

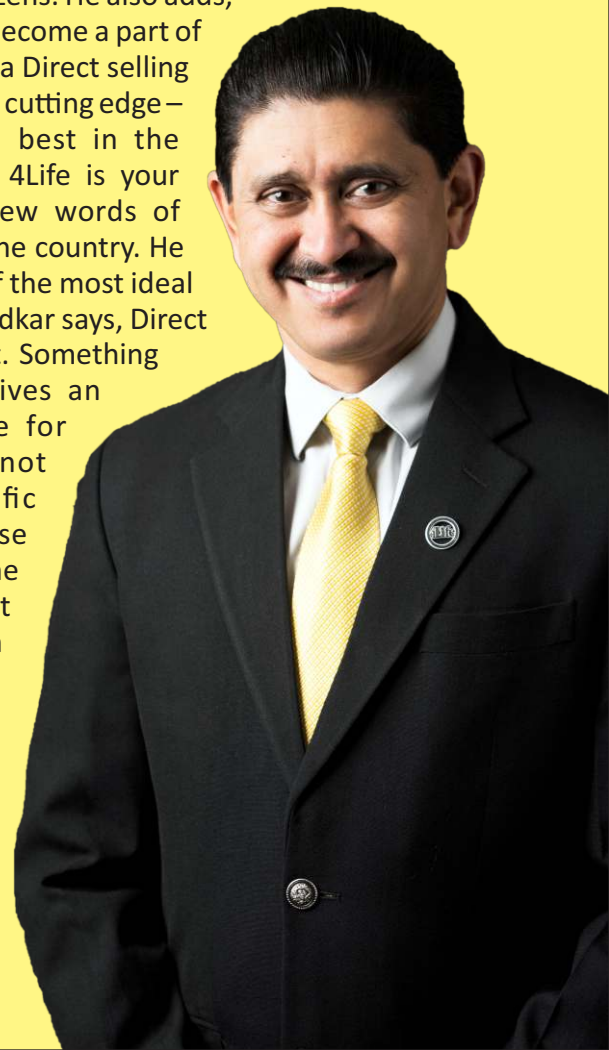


Leader of the Month

Manoj Shirodkar

CEO, 4Life Trading India Pvt. Ltd.

“Last few years has seen many disruptions in the direct selling business environment. FSS Act and Direct selling guidelines are efforts of many in right direction to give long term stability to the industry. We had our share of heartburns and sudden shocks. But we understood the changes and have mastered them over a period.” Mr. Manoj Shirodkar shares his words of gratitude, towards the Government. He says, “I would like to thank the states that have taken steps to operationalize the Direct selling guidelines. Their intent shows their desire to protect the gullible citizens of their state from fly by night operators who generally flees middle- and lower-income people. I also encourage other states to take this example and adopt the Direct selling guidelines in the interest of their citizens. He also adds, He further motivates individuals to become a part of the 4Life family, “If you want to join a Direct selling company with integrity, compassion, cutting edge – next frontier patented products, best in the industry compensation plan. then 4Life is your only choice.” He also shares a few words of encouragement for the women of the country. He speaks on Direct Selling being one of the most ideal career options for women. Mr. Shirodkar says, Direct selling works on emotional connect. Something women have naturally. It also gives an opportunity to utilize free time for earning extra income. It does not require huge capital or specific educational qualification. All these points fit very well for most of the women in India. The products that are mainly sold in India through Direct selling are nutrition supplements which a lady in the house needs most to keep her family healthy or cosmetics which all women are fond of. So even the products range fits the skill/ knowledge set of Indian women. As they say, “Love what you do and do what you love”. Direct selling gives that option to women.”



IDS A Delegation Meeting State & Central Government Officials

- ⊙ **13th November 2018** – In an introduction meeting of Secretary General, Rana Banerjee and Abhishek Kumar met with Mr. Anshu Bagai, CEO, Jeunesse India Pvt Ltd. During the course of the meeting, Mr. Bagai and Mr. Banerjee discussed about the concerns and challenges of Industry and how the same could be resolved. Mr. Banerjee sought Mr. Bagai's support and guidance to address the industry concerns.
- ⊙ IDS A delegation, led by Chairman Vivek Katoch, along with Secretary General, Rana Banerjee and FICCI representative Alka Gurnani met with Mr. Ravinder S. Thakur, Deputy Director, Department of Food, Civil Supplies and Consumer Affairs, Government of Himachal Pradesh on **20th November 2018**. During the course of the meeting, the delegation was informed that the Department has already formulated the Guidelines after having consulted the state of Rajasthan. The draft of the Guidelines has been shared with the Chief Secretary office, which sought the 'pros' & 'cons' of the same. Mr. Thakur suggested IDS A to submit a document on 'Pros' & 'Cons' of Direct Selling, which was duly submitted to the Department.
- ⊙ **20th November 2018** – The IDS A comprising of Vivek Katoch and Alka Gurnani met up with Mr. Onkar Chand Sharma-Principal Secretary, Food, Civil Supplies and Consumer Affairs, to apprise about the Direct Selling Guidelines in the state. The delegation also shared a background regarding the formulation of these Guidelines by the Government of India. Vivek, while sharing the industry figures, also elaborated on the socio-economic impact of Direct Selling in terms of promoting entrepreneurship & leadership, creating self-employment opportunities, giving boost to MSME and domestic manufacturers.
- ⊙ On **20th November 2018**, an IDS A delegation, led by Vice Chairperson- Rini Sanyal, along with Treasurer- Jitendra Jagota, Secretary General- Rana Banerjee and Sr. Manager- Abhishek Kumar met with Drug Controller General of India, Dr. Eswara Reddy to seek support on Industry's concern of Direct Selling cosmetics products being sold on e-commerce portal. Giving cognizance of IDS A's representation to FSSAI, we requested CDSCO to send a directive to e-commerce companies to take permission of Direct Selling entities to sell such products on their platforms. Dr. Reddy informed that since the Drugs & Cosmetics Act does not regulate distribution of cosmetics, the Department will not be able to send any such directive to e-commerce companies.



- ⊙ A meeting took place on **27th November 2018** between the representatives of IDSA and the Hon'ble Chief Minister of Himachal Pradesh, Mr. Jairam Thakur. IDSA delegation requested the state to expedite the notification of the Guidelines.



- ⊙ **29th November 2018** – During a courtesy meeting, the Secretary General- Rana Banerjee and Sr. Manager- Abhishek Kumar met with Ms. Shefali Shah- Additional Secretary, Mr. Anil Bahuguna- Joint Secretary and Mr. Dharmesh Makwana- Director Internal Trade, we discussed about various aspects of Direct Selling industry. We also reminded the officials about IDSA's submission of considering including Cause 1.7 in the FAQs of Direct Selling, which the Department will consider. Mr. Banerjee sought continuous support and Guidance from the officials.

- ⊙ On **29th November 2018**, the Secretary General and Sr. Manager also got the opportunity to meet Consumer Affairs Secretary, Mr. Avinash Srivastava. During the course of discussion, Mr. Srivastava sought IDSA to submit a brief note on the difference between Direct Selling and Traditional Retail. Enquiring about IDSA on-going discussion on conducting all-stakeholders meeting, Mr. Srivastava assured his complete support to the Industry.



Expert Opinion Corner

'You are what you eat'

Jegathesan Subramaniam
Director, K-Link India

For Millennia, long before any form of recognized science may have emerged, the land that is India had been practicing a well-informed disciple, a science no less called Ayurveda; it was the science of life. Ayur is Life. Veda is Science. Ayurveda is not just intake of Ayurvedic supplements, it sets in the way of life. It is a lifestyle that one can easily adapt to in order to be healthier and happier.

Today, Ayurveda is being widely used in modern life. This was triggered by several research-conducted scientific research and has proved how effective the role of plants and herbs on human health.

K-Link Ayurveda's objectives are - Prolong life and to Promote Complete Health. K-Link's Ayurveda products are aimed at improving health & fitness. Ayurveda Products can be taken as food supplements as well as herbal supplements. Being food-supplements, we can use the products in our day to day life. K-Ayurveda Health Kit for Men and Women are the combos that keep you healthy & fit by Detoxifying, Balancing and Rejuvenating.

Ayurveda emphasizes on consuming herbal and natural supplements. The herbs used in K-LINK Ayurveda Products have been successful in reducing diabetes and cholesterol. In recent years, there has been a growth in the use of Ayurveda Products due to the success stories of millions. Ayurveda is aimed at creating and maintaining a balance. K-LINK Ayurveda Products works efficient, quick and practical towards in this modern world.

Over the last two decades since 1993, K-LINK and Welex Laboratories (Manufacturer of Ayurveda Products) is a symbiotic and mutually rewarding business relationship. Welex Laboratories is a multi-faceted, WHO-GMP approved Ayurvedic Products company, recognized for manufacturing of high quality and highly safe products.

Take a breath and get used to Ayurveda Products in your life and it involves care of the Physical, Mental and Spiritual health by keeping the body, mind and spirit in an ideal equilibrium with the basic elements of the nature.

'You are what you eat' this saying is true!



Shopping with Direct Selling

Direct Selling has gained popularity among the Indian consumers over the years. Direct Selling enables an individual to shop at his/her own comfort.

One of the major reasons why the consumers prefer a direct seller, over going to a shopping mart is the comfortability of staying at home and receiving the services needed. The Direct Seller provides a full demonstration of the products before selling it to the consumer. An individual working as a direct seller, spends ample amount of time in gaining the knowledge that is needed. These individuals go through extensive training sessions that fills them up with the correct knowledge of the products and services that are supposed to be offered. In addition, the face to face interaction helps in developing a trust bond between the consumers and their direct sellers for the future.

Another important factor that attracts the consumer of the Indian Market is convenient shopping. Direct Selling gives its consumers the opportunity to stay at their home and receive high quality products at their door steps. The direct selling model eliminates the need for a consumer to visit a shopping centre. An individual can sit back and relax while the demonstration is being provided. The consumer has the option to host a get together in their house, further assisting other consumers to gain the same experience.

The fact that Direct Selling allows international quality products to be available at reasonable prices and right at ones' door step has attracted many consumers to avail such products has helped this industry to gain its popularity. The Direct Selling industry believes in the motto "Consumer is the King", prioritizing the needs and wants of the consumer is of utmost importance for any direct seller.





Gautam Bali

Managing Director, Vestige Marketing Pvt. Ltd.

Gautam Bali is a visionary entrepreneur, a distinguished leader, a motivator and one of the pioneers of the Indian Direct Selling Industry. Mr. Bali is a graduate from Jammu University and he brings more than 30 years of experience to the business globally and held many key positions such as VP, Chief Marketing Officer and the CEO of noted direct selling companies after completing his Masters in Sales and Marketing. He possesses a strong business and leadership record and has a deep understanding of the consumer and business landscape.

Mr. Bali started his professional career with Pfizer Inc., which is a Multinational Pharmaceutical Corporation. He then went on to work with various Direct Selling Companies in India and abroad and has held senior positions like Vice President at Biotique Network Marketing, Chief Marketing Officer at Elken Sdn Bhd.

Mr. Bali is currently at the helm of Vestige, which started its operations in the year 2004. Vestige is one of the leading direct selling companies dealing in a diverse range of health, personal care, wellness and cosmetic products.

Vestige is now recognised as one of the key players in the Indian Direct Selling Industry with an incredible expansion on a global scale.



NOTIFICATIONS BY GOVERNMENT

CO-OPERATION, FOOD AND CONSUMER PROTECTION DEPARTMENT

The Tamil Nadu Direct Selling Guidelines Order 2018.

[G.O. Ms. No. 136, Co-operation, Food and Consumer Protection (H2), 1st October 2018,
புரட்டாசி 15, விளம்பி, திருவள்ளூர் ஆண்டு-2049.]

No. SRO A-52/2018.— With the prior concurrence of the Central Government vide F.No.21/18/2014-IT (Vol-II), Ministry of Consumer Affairs, Food & Public Distribution, Department of Food & Public Distribution, dated: 09.09.2016 the Governor of Tamil Nadu hereby makes the following Order, namely:

IDSA welcomes TN Direct Selling Guidelines

Chennai, Nov 28: The government of Tamil Nadu notified Direct Selling Guidelines 2018, joining the list of southern states that have adopted the Central Guidelines to regulate Direct Selling. Indian Direct Selling Association (IDSA), the apex industry body, has wholeheartedly welcomed the Tamil Nadu Direct Selling Guidelines, that provides definitional clarity to Direct Selling.

Vivek Katoch, Chairman, IDSA said, "We present our gratitude to Department of Food, Civil

clarity for the Industry in the state.

These Guidelines will certainly boost confidence of 4.5 lakh Direct Seller-sand give a strong push to self-employment opportunities in the state. In addition, the Guidelines will also promote entrepreneurship, especially motivating the unskilled and semi-skilled individuals. These Guidelines will also drive the Direct Selling entities to further invest in the state bringing products of international quality within the reach of consumers at very competitive prices.

IDSA welcomes TN's adoption of direct selling guidelines

[NT Bureau]

Chennai , Nov 27:

Indian Direct Selling Association (IDSA), the apex industry body, has welcomed the government of Tamil Nadu's move to adopt the centre's guidelines to regulate direct selling. In its statement, IDSA said it has wholeheartedly welcomed the Tamil Nadu Direct Selling Guidelines, that provides definitional clarity to direct selling.

"We present our gratitude to Department of Food, Civil Supplies and Consumer Affairs for adopting the Central Guidelines in the State of Tamil Nadu, thus paving way for clarity for the Industry in the State," the apex body said. "These Guidelines will certainly

boost confidence of 4.5 lakh direct sellers and give a strong push to self-employment opportunities in the State," the statement added.

In 2016, the Department of Consumer Affairs, Government of India had notified the direct selling guidelines, a model framework as guiding principles for the State governments to regulate direct selling and multi-level-marketing.

"The Guidelines will also promote entrepreneurship, especially motivating unskilled and semi-skilled individuals. (It) will also drive the direct selling entities to further invest in the State bringing products of international quality within the reach of consumers at very competitive prices," said chairman, IDSA, Vivek Katoch.

தமிழ்நாடு நேரடி விற்பனை வழிமுறைகள் ஒரு வரவேற்பு நடவடிக்கை: ஐடிஎஸ்ஏ

சென்னை, நவ.28-
வழிகாட்டு நெறிமுறைகளை பின்பற்றிய மத்திய
களின் பட்டியலில் சேர, நேரடி விற்பனை வழிகாட்டுதல்கள்
2018-ஐ தமிழக அரசு அறிவித்துள்ளது. இந்திய நேரடி
விற்பனை சங்கம் (ஐடிஎஸ்ஏ), தலைமை நிறுவனம், முழு
மனதுடன் நேரடி விற்பனை விற்பனை வரையறுக்கப்பட்ட
தெளிவு வழங்கும் தமிழ்நாடு நேரடி விற்பனை வழிகாட்டுதல்
களை வரவேற்கிறது.

தமிழ்நாட்டில் மத்திய வழிகாட்டுதல்களை பின்பற்றுவதற்கு
உணவு, சிவில் சப்ளை நுகர்வோர் விவகாரங்கள்
க உணவு, சிவில் சப்ளை நுகர்வோர் விவகாரங்கள்
நாடு எங்கள் நன்றியை தெரிவித்துக் கொள்கிறோம்.
றக்கு எங்கள் நன்றியை தெரிவித்துக் கொள்கிறோம்.
னால் மாநிலத்தில் தொழில் நுட்பத்திற்கான ஒழுங்கு
று தெளிவுபடுத்துவதற்கு வழிவகுக்கிறது. இந்த வழி
தல்கள் நிச்சயமாக 4.5 லட்சம் நேரடி விற்பனைய
நம்பிக்கையை அதிகரிக்கும் மற்றும் ம
மில் வாப்புகளை வலுவாக உப
கூடுதலாக, வழிகாட்டுதல்
தல்கள் தொழில்முயற்சி
க்கும். இ
மும்.

தமிழ்நாடு நேரடி விற்பனை வழிமுறைகள் ஒரு வரவேற்பு நடவடிக்கை: ஐடிஎஸ்ஏ

சென்னை, நவ.28
நேரடி விற்பனை முறையை நிர்வகிப்பதற்கு மத்திய
ளாட்டு நெறிமுறைகளை பின்பற்றிய தெற்கு
லங்களின் பட்டியலில் சேர, நேரடி விற்பனை
காட்டுதல்கள் 2018 ஐ தமிழக அரசு அறிவித்துள்ளது.
தமிழ்நேரடி விற்பனை சங்கம் (ஐடிஎஸ்ஏ), தலைமை
நிறுவனம், முழு மனதுடன் நேரடி விற்பனை விற்பனை
களை வரையறுக்கப்பட்ட தெளிவு வழங்கும் தமிழ்நாடு நேரடி
விற்பனை வழிகாட்டுதல்களை வரவேற்கிறது.

"தமிழ்நாட்டில் மத்திய வழிகாட்டுதல்களை
பின்பற்றுவதற்காக உணவு, சிவில் சப்ளை நன்றி
நுகர்வோர் விவகாரங்கள் துறைக்கு எங்கள் நன்றி
தெரிவித்துக் கொள்கிறோம். இதனால் மாநிலத்தில் தொ
நுட்பத்திற்கான ஒழுங்குமுறை தெளிவுபடுத்துவத
வழிவகுக்கிறது. இந்த வழிகாட்டுதல்கள் நிச்சயமாக
லட்சம் நேரடி விற்பனையாளர்களின் நம்பிக்கையை
அதிகரிக்கும் மற்றும் மாநிலத்தில் தொழில் வாய்ப்பு
வலுவாக உயர்த்தும். கூடுதலாக, வழிகாட்டுதல்
தொழில்முயற்சியை ஊக்குவிக்கும், குறிப்பாக திறமை
மற்றும் அரை திறனற்ற நபர்களை ஊக்குவிக்கும்
வழிகாட்டுதல்கள் நுகர்வோருக்கு மிகவும் போ
விலைகளில் சர்வதேச தர பொருட்களை வழ
மொத்தத்தில், இது தொழில்துறை மற்றும் நுகர்
இருவருக்கும் ஒரு நேர்மறையான தாக்கத்தை உரு
என ஐடிஎஸ்ஏ தலைவர் விவேக் கட்டோக் கூ



In one of the 'Proudest' moments for the Association, IDSA was awarded 'Gold Status' by the WFDSA at the Board of Delegates meeting in China. The theme for the meeting was "Direct Selling -The future, which witnessed discussion on objectives and key initiatives around Advocacy, Association Services, Ethics, Global Regulatory Affairs, Governance & Finance. Some of the key take away from the meeting were :-

- ⊙ **Technology for better communication**
- ⊙ **Change in terms of values** – A look at long term Business opportunities / Entrepreneurs
- ⊙ **Rise of the Millennials**
- ⊙ **Women Empowerment**
- ⊙ **GenZ** is silently changing the shape of the industry
- ⊙ **Economic reality from the organizations**
- ⊙ **CSR activities:** The pillars industry must focus – Health, Environment and Education
- ⊙ **WFDSA's increased the participation in local country events**
- ⊙ **E-Commerce portals selling Direct Selling products** – How the industry can work together to address the issue
- ⊙ **Indian Scenario:** The India Direct Selling Guidelines and efforts taken by IDSA and its certain member companies to address the concerns pertaining to e-commerce
- ⊙ **The 2020 WFDSA world congress would be held in Bangkok, Thailand**



For more information, please contact us:



Indian Direct Selling Association

504, 5th Floor, Ansal Manisha Building,
75-76 Nehru Place, New Delhi-110 019. India
Phone: +91 (011) 2628 2017 • Fax: +91 (011) 2628 2045
E-mail: info@idsa.co.in