



## Telangana contributes 13.15% sales in States in the southern region in Direct Selling

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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.

Direct Selling industry is looking at Telangana as a preferred destination not only for generating sales but also for establishing production facilities for manufacturing high quality goods. Leveraging the industry friendly initiatives of the Telangana Government, various national and international Direct Selling entities are contemplating establishing their manufacturing and support facilities in the State. It is pertinent to mention that Telangana was the third state after Chhattisgarh and Sikkim to adopt the Centre's Model Guidelines for Direct Selling Industry. The 'Telangana Direct Selling Guidelines Order 2017,' was notified by the Consumer Affairs, Food & Civil Supplies Department in December 2017 and provided momentum to the industry thereby resulting in robust performance.

To discuss the potential of the growth of Direct Selling industry in Telangana, IDSA organized "**Telangana Direct Selling Sammelanam 2021**" which was inaugurated by Sh. Jayesh Ranjan, IAS – Principal Secretary Industries & Commerce (I&C) and Information Technology (IT), Government of Telangana.

Addressing the event, **Rajat Banerji, Vice Chairman, IDSA** said, "We are thankful to the government of Telangana for providing regulatory clarity to the industry and urge 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.

In his Keynote address, Shri **Jayesh Ranjan, Principal Secretary Industries & Commerce (I&C)** and Information Technology (IT), Government of Telangana said, "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. The state government would extend all support to the industry and would expect that direct selling entities follow the best practices. A robust regulatory framework for the industry will create a win-win situation for all stakeholders including consumers."

Addressing the Conference, **V Prakash Rao, Chairman, Telangana Water Resources Development Corporation**, said, "Telangana acknowledged the contribution of direct selling industry long back and the state government made efforts to create a conducive ecosystem. Telangana was the third state in the country to adopt the Centre's Model Guidelines for Direct Selling Industry. The 'Telangana Direct Selling Guidelines Order 2017 provided momentum to the industry, thereby, resulting in robust performance. Our party- Telangana Rashtra Samithi- had included the promotion of direct selling in its manifesto years back and the state government implemented the announcement made by the party. We appreciate IDSA's support to promote direct selling in the state."

Thanking the guests and audience, **Vivek Katoch, Treasurer, IDSA** said, "Telangana needs to leverage its strengths. Market drivers are already there with a robust regulatory ecosystem and the use of technologies. These factors are expected to attract more direct selling entities to increase their investment in the state."

**Chetan Bhardwaj, General Manager, IDSA** made a detailed presentation on various aspects of the Direct Selling industry and expressed gratitude to the Principal Secretary for giving assurance to create a conducive business climate by addressing the concerns of the industry. 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 Telangana. Direct Selling has also become a significant source of income, especially for youth and women in the state. The industry also contributed significantly by way of taxes to the state exchequer.

### **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.

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