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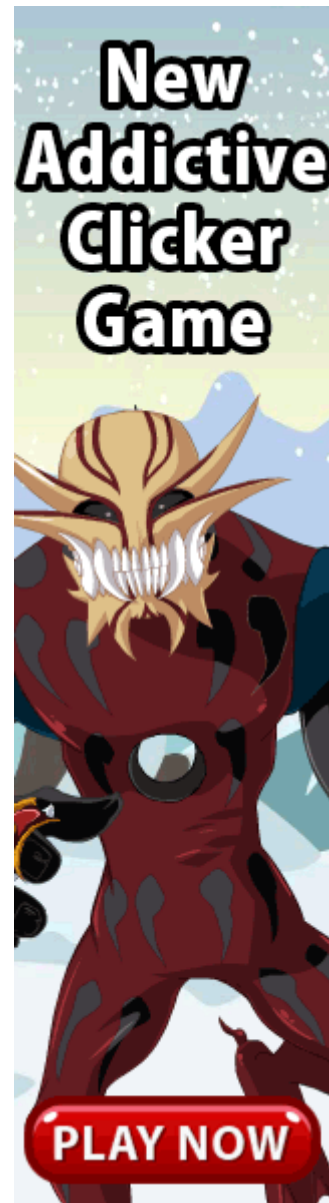
## IDSA and Shulini University Launch Center of Excellence for Direct Selling



🕒 June 19, 2021 👤 Author 📄 Top 💬 0



Solan, India And the June 19, 2021 /PRNewswire/ – In a unique initiative, the Indian Direct Selling Association (IDSA) and Scholini University have jointly launched the “Center of Excellence for Direct Selling in Academics” (CEDSA) which will award a one-year PG Diploma in Direct Sales start-up 2021-22 academic year . It will be CEDSA India The first “Center of Excellence” for direct selling.



The center was opened by a. Govind Singh Thakur Minister of Education, Government of Himachal Pradesh and Mr. Rajinder Garg Minister of Food, Civil Supplies and Consumer Affairs, Government of Himachal Pradesh.

Speaking on the job, Mr. Thakur said, "It is very important to include such employment-oriented educational courses in the curriculum. By introducing direct selling into academics, students will ensure research-based education while also learning the nuances of the job."



the master. Rajinder Garg Opening the online portal for admission to the Postgraduate Diploma in Direct Selling, he said, "I congratulate IDSA and Shoolini University for launching a unique, employment-oriented course that links education with employment and will benefit the youth of the state and the rest of the country."

On the occasion of the Vice President of Shulini University Professor Atoll Khosla He said, "This is a great effort to bring industry and academia together which will also create job opportunities."

miss. Renee Sanyal The president of IDSA, said, "The launch of CEDSA will open a new chapter in the country's direct selling system, and we remain hopeful that other educational institutions will also provide much-needed impetus for formal studies in the direct selling business model. We believe that a comprehensive academic curriculum is needed. and that CEDSA could serve as a direct selling research incubator in India. "

Based on the university's picturesque campus in Solan, CEDSA is the second "Center of Excellence" globally, dedicated to the direct selling business – the other being the US-based DSEF (Direct Selling Education Foundation). CEDSA will also house 2<sup>second abbreviation</sup>

Global Research Center on Direct Selling – the other is Peking University Research Center on Direct Selling (RCDS) in China. With the launch of CEDSA, it is only IDSA 2<sup>2</sup>second abbreviation The World's Direct Selling Association to Facilitate Direct Selling Diploma, after DSA from France.

"This is a new initiative at Chulini University to enable students to think that direct selling is a promising future. With IDSA, we are sure that we will deliver a curriculum that meets the requirements of this dynamic industry," said Shulini University Founder and Pro-President. Vishal Anand.

Addressing the audience, Ms Simarjot Kaur, Additional Director, Department of Food, Civil Supplies and Consumer Affairs, Government. From Punjab he said, "I heartily congratulate both IDSA and Shoolini University on taking such a huge initiative. Direct selling has given a lot of momentum and scale to our growth in the time of Covid, and the kind of opportunities it has provided to the people of our country, especially women, is really amazing."

Dr. Kamal was his fascist, Director of E-Learning at Shulini University, shared all the details of the Postgraduate Diploma in Direct Selling offered by CEDSA. Dr. said. Vashisheth: "In the current scenario, earning while learning is an important aspect of our lives. The primary objective of CEDSA is to encourage inclusive entrepreneurship, and it will surely be a boon to the country's youth.

The event was also witnessed by notable personalities, such as Shri. hem Kumar Pandey Former Secretary of the Consumer Affairs Department a. Gary Huggins, Executive Director – DSEF, Ms. Tamuna Gabilaia, Executive Director and Chief Operating Officer of WFDSA, along with members of the IDSA Executive Committee, Mr. Rajat Banerjee Vice President A. Vivek Katoch Treasurer Dr. Jitendra Jaguta– Secretary and Mr. Chetan Bhardwaj– Director general.

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