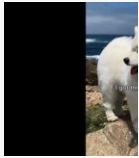




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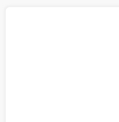
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Bengal is the second largest market for Direct S industry in India



RAJKUMAR DAS: The Direct Selling Industry in West Bengal has breached the INR 18 mark to touch Rs. 1868.9 Crores, for the first time in FY 2019-20, according to the Ar 2019-20 for Direct Selling in India, commissioned and released by the Indian Direct Association (IDSA).

West Bengal is not only one of the largest Direct Selling markets pan India but also fastest growing markets for any region in India accounting for 11.4% of gross nation selling turnover. West Bengal is now placed closely behind Maharashtra to be the se market for Direct Selling industry in India. At the same time, India's Eastern region a very well, accounting for 26% for the Gross National Direct Selling Turnover. Further Direct Selling Industry in West Bengal has contributed in excess of Rs. 280 Crores in state exchequer, which is over and above direct income taxation earned from indivi sellers and distributors of IDSA member companies. Currently, West Bengal has a b 490,000 active direct sellers working with various Direct Selling companies in the sta While addressing the media, Ms. Rini Sanyal, Chairperson, IDSA said, "The State has an exciting place for doing business and that is amply reflected in the excellent busi financial results that the industry and member companies of IDSA has received. We extremely confident that despite the onslaught of a devastating pandemic that has humanity globally and in India, the Direct Selling Industry of India will outperform n expectations for the Fiscal Years of 2020-21 and 2021-22. We expect that in spite of and long lockdowns, there will be moderate to strong growth in West Bengal and th Eastern Range.

Mr. Rajat Banerji, Vice Chairman- IDSA, while expressing gratitude to the governme would like to thank Smt Mamata Banerjee, Hon'ble Chief Minister, Government of W and the Departments of Industries, MSMEs and Consumer Affairs for their continue

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IDSA Statement:

IDSA is confident that the FYs of 2020-21 and 2021-22 will produce exciting and encouraging results. The Direct Selling industry has been providing sustainable self-employment opportunities to millions of people in the country including the state of West Bengal Eastern Region. Direct Selling has also become a significant source of income, especially for youth and women 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 West Bengal Government Department of Consumer Affairs for early adoption of the Direct Selling guidelines notified on 6th July 2018 with the objective to regulate the business of Direct Selling and protect legitimate rights and interest of consumers.

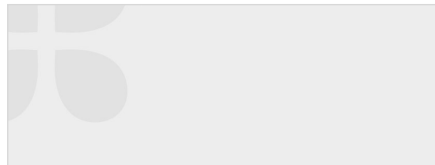
"We at IDSA would continue to contribute and provide subject matter expertise, data and requisite information to the Department of Consumer Affairs, as and when required to strengthen the regulatory mechanism of Direct Selling business in West Bengal," Mr. Chetan Bhardwaj added.

Dailyhunt

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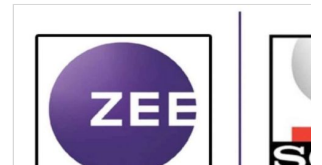


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