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BY TELANGANA TODAY



Jayesh Ranjan, Telangana Industries Principal Secretary (File Photo)

Hyderabad: Telangana is wooing direct selling companies to set up manufacturing facilities in the State to take advantage of the good industrial policies and central location, said Jayesh Ranjan, Industries Principal Secretary. “Telangana is a good opportunity for manufacturing. Good policy support and centrally located and will help in logistics. Some product companies are already looking at Telangana for their manufacturing,” he said.

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Speaking at ‘Telangana Direct Selling Sammelanam 2021,’ an event organised by industry body Indian Direct Selling Association (IDSA), he said Telangana is the third State after Chhattisgarh and Sikkim to adopt the Centre’s Model Guidelines for Direct Selling Industry to protect the consumer interests.

The ‘Telangana Direct Selling Guidelines Order 2017’ was notified by the Consumer Affairs, Food and Civil Supplies department in December 2017 and provided momentum to the industry. He asked the companies operating here to follow the due procedures and get registered here explaining the commission structure and incentives, type of products, certifications and others to ensure transparency. He asked the IDSA members to encourage MSMEs by increasing sourcing from them.

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Meanwhile, an IDSA report said that Telangana contributed 13 per cent to the total business in the southern region with a turnover of Rs 292.5 crore. It asked the State Government to facilitate a registration mechanism for direct selling entities in the State. Telangana has the wherewithal to take the direct selling industry to the next level in terms of growth, technology integration, employment and income generation, empowering women, and MSMEs, said Rajat Banerji, Vice-Chairman, IDSA.

Direct selling has become a significant source of income for youth and women in Telangana, said Chetan Bhardwaj, general manager, IDSA.

