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Press Release

IDSA salutes Spirit of Women Entrepreneurship, Felicitates Telangana's Business & Social icons

- IDSA, in association with ALEAP organises felicitation Program - '**Women for Golden Telangana**' -to celebrate success of 'Powerful Women'
- Telangana contributes 12% Direct Selling Sales of Southern Region: IDSA Annual Survey

Hyderabad, February 28, 2020

As a pre-runner to International Women's Day (8th March) and to inspire women in Telangana and neighbouring states, **Indian Direct Selling Association (IDSA)**, an apex industry body, in association with Association of Lady Entrepreneurs of India (ALEAP), organized a day-long felicitation programme – '**Women for Golden Telangana**' here today. The industry body felicitated Telangana's 15 women achievers from different walks of life who have played critical role in changing the face of economy and society.

The growth of Direct Selling in India is being driven by women as more than 50% Direct Sellers in India are women. IDSA acknowledges their role in efficiently leveraging the benefits of social networking and adoption of innovative communication strategy to promote sales. These women Direct Sellers have also realised their true potential and the role being played by them towards 'New India'. IDSA is also delighted to recognize efforts of 15 powerful women personalities of the state who have made significant contribution in their respective interest areas.

The event was inaugurated by **Ms Sabitha Indra Reddy** - Minister of Education of Telangana. Along with key leaders from Direct Selling and other sectors, guests of honour included **M Jagadeeshwar**, Principal Secretary (Revenue) and **TK Sreedevi**, Finance Secretary Government of Telangana, also graced the occasion. The delegates underlined the role of women for resulting in strengthening of the economy of the state.

Rajat Banerji, Vice Chairperson, IDSA said, "The Direct Selling Industry in India is dominated and driven by women entrepreneurs and Telangana has contributed significantly. We can see that Telangana's business and social icons have transformed economy and brought in desired changes in the conventional mind-set of people. We, at IDSA, salute the women icons and extend our support for women to join hands in a positive movement. IDSA acknowledges and appreciates their contribution with a token of appreciation."

As per IDSA Annual Survey, Telangana and Andhra Pradesh contributed 12% and 10% respectively of the Southern region direct selling sales. IDSA leadership believes Direct Selling will continue to tap the huge potential that exists in the state that would enormously benefit the Industry as well as the economy.



Commenting upon women empowerment, **Chetan Bhardwaj, General Manager, IDSA** said, “Direct Selling has provided an apt platform to millions of women through entrepreneurial opportunities to showcase their potential. Women, by the virtue of their sheer talent, hard work, and determination, have been able to achieve extraordinary success. It would not be an exaggeration to say that the sector has not only encouraged them to dream big, but also helped them in achieving them. It is an absolute honour for IDSA to felicitate women achievers, not only from Direct Selling, but from other fields as well.”

Senior officials from the State assured that the Telangana Government would be extending all support to provide new momentum to the direct selling industry which significantly contributes to the State Economy.

Guests and IDSA leadership presented awards to Direct Selling Women leaders Padmavathy Maanthini (Amway India), Chintha Chenchulaxmi (Blulife Marketing), Cynthia Raju (Herbalife), Sugramin (Modicare), Priya Kothari (Oriflame).

Awards were also presented to ALEAP members for excellent contributions in their respective fields. Awardees include Durga Bhavani (Founder of Universal Diagnostics), Akhilandeswari (Managing Partner of The Spicy Venue), Naina Jaiswal (Table Tennis National Champion), B Kavitha Rajesh (Founder of Om Sai Andhra Paints), Dr N. Geetha Nagasree (Senior Consultant Surgical Oncologist at Care Hospitals), Shyamala Rambhotla (General Secretary of Society for Energy, Environment and Development-SEED), Mantri Kalavathy (Social Activist) and Umra Sirohi (Founder of AGS Impex).

The event also provided insights on the leading direct selling players operating in India, their contributions and key strategies adopted by them to promote women entrepreneurship.

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 Direct Selling Industry in India. IDSA strives to create and further an environment conducive to the growth of direct selling industry in India, partnering industry and government alike through advisory and consultative activities. IDSA catalyses change by working closely with government on policy issues, enhancing efficiency and ushering in desired credibility, clarity & confidence in Direct Selling.