



Press Release

Direct Selling Industry excels in Punjab, valued at INR 523 Crore in 2019-20: IDSA Survey

Chandigarh, August 16, 2021

The Direct Selling Industry in Punjab has crossed INR 500 crore mark, for the first time, registering a decent year-on-year growth of around 6%, with the state's gross turnover at INR 523 crore in 2019-20 according to the Annual Survey report released by the Indian Direct Selling Association (IDSA) here today.

Punjab is one of the largest Direct Selling markets in the Northern region. State's Direct Selling turnover has increased by almost 25% in the last 4 years, which is an indication that the business model is getting popular among the masses. Currently, close to 1.5 lakh people actively participated in Direct Selling in the state, earning sustainable income through self-employment opportunities, the report said.

While addressing the media, **Vivek Katoch, Treasurer, IDSA** said, "We are thankful to the government of Punjab for notifying the Direct Selling Guidelines last year, which brought about a regulatory clarity for the business model in the state. We would also like to thank **Shri Bharat Bhushan Ashu Ji**, Hon'ble Minister for Food, Civil Supplies & Consumer Affairs, Government of Punjab for understanding the industry concern with earlier version of the Guidelines and making some much-needed amendments in the Punjab Direct Selling Guidelines. We extend our gratitude to the Punjab government for its solution-oriented approach and taking a positive step towards ease of doing business".

The Direct Selling industry has been providing sustainable self-employment and start-up opportunities to millions of people in the country including the state of Punjab. Direct Selling has also become a significant source of income, especially for the youth and women in the state. The industry also contributed over INR 60 crore by way of taxes to the state exchequer.

Chetan Bhardwaj, General Manager, IDSA made a detailed presentation on various aspects of the Direct Selling industry and expressed gratitude to the Department of Food, Civil Supplies & Consumer Affairs for inducting IDSA as a 'Subject Matter' expert in the state Monitoring Committee. "It is indeed a privilege to be part of the monitoring process and IDSA will extend all its expertise and support to further strengthen the regulatory mechanism of Direct Selling business in Punjab," added Chetan.

The Department of Food, Civil Supplies & Consumer Affairs had notified the Direct Selling Guidelines in November 2020 to further strengthen the regulatory mechanism of Direct Selling in the state. The Punjab Guidelines have mandated forming a State Monitoring Authority, comprising of senior officials of different departments of the state government and a subject matter expert nominated by the government. The Department has also nominated IDSA as the subject matter expert in the state Monitoring Committee.

About IDSA

The Indian Direct Selling Association IDSA is an autonomous, self-regulatory body for the direct selling industry in India. The Association acts as an interface between the industry and policy-making bodies of the Government facilitating the cause of the Direct Selling Industry in India. IDSA strives to create and further an environment conducive to the growth of the direct selling industry in India, partnering industry and government alike through advisory and consultative activities. IDSA catalyses change by working closely with the government on policy issues, enhancing efficiency and ushering in desired credibility, clarity & confidence in Direct Selling.

For Media Query

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