Kamal Kant Vasishth, Director-eLearning of Shoolini University shared all the details of the Post Graduate Diploma in Direct Selling offered by CEDSA. dr. Vashishth said, “In the current scenario, earning while learning is an important aspect of our lives. The core objective of CEDSA is to encourage inclusive entrepreneurship and it would certainly be a boon to the youth of the country.

The event also saw prominent dignitaries such as Shri. Zoom Kumar Pandey, Former Secretary, Ministry of Consumer Affairs, Mr. Gary Huggins, DSEF Executive Director, Ms. Tamuna Gabilaia, Executive Director and COO-WFDSA, along with IDSA Executive Committee members, Mr. Rajat Banerjic – Vice-President, Mr. Vivek Katoch– Treasurer, Dr. Jitendra Jagota– secretary and mr. Chetan Bhardwaj– General manager.

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