



## IDSA Welcomes Blulife Marketing and Enagic India as New Members

IDSA Chairman, Mr. Vivek Katoch, welcomed Blulife Marketing and Enagic India in the IDSA family. Both the Direct Selling entities are the latest members to join IDSA, with effect from 1<sup>st</sup> August 2018.

“We are glad to have Bluelife Marketing and Enagic India as the new members of IDSA. I am being hopeful that both the companies take the IDSA Values & Ethos a long way forward. At IDSA, we have a good mix of MNCs and Indian companies as members. These companies deal in unique and exclusive products of international standard at very competitive prices. Our aim is to create a healthy business environment for the Direct Selling Industry and we are committed to reach out to all important stakeholders in our endeavor create a conducive environment for Direct Selling,” said Vivek Katoch, IDSA Chairman



## Direct Selling through Mobile

Time changes constantly and people have realized that even they need to move forward as well. With this change rapidly occurring on a daily basis, it has become important for the Direct Selling Industry to catch up with such trends. Nowadays, every person has become tech-savvy and wants products to be available on the go. What is the one device that a person would always have with them, no matter where they are? The mobile phone. A mobile has made lives easier for a large number of people. The device is equipped with various applications that make shopping, ordering food and much more. With this advanced form of technology, direct selling entities have also started running in the race of the internet world. Since, a mobile can be used from anywhere and at anytime, direct sellers have making the most out of this opportunity. Direct Selling entities aim at making the application user friendly, ensuring to provide a convenient shopping experience.



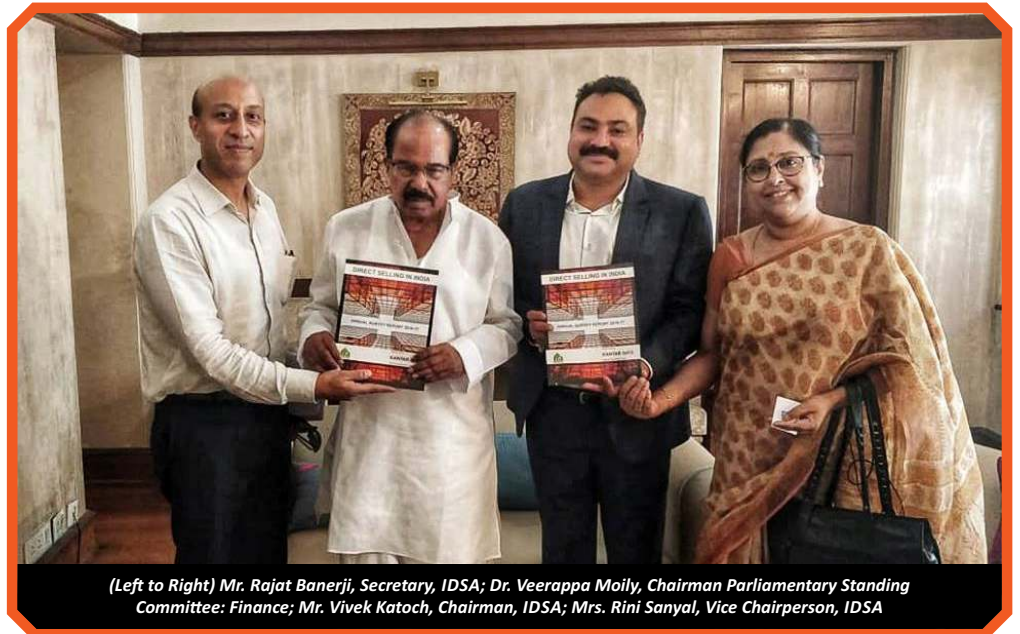
There are numerous reasons of why direct selling entities are choosing mobile applications as a platform to increase sales values, along with engaging consumers on a daily basis. It allows the direct selling companies to hold a conference/ webinar whenever they want, without being physically being present. This one time investment simplifies the exchange of information also, to keep a track on the consumers and their needs. Direct sellers can favorably use the application to upload extensive training sessions and products demonstrations that can be viewed according to the consumers requirements. It allows the consumer to have an any time access to various products or product related queries. Hence, assisting the direct seller for a comfortable sales experience. This application can also further assist the entity in cutting the cost of in-person seminars or conferences.

Since, this device can be easily accessed, sales process run through the applications has the potential to turn consumers into direct sellers. Not only this, it allows the consumer and the direct seller to view demonstrations and training sessions over one single device. This application can be helpful in the fall of the wealth and resources.

It is advisable for all the direct selling entities to start adopting this new trend of marketing. This will enable them to keep a track on their sales values, consumers and also their sales force, over a single platform. This technology has the ability to reach millions of people in a go, making it an ideal marketing tool for the direct sellers.

## IDSA Delegation Meeting State and Central Government Officials

Dr. Veerappa Moily, Chairman- Parliamentary Standing Committee, Finance met with The Executive Committee of IDSA, that presented him with the Annual Survey Report 2016-17. He showed a keen interest in the Direct Selling Industry and assured his support to IDSA.



*(Left to Right) Mr. Rajat Banerji, Secretary, IDSA; Dr. Veerappa Moily, Chairman Parliamentary Standing Committee: Finance; Mr. Vivek Katoch, Chairman, IDSA; Mrs. Rini Sanyal, Vice Chairperson, IDSA*

Shri K.A.P Sinha, Principal Secretary Department of Food, Civil Supplies & Consumer Affairs gave his valuable time to the delegates of IDSA and discussed about the Direct Selling Guidelines. The delegation explained the business model of Direct Selling Industry. Along with this, the delegation also requested Mr. Sinha to adopt the Central Guidelines in Punjab with an aim to take this industry towards higher achievements.



*(Left to Right) Mr. Ankit Shukla, General Manager, IDSA; Shri K.A.P. Sinha, Principal Secretary, Department of Food, Civil Supplies & Consumer Affairs; Mr. Vivek Katoch, Chairman, IDSA (extreme right); Mr. Rajat Banerji, Secretary, IDSA*



IDSA Delegation met Shri Anantkumar Hedge, Hon'ble Minister of State for Skill Development and Entrepreneurship and briefed him about the extensive trainings that Direct selling industry undertrakes and also helps in SKILL - India mission of the Government. Hon'ble Minister appreciated the idea of trainings for the Direct Sellers. IDSA deputation also suggested that such trainings should be conducted online. Hence, simplifying the process furthermore.



*IDSA Delegation met Shri Anantkumar Hedge, Hon'ble Minister of State for Skill Development and Entrepreneurship*

A Direct Selling delegation met with Ms. Shefali Shah, Additional Secretary- Department of Consumer Affairs on **4<sup>th</sup> July 2018** during which a presentation on Direct Selling business model. The delegation also presented her with facts and figures about the Direct Selling Industry in the form of Annual Survey Report 2016-17.

On **6th July 2018** the delegation of IDSA got a chance to represent the Direct Selling Industry with Shri Saryu Rai, Hon'ble Minister- Department of Food, Civil Supplies & Consumer Affairs. They requested Mr. Rai to adopt the Central Guidelines in Jharkhand to motivate people to start their own business.



*(Left to Right) Mr. Rana Banerjee; Mr. Rajat Banerji, Secretary, IDSA; Shri Saryu Rai, Hon'ble Minister - Food, Public Distribution & Consumer Affairs; Mr. Vivek Katoch, Chairman, IDSA*

On **8<sup>th</sup> July 2018**, Mr. Ankit Shukla, General Manager and Mr. Abhishek Kumar, Senior Manager, IDSA represented the Indian Direct Selling Industry at Tien's Annual Event. While addressing the audience, Mr. Shukla presented the facts and figures of the industry.



The delegation of IDSA got the opportunity to present the insights of the Direct Selling Industry and IDSA with Shri Ram Mohan Mishra, Additional Secretary- Ministry of Micro, Small and Medium Enterprises. The meeting took place in the capital state on **12<sup>th</sup> July, 2018**. Mr. Mishra advised IDSA to partner the MSME Ministry to promote micro enterprises. He also suggested us to join their forthcoming schemes like 'Udyam Sakhi', 'Udyam Jyoti' and 'Udyam Saathi'.

## “Kaushal Bharat, Kushal Bharat” A Helping Hand for Direct Selling

The Hon'ble Prime Minister, Narendra Modi launched the Skill India mission in the year 2015. The reason behind this campaign was to encourage the citizens of the country to get indulged into skill development programs. This skill development campaign has been assisting in the booming process of the Direct Selling industry.

Direct selling is one industry where the entities involved mainly concentrate on enhancing the skill sets of the individual involved. The process of becoming a direct sellers starts with offering extensive training sessions for the recruited personnel. The chairman of Indian Direct Selling Association (IDSA) says " We are striving to help this industry boom to the highest levels possible, not only nationally but internationally as well. Our member entities have successfully provided skill development training sessions for more than 50 lakh direct sellers in the year 2016-17."

This industry stands strong at a revenue of 1.4 million today, providing self-employment opportunities to 5.1 million citizens in the country. Direct Selling has assisted unskilled individuals to become independent and self reliant. This industry specifically encourages the capable workforce of the country to become skillfully talented leaders in the following years.

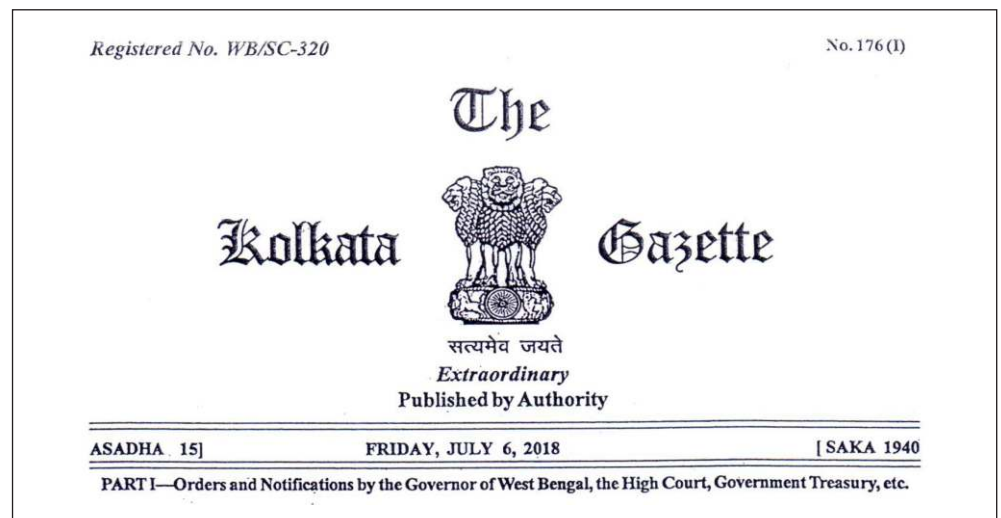
The Direct Selling entities also offer extensive product trainings to its Direct Sellers who carry out product demonstration for consumers. These trainings helps Direct Sellers to enhance their presentation, public speaking and engagement skills, along with assisting them to emerge as confident leaders of the industry.



According to the IDSA Annual Survey 2016-17, the Direct Selling entities provided trainings of around 380-31000 man hours per quarter to the Direct Selling salesforce. While, new direct sellers accumulate requisite knowledge to start their business, the existing direct sellers get introduced to new technologies and ways to increase their sales value.

Direct Selling industry concentrates on scaling their sales to the highest level, along with motivating the citizens of this nation to become self dependent entrepreneurs. Also, the direct selling entities give back to the society in the form of CSR activities. This industry has been showing the colors of life to not just the people who are involved in the direct selling business, but also to other citizens in the country. The industry has the potential to not only uplifts the economic conditions of the country, it also works hand in hand to make changes in the society as well.

**IDSA's advocacy efforts successfully resulted in West Bengal adopting the Direct Selling Guidelines, becoming the 7th state to adopt these Central advisory**



*For more information, please contact us:*



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