

# DIRECT SELLING UPDATES BY IDSA

AUGUST 2021



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## CHAIR SPEAKS

# Direct Selling Came Out with Flying Colours in FY'2019-20



*Ms. Rini Sanyal, Chairperson, IDSA*

It is my immense pleasure to apprise everyone that IDSA released the Annual Survey Report 2019-20 on 16th July 2021, in a virtual event. The last fiscal was a great one for the Direct Selling industry with the Indian market registering a staggering year-on-year growth of 28%, with the gross industry turnover at INR 16,776 crore in 2019-20, as compared to INR 13,080 crore in 2018-19. In the process, the industry has registered a robust 18% CAGR over a period of 4 years.

India has made rapid progress in Direct Selling business, having recorded an 18% CAGR over a period of four year. It is a testament of the fact that Direct Selling business in the country has made a steady progress over the last few years. What stands out the most is the fact that the number of Direct Sellers has grown by a whopping 30% to 74 lakh Direct Sellers, up from 57 lakh Direct Sellers in 2018-19. It goes on to show that Indians have increasingly found Direct Selling to be a fruitful career option in the recent years.

Another interesting fact has been the men-women ratio among the salesforce, which stood at 51:49. It is a clear indication that Direct Selling is increasingly becoming a preferred career option for Indian males. The surge in male participation in Direct Selling business has broken another stereotype that this business is only suitable to women because of its supplementary income opportunities. Over the last 4 years, the male participation in Direct Selling has been on a rise, with 2019-20 being the year when men have surpassed women. It is a very fascinating fact that Indian men have taken up Direct Selling business as full-time income and business opportunity. The Direct Selling industry is much in demand than earlier sheerly for its entrepreneurial and self-employment opportunities.

I am also proud to share that according to the World Federation's global data, India has become to the 12th largest Direct Selling market in the world, up from 15th position in 2019. While India has outperformed many leading Direct Selling markets in the last few years, the business is poised to grow further in the coming years. We are confident that India will break into the top-5 Direct Selling markets in the globe much sooner than the earlier estimates.

The Annual Survey Report 2019-20 showcases some encouraging trends in Direct Selling at a time when there is a tremendous socio-economic distress due to the pandemic across the globe. The growth trajectory of the industry, that has been on a surge over the years, has boosted even further in the last fiscal with more domestic and international entities foraying into the Indian market.

One of the highpoints for the Direct Selling business happens to be the efficient use of technology, especially social media, which has helped the Direct Sellers to reach out to wide-spread consumers in the country. Digital means of Direct Selling business has become immensely popular primarily because it has proved to be a very productive way and cost effective.

The positive socio-economic effects of the Direct Selling Industry on the community are immense as it promotes self-employment and entrepreneurship opportunities coupled with providing a prolonged career option with sustainable income.

The Direct Selling industry is going through a purple patch! I am sure this purple-patch is going to continue for long time and we are set to write new success stories which will be remembered for a lifetime !



## IN FOCUS

### From Guidelines to Draft Rules The Journey of Direct Selling Regulations

The much-awaited moment arrived on June 30th, when the Department of Consumer Affairs invited public comments on the Draft Consumer Protection (Direct Selling) Rules, 2021. Many heaved a sigh of relief, as the much-needed process of bringing the Direct Selling business under a regulatory regime was back on track. Do let's keep in mind that these Rules had been in drafting stage since November 2019, with the present draft being the third such attempt from the government to bring specific regulations for the Direct Selling industry. One might wonder why it took so long to bring regulatory clarity for the Direct Selling industry. Let me take you on a walk back to past to understand it.

Direct Selling business took root in India, just as the economy had entered the phase of liberalization. Though it very much was a new concept at that time, it was not very different from the traditional door-to-door sales method, which probably is the oldest form of trade anywhere. The only difference was now that this business model now had a corporate Avataar, and the consumer had the option of participating in the business to earn some passive income while continuing with her current employment. Everyone pretty much liked the concept of the products being availed at one's doorstep and the option of earning some part-time income too.

The late 90's were the champagne years for industry where all businesses boomed. The period of 1999-2004, saw the most stable growth in the Indian economy where 60 million jobs were created. Inflation averaged at 4.6% and the nation's current account surpluses for three consecutive years – never achieved before, or since.

The Direct Selling industry rode along this boom, though admittedly, it has been a roller-coaster ride; the industry witnessed new highs and depressing lows in the last 25 years. In 2011, the Kerala government all-but-wanted to shut down the industry when three Ponzi schemes collapsed and decamped with hundreds or crores of monies. IDSA led the three-month intense discussion with the state Government and by September that year, the industry had Guidelines, albeit for that State only.

This brought us into the corridors in Delhi with fresh vigor and we went from one Ministry to the other, seeking a home.



**Mr. Rajat Banerji, Vice Chairman, IDSA**

It was only sometime in 2012 that our efforts bore fruit and the Centre advised us that the Ministry of Consumer Affairs was our nodal ministry as per the Allocation of Business Rules. An Inter-Ministerial Group had been formed that year and by 2014, their report indicated that they a new Legislation for the Direct Selling industry was the need of the hour. Around this time, two white papers – one by Bibek Debroy and the other by the National Law School, Bangalore, also indicated the same. In 2014, an Inter-Ministerial Committee headed by Secretary Consumer Affairs was formed by the late Ramvilas Paswan, then Minister Food, Civil Supplies and Consumer Affairs. The Committee was given a six-month timeframe to come out with their recommendations. The tenure of this committee was extended thrice and finally in October 2016, the IMC notified the Direct Selling Guidelines.

IDSA and other industry associations had, in the interim, made presentations before two Parliamentary Standing Committees – Consumer Affairs and Finance – which led to Direct Selling finding mention in the draft of the Consumer Protection Bill 2019. When this was passed and we had the Consumer Protection Act 2019, another milestone had been achieved, and now that we are on the verge of Rules for Direct selling under the Consumer Protection Act, 2019.

Some would add it was time. Today, it is a 17,000-crore industry (IDSA Survey 2019-20) in India, with a CAGR of 18% in the last 4 years and among the 15 largest Direct Selling markets in the world. While the rise of Direct Selling in India has had its flipside too. For most of the Direct Selling's journey in India, the biggest challenge affecting the industry has been the lack of regulatory clarity due to which the enforcement agencies, far too often, have mistaken the Direct Selling business for fraudulent Pyramid Schemes and hence misapplying the Prize Chits and Money Circulation Schemes (Banning) Act 1978, a law enacted to curb illegal money circulation in the country.

## SPOTLIGHT

# Expected impact of Direct Selling Rules on the Industry



*Mr. Yoginder Singh, Managing Partner, Yogi and Partners*

An industry life cycle typically consists of “Start-up Phase, Growth Phase, Shake-out Phase, Maturity and Decline Phase” and each stage have its own catalysts. Regulations/legislations of the industry are critical factors in the Growth and Shake-out phase of the industry’s life cycle. The recent draft “Consumer Protection (Direct Selling) Rules, 2021” by Department of Consumer Affairs, need to be looked at from this context. The Rules build upon the regulatory framework created under the “Guidelines on Direct Selling 2016” issued by the same department in 2016.

The notification of the Direct Selling Guidelines in 2016 was a water shed event which ignited the growth phase of the Direct Selling Industry in India, which had been passing thought a challenging phase due to lack of regulatory clarity and fly-by night operators taking advantage of the ambiguity in law, presenting their ware in the garb of Direct Selling. The Guidelines introduced a framework and various safeguards to protect the interest of the consumers. The Direct Selling industry in the country has had a Compounded Annual Growth Rate (CAGR) of approximately 18% since 2016 and the Guidelines have had a definitive role to play in this growth.

The Consumer Protection Act 2019 defined Direct Selling and provided much needed legislative recognition to this important industry and the present Draft Rules have been framed with an aim to extend the regulatory framework. These rules will help the industry to grow further and shake out the players, who have taken the path of Direct Selling without having differentiated products & service offerings or having deep commitments towards their consumers or Direct Sellers and/or willingness to be in complete compliance with the safeguards provided under

regulatory framework. The most significant aspect of the present Rules is the requirement that every Direct Selling Entity which intend to operate in India is required to register with Department for Promotion of Industry and Internal Trade (DPIIT) for allotment of registration number, which will be prominently displayed on its website and every invoice.

It is hoped that this registration requirement will be more than the requirement of filing declaration under the present DS Guidelines 2019, i.e., the DPIIT will review and evaluate the Business Plan of the Direct Selling Companies before the allotment of registration numbers, which will weed out the companies having questionable business plan/s, a criticism which gets levelled under the present practice wherein over 450 companies have filed the declaration. DPIIT can tap into the expertise of the IDSA to help with this process of evaluation. The Draft Rules have elaborated upon the definition of the Direct Selling network and have brought in greater clarity between it and the pyramid schemes by inserting conditions of compliance by the Direct Selling network in the said definition itself.

One of the most significant aspects of the Rules is the fact that contravention of the same will be considered as ‘unfair trade practice’ as defined under Section 2(42) of the Consumer Protection Act, 2019 and the violation dealt with by Central Consumer Protection Authority and Consumer Courts provisions would be levied on the defaulter. Overall, these Rules will further help to boost the growth of legitimate Direct Selling industry and we keenly look for its early implementation. are another step closer to a tighter vigil on fly by night operators and gives further strength to consumer interest. Let’s just hope that these Rules get notified at the earliest !



## MUSINGS

# Direct Selling in India Going Through a New Phase!

The year 2021 is special for Direct Selling industry in India. The year marks completion of 25 years of Direct Selling in India and what a journey it has been – full of curves, twists and turns. The challenges faced by the industry here are largely the same around the world, from misapplication of laws meant for banning Pyramid Schemes to accusations of being a Money Circulation business. As a matter of fact, one entire generation of Direct Sellers has grown up clarifying these issues and explaining to their prospects, why the business they are inviting them to be a part of, is a legitimate income opportunity.

The Indian Direct Selling industry is amongst the fastest growing in the world. As per the results published by World Federation of Direct Selling Associations (WFDSA) for the year 2020, amongst top 20 Direct Selling nations around the world, India registered the highest year-on-year growth rate and the highest CAGR over a period of three years. The big population of India with a significant share of youth, serves as the catalyst which has provided pace to the growth of the industry. A lot of it can be attributed to the changing consumer behaviour and a shift from offline modes of shopping to more digital ways which is far more convenient than the former.

The use of technology by businesses and the masses has been growing for decades. For the most part, development and adoption have been largely driven by demand; while companies add new tools and technologies to their businesses processes, the consumers adapt themselves to the new technology. This evolution has been fruitful for both. The Covid-19 has further necessitated the use of technology for everything from remote work to buying groceries to even healthcare facilities.

A need was felt among the Direct Selling entities to do away with the traditional methods of offline sales to more modern ways to selling through digital modes. While the process of transformation started in the 1st half of 2020, most of the



**Mr. Chetan Bhardwaj, General Manager, IDSA**

entities had quickly transformed its methods, from physical modes of in person experiences to digital-friendly businesses transacting with consumers virtually, which has borne rich fruits to the business.

While the pandemic has affected most of the business across the globe, it has also unfolded unprecedented opportunities for certain product segments like Health & Wellness, especially for the entities in the Direct Selling vertical. There has been a surge in the demand of Health Supplements, Nutraceuticals and Wellness products across the globe and the story in India is not different. The Wellness segment has always been a top performer in the Direct Selling market over the years. The pre-Covid period study of Indian market revealed that the segment accounted for about 57% of the total Direct Selling sales in 2019-20. However, due to the pandemic scare, the sales of companies dealing in wellness products have touched new heights. Though official study of fiscal 2020-21 is yet to get underway, we are getting a feeling that the wellness segment set to record a jump of 20% to 40%.

It is indeed a phenomenal tale in its own in a country, where the market is still largely untapped. The Direct Selling industry in India has grown at a rapid pace, with the country making strong footprint in global Direct Selling area. While in the last two consecutive years, India has registered a robust double-digit CAGR, the future seems even more brighter for the Indian Direct Selling industry, which is well on its way to become the top-5 Direct Selling markets in the world. I am sure that the moment will arrive sooner than our anticipation and it will be much grander than what we perceive today. Till that time, 'Keep Doing Direct Selling'!



# INTERNATIONAL UPDATES

## **WFDSA Announces 2020 Direct Selling Business Results**

The World Federation of Direct Selling Associations (WFDSA) announced global direct sales of USD 179.3 billion for the year-ended December 31, 2020. Excluding China, worldwide retail sales showed a year-over-year increase of 5.8% with all regions around the globe experiencing increases in sales in 2020 versus 2019. Global sales force is 125.4 million independent Direct Sellers, a 4.3% increase over 2019. This figure includes more than 65 million active Independent Representatives.

## **Amid pandemic, Direct Selling industry in Malaysia grew by 20% last year**

While most business sectors have been badly impacted by the Covid-19 pandemic, direct selling grew by about 20% in 2020 as compared to 2019, announced Direct Selling Association of Malaysia on 16th July 2021. The industry recorded sales of RM 21.5 billion in 2020 while Direct Sellers increased to 4 million from 3.3 million in 2019. As people lost jobs and faced salary cuts, they realised that direct selling was a way to supplement their income.

## **Seldia Updates European Codes of Conduct for Direct Selling**

Seldia adopts Codes of Conduct to ensure that the relationships between companies, direct sellers and consumers are based on trust and fairness. The Seldia General Assembly adopted a revised version of the European Codes of Conduct, and a Guide on disclosure and recognisability of the commercial nature of direct selling social media content. European Direct Selling associations will have until 31 December 2021 to transpose the new codes provisions locally. Companies will have until 30 June 2022 to reflect the European and national changes in their material and practice.

## **DSA of Canada Reports 26% Industry Growth in 2020**

The Direct Sellers Association of Canada (DSA), in a report releasing industry growth data for the channel in Canada in 2020, announced significant growth of 26% year-over-year and \$4.15 billion in retail sales. The number of Canadian consultants also grew to 1.39 million, a 20% increase over 2019. The growth of the channel within Canada is much higher than the U.S., which grew 13%, and Australia, which grew 11%. This growth rate will be an important data point to consider as the channel moves into a post-pandemic economy.





# INDUSTRY UPDATES

## Indian Direct Selling Industry Registers 28 % Y-o-Y Growth, currently valued at INR 16,776 Crore in 2019-20: IDSA Annual Survey Report

The Indian Direct Selling market has grown by 28 percent in the year 2019-20 to INR 16776 crore, according to IDSA's Annual Survey Report 2018-19. The report highlighted that India has made rapid progress in Direct Selling business, having recorded an 18% CAGR over a period of four years. The number of active Direct Sellers in the country stood at around 7.4 million registering a 30% growth from 5.7 million in 2018-19. The male-female ratio stood almost similar.

## IDSA welcomes the move to regulate Direct Selling

The Indian Direct Selling Association has welcomed the draft Rules for Direct Selling by The Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution. IDSA, the premier association of leading Direct Selling entities in India, has hailed the move to bring Direct Selling under a regulatory framework under by publishing the draft Consumer Protection (Direct Selling) Rules, 2021. Direct Selling industry has been vocal about the need for a dedicated rule governing its operations.

## Empowered Entrepreneurs: How direct selling is helping women find their passion for business

Sudhi started her entrepreneurial in 2010 as a direct seller and is now guiding women on health issues, beauty, nutrition and financial flexibility. Sudhi is among the hundreds of women in India who are steadily turning to direct selling to become entrepreneurs and drive the kind of impact they've always wanted to. According to a study, businesses owned by women entrepreneurs in India are likely to witness 90 percent growth in the next five years in India.

## Amway India Promotes The Spirit Of Entrepreneurship With The Launch Of Project Nari Shakti

Committed to empower women by bringing them to the forefront and as part of making major strides towards strengthening the gig economy ecosystem in the country, Amway India, announced the launch of project 'Nari Shakti' in West region. The Nari Shakti project is aimed at bringing Amway's existing group of women direct sellers to the forefront by enhancing their existing skills to run their independent Amway businesses successfully.



# Fourth Estate

## डायरेक्ट सेलिंग उद्योग ने 2020-21 की कोविड प्रभावित पहली छमाही में 4.7 प्रतिशत वृद्धि की

नयी दिल्ली: इंडियन डायरेक्ट सेलिंग एसोसिएशन (आईडीएसए) ने शक्रवार को अपनी वार्षिक सर्वेक्षण

सबसे तीव्र वृद्धि करने वाले बाजारों में है। कारोबार की दृष्टि से 20 शीर्ष देशों में भारत का 12वां स्थान है।

## भारत में डायरेक्ट सेलिंग कारोबार वर्ष 2019-20 में 16776 करोड़ रुपये के पार

उत्तम हिन्दू न्यूज नेटवर्क नई दिल्ली/बैंगलूर: भारतीय डायरेक्ट सेलिंग कारोबार वर्ष 2019-20 में 28 प्रतिशत की प्रभावशाली वार्षिक वृद्धि के साथ 16776 करोड़ रुपये पहुंच गया जो वर्ष 2018-19 के मुकाबले 3696 करोड़ अधिक है। देश में डायरेक्ट सेलिंग उद्योग की संस्था इंडियन

को इसका लाभ उठाना चाहिए। रिपोर्ट के अनुसार देश में डायरेक्ट सेलिंग उद्योग और कारोबार का दायरा तेजी से बढ़ रहा है और इसने गत वार सालों में 18 प्रतिशत सीएजीआर दर्ज की है। इसके अलावा डायरेक्ट सेलिंग से जुड़े लोगों की संख्या वर्ष 2018-19 के लगभग 57 लाख के मुकाबले वर्ष

WELLNESS | SELLS | Industry adds 53 lakh new customers in the first half of year

## Direct selling industry grows in double digits

SANGEETHA G CHENNAI, JULY 16  
Direct selling industry grows 4.7 pc in pandemic-hit H1 of FY21

NEW DELHI, JULY 17  
WITH India's thrust on direct selling of DIRECT selling in India grew 4.7 per goods increasing, Southern region cent in the first half of the pandemic hit records 13 per cent share in the total gross direct sales and Telangana stood at 1.74 per cent in 2019-20 according to crore, aided by heightened demand for a survey released by Indian Direct Sell- health and nutrition segment products, ing Association (IDSA). The region in- Indian Direct Selling Association (IDSA). According to a report by industry body, cludes the States of Tamil Nad per cent), Karnataka (4.38 per percent), Kerala (2.55 percent) Union Territories of Andama Nicobar, Pondicherry, and Le sons joined the direct selling with a weep. The survey of 2019-2020 his daily average of 29,064 new entrants. The contribution of Northern re home concept, enabling people to around 28 per cent of the direct sales in the country in 2019-20. It explore additional sources of income by the Eastern region with a mately 26 per cent of the sales. The survey of the trade from the States. Maharashtra had the

THE HANS INDIA

## North leads direct selling space

Maharashtra tops list; Southern region clocks 13% share



Parkash, Minister of State for Commerce and Industry. The minister said "Direct Selling industry is providing an opportunity to generate self-income to millions of people in the country. Creating a conducive environ-

## भारतीय डायरेक्ट सेलिंग में 28 प्रतिशत की वृद्धि: सोम प्रकाश

नई दिल्ली/उत्तम हिन्दू न्यूज: भारतीय प्रत्यक्ष विक्री बताया कि भारतीय प्रत्यक्ष विक्री बाजार -डायरेक्ट मार्केटिंग, वर्ष 2019-20 में 28 प्रतिशत की वृद्धि के साथ 167 अरब 76 करोड़ 20 लाख रुपये का रहा है। केन्द्रीय वाणिज्य एवं उद्योग राज्यमंत्री सोम प्रकाश ने शक्रवार को ऑनलाइन इंडियन डायरेक्ट सेलिंग



# Indian Direct Selling Industry Registers 28 % Y-o-Y Growth, currently valued at INR 16,776 Crore in 2019-20: IDSA Annual Survey Report

Mumbai : The Indian Direct Selling Industry registered a healthy year-on-year growth of 28%, with the gross industry turnover at INR 16,776 crore in 2019-20 according to the Annual Survey report released by the Indian Direct Selling Association (IDSA) here today. The industry turnover stood at

INR 13,080 crore in 2018-19. IDSA Annual Survey Report 2019-20, compiled by Ipsos Strategy 3, was virtually released on Friday by Shri Som Parkash, Hon'ble Minister of State for Commerce and Industry. Releasing the survey, the minister said "Direct Selling industry is providing an opportunity

to generate self-income to millions of people in the country. Creating a conducive environment for industries to thrive, is amongst the top priorities of the Ministry of Commerce and Industry. The ministry has undertaken several initiatives in this regard, and I urge the Direct Selling industry to

take advantage of them." "Around 7.4million Direct Sellers are employed in the Direct Selling industry in India. There has been a staggering growth of ~30% y-o-y. This shows the growing trust and confidence in the Direct Selling business," said Mr. Bhaskar Canag aradjou, India Head, Ipsos

Strategy3. According to the report, the global Direct Selling industry stood at around USD 179.3 billion in 2020 showcasing marginal degrowth of 0.1% from the industry value of USD 175.3 billion in 2019. However, this degrowth is largely due to the downfall of business in China, which has overall resulted

in a decrease in global business. Among the countries, the United States had a share of 22.4% in global Direct Selling business with a sales value of USD 40,100 million in 2020. It was closely followed by China with a share of 10.7% with a total Direct Selling sales value of USD 19,183 million in 2020.



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India World Sports Business & Economy Science & Technology Features Entertainment

Business Economy  
Posted at: Jul 20 2021 7:20PM

IDSI registers healthy growth in 2019-20, valued at Rs 16,776 Cr  
New Delhi, July 20 (UNI) The Indian Direct Selling Industry (IDSI) has registered a healthy year-on-year growth of 28% with the gross industry turnover at Rs 16,776 crore in 2019-20.

भारत में डायरेक्ट सेलिंग बिजनेस में की है तेजी से प्रगति, IDSA सालाना सर्वे रिपोर्ट में पिछले साल की तुलना में 28 प्रतिशत की वृद्धि दर्ज।

- July 16, 2021



वाणिज्य एवं उद्योग राज्यमंत्री सोम प्रकाश  
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# The Gallery



Sh. Som Parkash, Hon'ble Minister of State for Commerce & Industry, Govt. of India releasing IDSA Annual Survey 2019-20



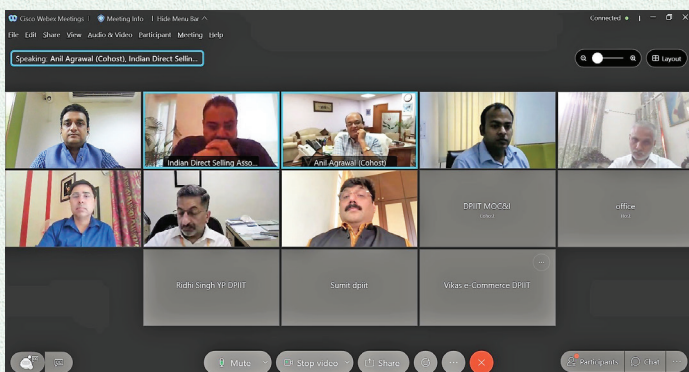
Special Address by Sh. Rajinder Garg, Minister of Food, Civil Supplies & Consumer Affairs, Govt. of Himachal Pradesh



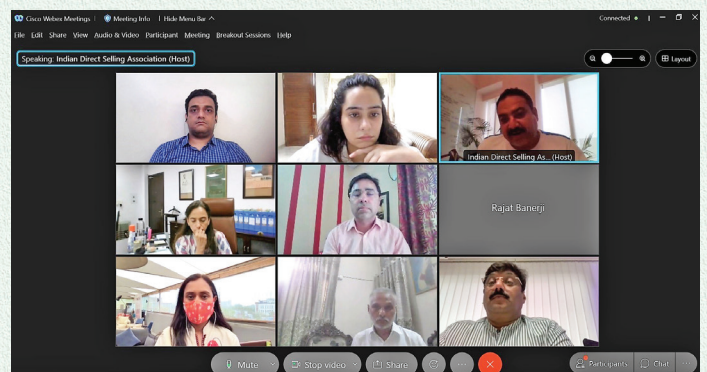
Special Address by Sh. Jayesh Ranjan, Principal Secretary- Industries, Govt. of Telangana



Special Address by Ms. Simarjot Kaur, Addnl Director- Dept of Food, Civil Supplies & Consumer Affairs, Govt. of Punjab



IDSA Meeting with Sh. Anil Agrawal, Additional Secretary - DPIIT, Ministry of Commerce & Industry, Govt. of India



IDSA Meeting with Sh. Manmeet Nanda, Joint Secretary - DPIIT, Ministry of Commerce & Industry, Govt. of India

For more information, please contact us:

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