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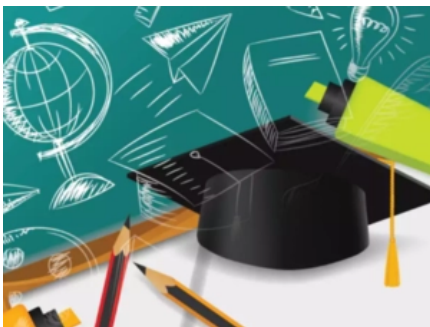
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Business News › Industry › Services › Education › IDSA introduces direct selling in academics

IDSA introduces direct selling in academics

Synopsis

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.



CEDSA is the second such centre globally dedicated to the direct selling business, the other being the US-based DSEE (Direct Selling Education Excellence).

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

SECTIONS IDSA introduces direct selling in academics

selling in academics and launch a

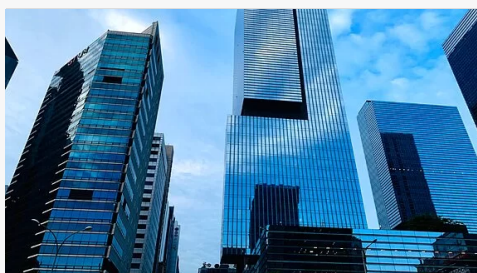
centre of excellence (CEDSA), to facilitate a year-long post graduate diploma in direct sales. CEDSA will be India's first 'centre of excellence' for direct selling, a statement released by IDSA said.

"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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