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IDSA introduces direct selling in academics

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The **Indian Direct Selling Association (IDSA)** has introduced **direct selling in academics** in a first such move, becoming the world's second direct selling association to link academics with the **industry**, the association said in a statement.

IDSA said it has collaborated with Shoolini University to introduce direct selling in academics and launch a centre of excellence (CEDSA), to facilitate a year-long post graduate diploma in direct sales. CEDSA will be India's first 'centre of excellence' for direct selling, a statement released by IDSA said.

"The launch of CEDSA will open a new chapter in the direct selling ecosystem; we remain hopeful that other educational institutions also give a much-needed impetus on formal studies in direct selling business models," IDSA chairperson Rini Sanyal said.

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Speaking at the launch, executives said the introduction of direct selling in academics, with employment-oriented educational courses in the curriculum, would benefit youth across the country, as well as generate employment.

CEDSA is the second such centre globally dedicated to the direct selling business, the other being the US-based DSEF (Direct Selling Education Foundation), the statement said. It added CEDSA will also house the second global research center on direct selling – the other being at Pekin University in China.

The direct selling industry, an industry association led by companies such as Amway, Modicare and Herbalife, had said in a statement earlier that it has seen steady growth in sales as consumers stepped up shopping through the direct selling channel amid nationwide lockdowns since last year. In a report released late last year, it said the sector saw 53 lakh new entrants of direct sellers and consumers in the first six months of the present financial year.

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Source

academics, Direct Selling, IDSA, Indian Direct Selling Association, industry

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