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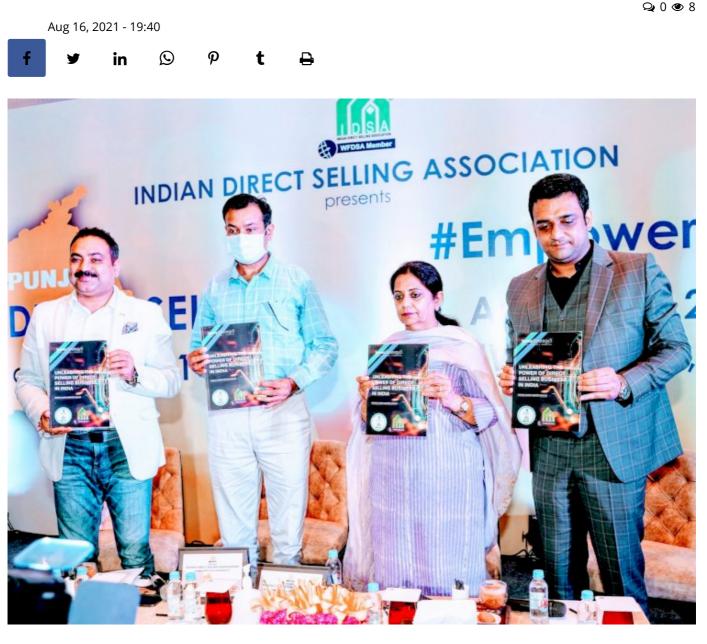
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Direct Selling Industry excels in Punjab,

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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 (ID)SA) here Q

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 CHANDIGARH 24 x 7 (https://chandigarh24x7.com/)

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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