



Vice-Chairperson Mrs. Rini Sanyal Expresses Gratitude Towards Kerala and Rajasthan Government

“Over the years Direct Selling has proven its potential not only in terms of sales, but also in terms of changing people's life. I would like to take this opportunity to sincerely thank both the Rajasthan and Kerala government for adopting the Central Direct Selling Guidelines in their respective states. Rajasthan becomes the 8th state to adopt the advisory and Kerala becomes the 9th state to show its support towards the industry. With this adoption, I hope more and more people will be encouraged to become part of this booming industry.”



Leader of the Month

Mr. Suresh Venugopal

CEO, AMC India Direct Selling Pvt. Ltd.

“AMC as an organization believes in spreading the message of healthy lifestyle” says Mr. Venugopal. Further he also added words of motivation encouraging women and the millennials to come forward and become a part of the direct selling industry.” I believe women are the most effective multi-taskers, more so in current scenario. and I strongly believe that they have the highest zeal and passion when it comes to Direct selling organization. Direct Selling gives them freedom to work at their own terms, from their place, to become independent and more importantly it helps in bringing out their exceptional talents.” Mr. Venugopal believes, “Youngsters today are fast, and they are interested in innovative career. Since the adoption of technology is on high scale, it is equally important for the organization like us to lure them with attractive income and better career at a faster pace. A consistent career with challenging role along with recognition and remuneration are part of our career path and this is how we try to bring in youths.



Interaction with the Leader...

1. Word of thanks for the government on recent adoption of the Direct Selling Guidelines. (According to the current state that adopts them)

Sincere appreciation to the government who has now understood the importance of Direct Selling and started supporting the IDSA authorities by formulating the new guidelines. I feel these guidelines will definitely help in streamlining the Industry and curb malpractices. We as a Direct Selling organization are here to support Indian economy and this is an incredible step from the government towards us.

2. A byte on your Recent CSR Activities

AMC as an organization believes in spreading the message of healthy lifestyle through its philosophy of Eat Better, Live Better. We keep participating in the activities, which can help uplift lesser-privileged section of society. Some of them are donating to the orphanages during joy of giving week etc.

3. USP of your products and why should a consumer use them?

Its simple, fatless and waterless cooking to help today's generation who are fighting against daily stress, pollution and minimal natural ingredients. Our USP to cook food at the right temperature ensures maximum absorption of vitamins and minerals and serve the healthiest food daily with minimal time. Basically, we consider our sales partners as "Health Ambassadors" who just promote good eating habits.

Direct Selling Making the most out of the Generation Next Population In India

India is known to be a young country. With half of its population being under the age of 25 and about two-thirds of the total population is below the age of 35 years. In an article by Bloomberg Opinion, it was predicted that by 2027, India is likely to have the world's largest workforce with about a billion people aged between 15 and 64.

Such statistics motivated the direct selling entities to start collaborating with the millennials of the nation. IDSA's Annual Survey 2016-17, recorded the contribution of this specific population to be highest in numbers. The survey states, about 34.5% of the direct sellers belonged to the age group of 35-44, followed by 32.8% belonging to the group of 25-34 years. When the segregation of the statistics was done regional wise, it was noticed that the millennials stayed intact at the top position.

The direct selling industry has been facing a crunch on the recruitments nowadays. Since the older distributors are beginning to age and the competition has been increasing day by day. Millennials have become one of the largest generational group in India. Many individuals that fall into this category rank a job on the

basis of the flexible work schedule and are openly willing to take up a freelancing job rather than opting a 9-5 routine. This makes them the ideal workforce for this industry in particular.

Direct selling provides a sensible solution for the Gen Xers to generate an income. This industry provides appealing offers with low setup cost to the savvy, young and enterprising professionals of the nation. This model of business allows the individual with fewer qualifications and capital to become a leading name in the

industry. Direct selling has been gaining popularity over the last few years and the contribution of the baby boomers have also increased.



IDSA Delegation Meeting State & Central Government Officials

- ⦿ On **2nd August**, Mr. Vivek Katoch, Chairman, IDSA along with Secretary, Mr. Rajat Banerji met with Hon'ble Finance Minister of Haryana, Captain Abhimanyu Singh to discuss the Direct Selling industry in the state.



- ⦿ Mr. K.A.P. Sinha invited the delegation of IDSA for a detailed presentation on Direct Selling. The delegation spoke to him about the importance of adopting the Direct Selling Guidelines, while highlighting the other states that have already adopted them. This meeting took place in Chandigarh on **2nd August, 2018**.

- ⦿ On **3rd August, 2018** the IDSA delegation met with Mr. Jai Ram Thakur, Hon'ble Chief Minister of Himachal Pradesh in Shimla. During the course of the meeting, IDSA highlighted the important aspects of the Direct Selling Industry, its contribution to the economy as well as the socio-economic impact of Direct Selling in India as well as in the state of Himachal Pradesh.



(Left To Right) Mr. Ankit Shukla, General Manager, IDSA; Ms. Alka Gurnani, Corporate Affairs, Amway India; Mr. Vivek Katoch, Chairman, IDSA and Shri Jai Ram Thakur, Hon'ble Chief Minister of Himachal Pradesh

- Shri P. Thilothaman, Hon'ble Minister and Ms. Mini Antony, Special Secretary, Department of Food, Civil Supplies and Consumer Affairs, Government of Kerala met the IDSA delegation on **8th August**. The Direct Selling delegation underlined the contribution of Direct Selling in the state of Kerala, having also apprised the dignitaries about the importance the Guidelines holds in the states that have adopted the same. IDSA delegation also presented them with the Annual Survey Report, offering more clarity on the industry.



(Left To Right) Ms. Rini Sanyal, Vice-Chairperson, IDSA; Mr. Vivek Katoch, Chairman, IDSA; Shri P. Thilothaman, Hon'ble Minister – Department of Food & Civil Supplies and Ms. Mini Antony, Special Secretary, Consumer Affairs

- ◎ IDSA delegation met with Mr. Kamal Kumar Dayani Principal Secretary, Food Civil Supplies & Consumer Affairs Department, Government of Gujarat, on **10th August 2018**, The delegation shared insights about the Direct Selling industry along with stressing upon the need of adopting the Central Direct Selling Guidelines in Gujarat.

Release of the Kerala Direct Selling Guidelines & Monitoring Mechanism

A release event was held in the state of Kerala for the introduction to the Kerala Direct Selling Guidelines & Monitoring Mechanism. IDSA Chairman, Mr. Vivek Katoch in his address to the audience, congratulated the state of Kerala for bringing the Direct Selling Guidelines. Mr. Katoch also hoped that the Guidelines will further strengthen the Industry in Kerala and that Direct Selling can witness a new boom in the state. Along with Mr. Katoch, IDSA Secretary, Mr. Rajat Banerji also bolstered the confidence of the Direct Sellers in the state by delivering a speech to motivate the audience.



IDSA's continuous dialogue, advocacy efforts and consultation resulted in Rajasthan and Kerala becoming the 8th & 9th states respectively to adopt the Central Guidelines. These Guidelines give definitional clarity to Direct Selling at the same time prohibiting 'Pyramid Schemes'

GOVERNMENT OF RAJASTHAN
DEPARTMENT OF CONSUMERS AFFAIRS

F 89(63)C.A.D./C.P./2016 JAIPUR, DATE

NOTIFICATION

These guidelines, may be called the Direct Selling Guidelines 2018. These are issued as guiding principles for State Governments to consider regulating the business of „Direct Selling” and Multi-Level Marketing (MLM) and strengthen the existing regulatory mechanism on Direct Selling and MLM, for preventing fraud and protecting the legitimate rights and interests of consumers.

DIRECT SELLING GUIDELINES- 2018

Clause 1. Definitions:

In these Guidelines unless and otherwise required:

1. "Act" means the Consumer Protection Act, 1986 (68 of 1986);
2. "Consumer" shall have the same meaning as provided under the Consumer Protection



GOVERNMENT OF KERALA

Abstract

CONSUMER AFFAIRS DEPARTMENT—GUIDELINES ON MONITORING MECHANISM
FOR REGULATING MULTI-LEVEL MARKETING/DIRECT SELLING—ORDERS ISSUED

CONSUMER AFFAIRS DEPARTMENT

G. O. (P) No. 8/2018/CAD.
Dated, Thiruvananthapuram, 4th June, 2018.

Point to Ponder...

“ *Many a times, we give-up at a time when results await in the next alley. Success is a result of prolonged persistence combined with hard-work* ”

- Ankit Shukla

General Manager, IDSA

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