



IDSA JOURNAL

It gives me immense pleasure to present “IDSA Journal” a monthly newsletter from IDSA. The newsletter is an amalgamation of current affairs, trending topics and IDSA's initiatives towards the Industry.

IDSA Journal is a beginning of a mission of towards building and further enhance the brand value of Direct Selling among the Industry stakeholders. The introductory issue will be followed by more content having strong focus on consumer protection and Industry issues & concerns.

IDSA Journal will play a strong role in IDSA's endeavour to spread awareness about Direct Selling Industry, helping consumer to differentiate between the right and the wrong. The newsletter is divided into different sections, catering to the needs of all stakeholders, from Direct Selling entities to Direct Sellers alike. I would request our members to share your valuable feedback and suggestions, to help us in making “IDSA Journal” a powerful tool for the Industry. I strongly believe this initiative will be a significant milestone in our journey towards the betterment of the direct selling industry.

I take this opportunity to thank Team IDSA in compiling the inaugural issue of “IDSA Journal” and look forward to bring our many more issues in the coming times.

Ankit Shukla
General Manager, IDSA





SHE Has The Power – Direct Selling in India

Direct selling has been successful in providing self-employment opportunities to a large number of people. According to our survey report of 2016-17, about 53% women work as direct sellers successfully. Primarily, the convenience of working independently is what attracts women to join this industry.

A large number of Indian homemakers are willing to make contribution to household earning by working part time. Direct selling motivates such women to come forward, work as and when they desire. This leaves her with an ample amount of time to spend with her family, as she can easily divide her day however she desires to. Being a direct seller assists in developing a woman's personality, it helps her in gaining confidence, creating a social circle outside of their homes and also trains them to be a skillful salesperson.

Apart from homemakers, the Industry also provides opportunities to women who are already working. Direct selling allows these women to make choices of working in accordance to their schedule. Many of these women make sales pitch after their offices, during weekends and family gatherings, thus enabling them to earn an alternate income.

The industry provides numerous opportunities to those who are dedicated towards moving forward. It does not require for a person to have a specific educational qualification to be a direct seller.

Direct selling brands use distinctive measures to help expand their product reach amongst the audiences. They conduct demonstrations and training sessions for the women that are interested. A host invites her friends, neighbours or family to attend such workshops.

The Helpfulness of Social Media in Direct Selling

Social media in today's world is being used not just for communication purposes but, is also as a business platform, either to get leads or to sell products. There are a lot of ways Direct Sellers can also use social media platforms for the growth of their businesses.



Since, social media platforms like Facebook, Twitter, Pinterest, etc. have a large number of people getting involved on a daily basis, making it convenient for any direct seller to put up their product forward. A few ways through which you can make the most out of social media for your direct business are:

- ⊙ **Live Streaming** – Live streaming can be used to add a sense of personal touch, while demonstrating the product in front of a large number of audience at the same time, without even being present there. Share training sessions or tutorials of your product, ensuring to connect the consumers.
- ⊙ **Engagement** – It is important for the Direct sellers to get involved with the consumers. Regularly posting content that keeps the audience attracted towards the product and the company is an essential element that can be used. The reach of your posts will also assist you in keeping a track on the audience that is currently engaging online.
- ⊙ **Build Relationships** – You can start by posting about your products and the company. Self promotion is important, while customer satisfaction stays the top most priority of a direct seller. Keep the promotions limited; instead use facts, tutorial or any information on products in to involve & engage the audience in an effective way. Sharing information on promotional activities such as discounts & schemes is one such way.



It is advisable for Direct Sellers to explore unique ways of reaching out to audience, at the same time keeping intact the essence of Direct Selling.

Socio-Economic Impact of Direct Selling in India

India is one of the largest economies in the world having vast consumer base. Today, most of the countries have shifted focus to India; for the country offers tremendous business potential. From auto giants to power conglomerates to IT giants, all major companies have made huge investments in the country. Among these industries is Direct Selling. Having made a footprint in the country a little over 20 years, Direct Selling has made tremendous growth in the last decade or so.

Direct selling has been a traditional model of marketing since a long period of time. It has been assisting millions of people in becoming independent entrepreneurs. This industry has created a positive impact on various socio economic parameters as well.

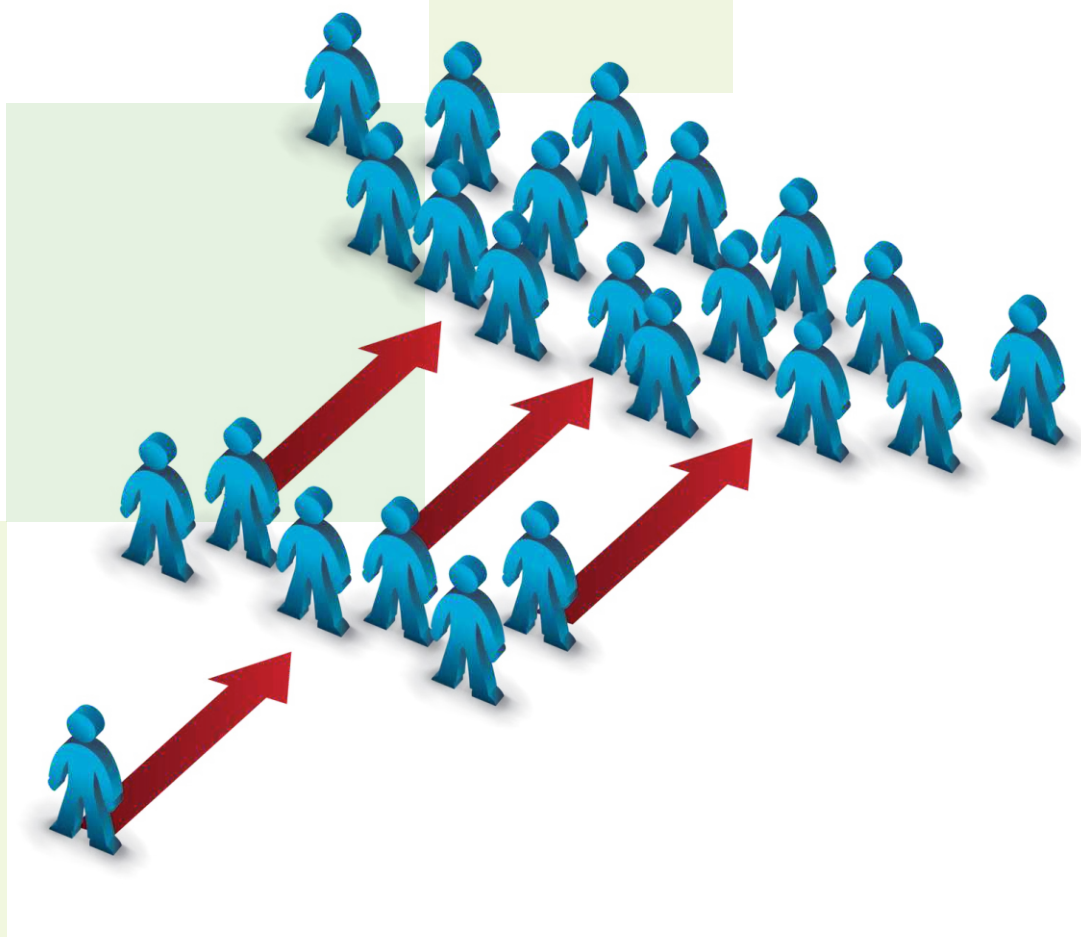
Direct selling has been promoting micro entrepreneurship, along with providing additional income opportunities. According to IDSA's annual survey report of 2016-17, the number of direct sellers in India has increased from 3.9 million in 2015-16 to about 5.1 million. Direct selling has been rapidly growing in terms of sales and in terms of expanding the business all over the country.



Most direct selling companies in India rely on SMEs for the manufacturing of their products. These companies benefit from the know-how and processes that are used by the SME in order to create the ideal product. In return, the direct selling companies introduce new forms of foreign technologies that further assists in the manufacturing of the products. SMEs has played an important role in increasing the exports in India.

The extensive training has been enhancing the skills of those individuals that have joined the industry. Such sessions help both the business and individual the to grow.

Direct Selling has been immensely contributing towards helping individuals achieve their desired goals. At the same time this industry also believes in making our society a better place.



Direct Selling, Guiding People Towards Their Goal

We live in a world, where time moves fast and an individual must move forward towards growth as well. Growth, transformation and development has become important for each and everyone. However, with time industries have started realizing the importance of giving back to the society, making it one of the top priorities for a company. Also, as per one of the government of India mandates, companies are required to spend a certain percentage of their profits towards the benefit of the society.



It is apt to mention that renowned direct selling entities have been engaging in various forms of Corporate Social Responsibilities (CSR) activities. These movements include critical issues like health, human services, women empowerment and environmental protection. Direct selling has been one such industry that has immensely contributed to the lives of millions in India, mainly through the help of successful CSR campaigns.

A few of IDSA's members have successfully executed campaigns in an effort make the world a better place to live. Listed below a few examples of CSR activities performed by well known direct selling companies:

- ① **Modicare:** The Modicare Foundation was setup in the year 1996, in order to raise awareness for AIDS/HIV. They donate 1% of their annual sales to the foundation, where they target the youth of the country, to fight against the disease.

- ⦿ **Oriflame:** Oriflame India has had a long association with Deepalaya; a Delhi based NGO. Through Deepalaya, Oriflame has taken an initiative to educate girl child, collaboration with the NGO Goonj and Hand in Hand; running extensive training sessions for the women in rural areas, motivating them to become independent with dignity and respect.
- ⦿ **Amway:** Their initiative “Amway Opportunity Foundation (AOF)” has been helping underprivileged children to lead a better life in the future.
- ⦿ **Avon:** The company believes in making the world a beautiful and healthier place to reside in. This company knows how to keep you beautiful, while taking care of the surroundings. They have been initiating various campaigns for women and children.
- ⦿ **Herbalife India:** The direct selling brand has been continuously stayed in the eyes of the consumer, mainly because of the CSR activities that they have been executing. Herbalife Family Foundation is a non-profit dedicated towards improving the lives of children that are at-risk. This is done by educating and providing the basic needs to the vulnerable.



For more information, please contact us:



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