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IDSA honours women women entrepreneurs

Telangana Opens Doors For Direct Selling Industry

By The Connect 📅 August 27, 2021**Can Solve Unemployment Problem**

Industry & Commerce Secy **Jayesh Ranjan** (https://twitter.com/jayesh_ranjan) says Telangana will always encourage companies with good quality products in direct selling.

HYDERABAD, Aug 27 (The CONNECT) - The Telangana Government has offered all help and support to Direct Marketing Companies to setup manufacturing in the state.

Jayesh Ranjan, Principal Secretary Industries & Commerce (I&C) and Information Technology (IT), said direct selling is a 20 years old industry and faced problems in the past due to some companies that cheated customers and committed fraud. Telangana Govt came up with regulations in 2017 for direct selling companies to protect consumer interests. Registration of direct selling companies is to start soon by the centre and will be looked after by Department for Promotion of Industry and Internal Trade (DPIIT). Speaking at the Telangana Direct Selling Sammelanam 2021, Ranjan said registration and regulatory framework will be good for all stakeholders including customers. Telangana has good industrial policy and will always encourage companies with good quality products in direct selling.

The state has been on the forefront in direct selling. Along with providing job and self-income generation opportunities, the Direct Selling industry in Telangana would also be expected to encourage MSMEs by increasing their sourcing from them. There is a lot of opportunity for Direct Selling to grow in Telangana and South India, he said. Along with providing job and self-income generation opportunities, the Direct Selling industry in Telangana would also be expected to encourage MSMEs by increasing their sourcing from them, said Ranjan.

The direct selling Industry in Telangana is all set to leverage its potential with a conducive business climate. Telangana contributed 13.15 to the share of business in the southern region with a turnover of INR 292.50 crore, corresponding to 1.74% to national sales in 2019-20, according to the Annual Survey report released by the Indian Direct Selling Association (IDSA). To provide impetus to further growth, IDSA urged the state government to facilitate a registration mechanism for Direct Selling entities in the state.

V. Prakash Rao, Policy Advisor to CM of Telangana & Chairman, Telangana Water Resources Development Corporation said that the government cannot provide jobs for all. "We are seeing a lot of dejected youth committing suicide due to unemployment. Youth can look to direct selling for employment and income generation. Earlier, direct selling was being seen as a second income but things are changing and people are seeing it as a primary income thing. Earlier, mostly women were taking part in it, but now the trend is changing and we are seeing men taking the lead. He expressed his happiness on seeing that 84 percent of the direct sellers were graduates."

Rajat Banerji, Vice Chairman, IDSA urged the state government to facilitate a registration mechanism for Direct Selling entities operating in the state. The industry indicators suggest that Telangana has all wherewithal to take the direct selling industry to the next level in terms of growth, technology integration, employment or income generation, empowering women and MSMEs, policy reforms.

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