

# DIRECT SELLING UPDATES BY IDSA

OCTOBER 2021

## Bengal's Sweet Story

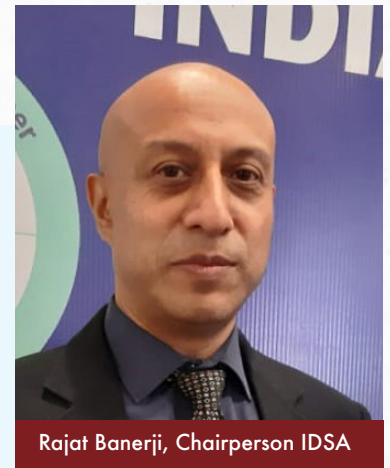


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# Celebrating successes of India's microentrepreneurs



As the direct selling professionals emerge from the pandemic, just like all industries, it has been time for us for a reset. For the IDSA, it has been in the works for several months.

As an industry, we want to put the consumer first, and consumer protection remains the top priority. The Consumer Protection Act 2019 heralds a new era and details the regulatory environment we will be delighted to work with. The entire industry is eagerly looking forward to working in the interest of consumers in the light of the comprehensive regulatory framework for direct selling.

I will have to pat the back of my colleagues in the industry whose hard work has laid the foundation to make inroads in rural India, providing livelihoods and skilling people in the art of sales. We have chalked out a vision and roadmap for the future to expand the direct selling people business further. The reach opens up new avenues for partnership with consumer well being at the heart of it.

Collaborations, hard work, and team-building have been the mantras for building any business. These values have been second nature for the professionals when they go about their everyday work. During times of crisis, the direct selling universe has been able to convert the obstacles into opportunities. Companies in the direct selling industry will have to be complimented on capturing consumers' needs as they opt for online shopping with the changing times. It required not only an understanding of the challenges but also the solution that the consumer would prefer.

It is heartening to note that the industry has been able to negate the impact of

the pandemic with its robust business model. It is also a result of some inspirational leadership by the members of the industry. The role played by the millions of micro-entrepreneurs associated with this industry can never be underestimated. There has been a display of an extraordinary ability of an overnight shift from traditional business methods to innovative ways of capturing the need of the hour. Micro-entrepreneurs have the potential to grow and also inspire others like them. The promise that the industry is very bright.

**We have chalked out a vision and roadmap for the future to expand the direct selling people business further.**

I can feel the all-around optimism when I go around meeting professionals from the industry. The numbers conform to optimism and cheer. According to IDSA's 2019-20 Annual Survey, the industry has clocked revenues around Rs. 17,000 crores. That is a healthy growth of 28 percent, making it one of the fastest-growing direct selling markets in the world. If that was not enough, the industry has also recorded a double-digit CAGR of 18 percent in the last four years.

The successes of each of the micro-entrepreneurs have been commendable and worthy of celebration. The numbers clearly show that there is plenty to celebrate. The promise of the numbers indicates that there could be many more reasons to celebrate in the years ahead.

As India's festival season beckons, let me invite you all to celebrate together.



# Bengal women add zing to direct selling success

Nearly 500,000 direct selling professionals in the state are driving the industry that could be a model for others

West Bengal is traditionally famous for *mishti*. For the direct selling industry, the news could be just as sweet.

West Bengal has emerged as the second-largest market for direct selling in the country. The performance for the industry positions one of the leading markets for the industry, and it further confirms the state as one of the fastest-growing markets. With a state-wide sales revenue of Rs. 1868 crore for the financial year ending March 2020, the state retained its second position behind Maharashtra.

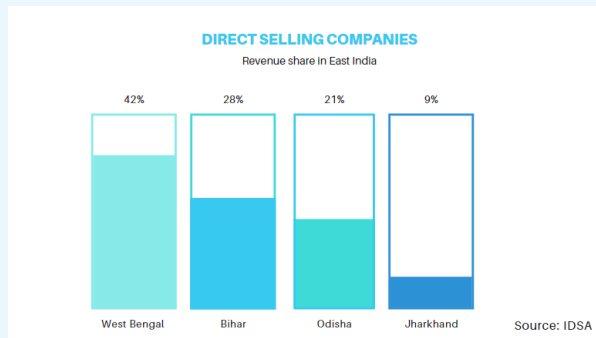
Its revenue accounts for 11.4 percent of the national sales, and with the strong performance, the region could clock 26 percent of national sales during the financial year. The strong performance resulted from the smart work put in by the active 490,000 strong direct selling industry members in the state. The industry took pride in contributing Rs.280 crores to the state exchequer.

The strong performance in the state makes the future look bright. "The state has always been an exciting place for doing business, and that is amply reflected in the excellent business and financial results that the industry and member companies of IDSA has received," the outgoing IDSA Chairperson Rini Sanyal said while addressing the media.

"We would like to thank Smt Mamata Banerjee, Hon'ble Chief Minister, Government of West Bengal and the Departments of Industries, MSMEs and Consumer Affairs for their continued support to the direct selling industry, which in turn enhances the spirit of entrepreneurship among our direct sellers, member distributors and our respective supply chains," Rajat Banerji, Chairperson, IDSA said during his address to the direct selling professionals.



The numbers are doing the talking for the state. West Bengal accounted for almost half the eastern region's sales with a share of 42 percent. Bihar, Odisha, and Jharkhand followed with a percentage of 28, 21 & 9 percent, respectively.



The rapid spread of direct selling in the state has been possible because of the pioneering work done by the people. Professionals of all ages and backgrounds have been driving the industry, making it broad-based and taking it deep into the state.

Shashwati Dasgupta joined the industry 23 years ago, quitting her job in a government-run company where she was working as a systems engineer. After two years of building a direct selling career while in her position, Shashwati could muster the courage to quit. "Today with this business of my own, I have been able to change the lives of so many people," she said.

At 21, Paulomi Sarkar is a second-generation professional in the direct selling industry. She has taken over the mantle from her father, who spent ten years in the industry and trained the next generation under him. Paulomi has travelled to different parts of the world, earning experiences she would never have had earlier.

"I will encourage the youth and also the women to join. Everyone has seen how Maharashtra is number one. Hope, next year onwards, West Bengal can become number one," Paulomi confidently recalled her success story.

"After I started as a direct seller, I could not have imagined I could do this. We wanted to do something unique so that we could change our lives," Rumpa Dasgupta said, recalling the change that working in the

industry had brought about in the life of the 30-something couple.

Rumpa and Paulomi are among the 490,000 active direct selling professionals in the state, it is a familiar story. As more and more of them join hands to help others make good of the opportunity, the state is sure to see the numbers inch up.

The direct selling industry in West Bengal is showing a promise beyond words. If the trend of the numbers is an indication, the state could trump the top ranked state Maharashtra. The state has had an enabling environment that has helped the industry grow. Interestingly, as was pointed out, the state has a separate consumer affairs department, which regulates the direct selling industry. Other states have the function merged with the food and civil supplies department.

"If the industry continues to perform the way it is right now, in the next 2-3 years, West Bengal could be the number one state in India," Chetan Bhardwaj, General Manager IDSA said. He was addressing a gathering of professionals in the state capital Kolkata.

"IDSA is here to ensure that you all have a good business environment to work in. You all people are secure and your companies are supported to the maximum," Rajat Banerji, the newly appointed Chairperson of IDSA said, addressing the professionals.

West Bengal accounted for almost half the eastern region's sales with a share of 42 percent. If the trend continues, it could soon overtake Maharashtra as the state with the highest direct selling revenues

The policy environment at the state has been very supportive for the direct selling business. It was one of the first few states to issue the guidelines for the business in 2018. The guidelines to regulate the direct selling business had provision for registration of direct selling entities. The clear set of guidelines from the state were a breath of fresh air for sentiment and has positively impacted the growth of the business and has helped nurture the business.



# Industry could ride FSSAI's **Eat Right India** programme

The direct selling industry could turn out to be partners to push the Eat Right India programme of the government. Over seven million direct selling professionals could potentially take the government's message to the consumers, building a unique partnership for the country.

Launched in 2018 by the Food Safety Standards Authority of India (FSSAI), the initiative is aimed at transforming the food system to ensure healthy, safe and sustainable food for all Indians. One of the key objectives is to ensure that the right food and nutrition is made available to everyone.

The role of the partnership between the government and the direct selling industry was highlighted during the National Nutrition Week conference organised by IDSA. Attended by key members of the industry and government officials, IDSA highlighted the steps being taken by the industry to taking nutrition to the masses with its products.

"It is wonderful to know that the industry is taking initiatives because of which people are being made aware of the

Eat Right India initiative," Inoshi Sharma, Executive Director, FSSAI, said while addressing the members of the industry. She highlighted how the Eat Right India initiative of the FSSAI is built on the three pillars of safety, health and sustainability.

India had nearly 200 million undernourished people in 2015. 40% of India's children are not meeting their full human potential.

With safety, the personal hygiene as well as that of the surroundings are extremely important. Among other key issues that need attention, ensuring that the food being consumed is not adulterated is critical for nutrition programmes to succeed. The direct selling industry, which provides health supplements to people, could take the message of eating healthy food to the masses, Sharma suggested.



She suggested that the IDSA could take up the cause of training of its members so that it could aid the government efforts in capacity building and highlight the importance of safety, hygiene and nutrition.

Ultimately, practicing these habits could lead to a behavioural change that results in betterment for everyone.

Modicare Founder & MD Samir Modi explained how several direct selling organisations had been collaborating with domain experts around a number of important areas. These include nutrition, doctors, creating forums for conversations, initiating nutrition courses, working on campaigns around wellness and well-being and more. Such an effort, when multiplied with the agenda of Eat Right India, has the potential to bring about amazing results.

The FSSAI Executive Director also suggested that IDSA could consider its members to partner with becoming a part of the social and behavioural change campaigns being run by the food industry regulator. When the industry and government can work closely together, a positive outcome for such important government programmes can be expected.

As part of the policy initiatives, the government has put the accountability for nutrition on the district administration. It has indicated that the DM/DC is expected to

set up district nutrition committees, review progress and take appropriate actions to improve nutrition indicators across the country in selected districts.

Direct selling companies are collaborating with domain experts to address nutrition-related challenges for India:  
*Samir Modi, Founder & MD Modicare*

According to the United Nations, with nearly 195 million undernourished people in 2015, India shares a quarter of the global hunger burden. Nearly 47 million or nearly 4 out of 10 children in India are not meeting their full human potential because of chronic under-nutrition or stunting.

India faces a number of nutritional challenges, some of which require immediate attention from the policymakers. Among the important indicators include, high levels of adult undernutrition affects one-third of the country's adults and a similar situation with the children of the country, which affects nearly every second child. The challenges faced by young, adolescent girls for their nutrition and the lack of access to safe drinking water and proper sanitation facilities compounds the problem, making it more complex to address.



# Industry **committed** to serve the communities



COVID-19 has imposed a humanitarian and economic cost on communities across the world. IMF estimated a global economy shrinkage of approximately 4.4% in 2020 and globally, the period has proven to be a public health and economic crisis. Despite all the challenges, communities and industries across the world have risen to respond, innovate, adapt and overcome.

With a highly responsive business model, the direct selling industry has certainly reacted quickly to the turbulence wrought by COVID19. The Indian direct selling industry withstood the challenging business environment, growing 28% from the previous year to INR 16,776.2 crore in 2019-2020 at a compounded annual growth rate (CAGR) of approximately 18%; The wellness & nutraceuticals segment contributed a lion's share of the sales, followed by cosmetics and personal care.

The latest Direct Selling Report, published by the World Federation of Direct Selling Associations (WFDSA), indicated a global direct sales increase of 2.3% year-on-year, from US\$175.3 billion in 2019 to US\$179.3 billion in 2020. The three-year CAGR was 3.0% (excluding China), despite the damage to the economic landscape caused by the pandemic. This is ample evidence that direct selling sector is agile in responding to changing business scenarios. The industry has been resilient to worries from global economic megatrends and GDP shrinkage, by delivering a sustained performance despite the fluctuating circumstances. It has undoubtedly contributed value to the economy.

An ability to create entrepreneurial opportunities without heavy investment, an increasingly digitised supply chain and deep customer engagement, remains the key to the sector's agility. direct selling in India is at

the forefront of penetrating new demographics and geographical areas to create job opportunities that rely on the spirit of empowerment, leadership and innovation over formal education and training.

Spurred by strong national interventions such as Make in India, Start-up India and Skills India, the direct selling sector offers the opportunity of microentrepreneurs and job creation – both key pillars of economic transformation. The sector's growth is also impacted by key regulatory bodies such as FSSAI, who are partners in its evolution and success. Critical reforms including Food Safety Education in High Education Institutions, FoSTaC training, standardising Fair Price Ration Shops under DoFPD, bio fortification of necessary food groups, eat right toolkits, eat right movement as well as continuous assessment of the environmental impact (biotic and carbon footprint) of food groups have given nutrition a strong framework for operational success.

The industry's sustained performance and its ability positively leverage global economic megatrends, by responding to various demands such as personalised customer experiences and flexible working, underline the direct selling industry's ability to remain resilient in the face of unpredictable socio-economic trends. Its continued growth trajectory will depend on the direct selling industry's ability to innovate in its products and services, as well as how it engages with its customers and distributors. Consumers are demanding more from the brands they engage with and only those who provide the highest levels of positive customer experience, underpinned by compliance and integrity, will succeed.

*Ajay Khanna is Country Head & Vice President, Herbalife International India*



# Global direct selling industry at a glance

## TOP DIRECT SELLING COUNTRIES

(Revenue in US\$ billion)



The World Federation of Direct Selling Associations represents more than 60 direct selling associations and their member companies around the world. In 2020, there were 125.4 million people employed by the industry and generated an estimated retail sales of USD 179.3 billion.

Less than 10% of the global workforce is devoted to the industry full-time. Of the 119.9 million people working in the industry in 2019, 15.2 million were working over 30 hours per week for the industry. Together, they are one big family.

India is the 12th largest market for direct selling in the world. With smaller countries positioned higher, India has a great opportunity to build the direct sales industry and move up the global pecking order. The opportunity can also help drive self-employment avenues for the people across the country's geography. More than half the products sold by the direct selling industry are around wellness and personal care. Another 44.2 million were working in the industry part time, devoting up to 30 hours weekly.

## DIRECT SELLING INDUSTRY (2020)

Product Sales





# EYE ON THE GLOBE

## Direct selling boosting economies amidst pandemic

The latest Direct Selling Report, published by the World Federation of Direct Selling Associations (WFDSA), shows global direct sales increased by 2.3% year-on-year, from US\$175.3 billion in 2019 to US\$179.3 billion in 2020. The IMF estimates that the global economy shrunk by 4.4% in 2020, driven by the slowdown in demand due to the pandemic. Most world economies are struggling with rising unemployment, all with the exception of one industry, the direct selling industry. As the economy slows down, the opportunities for self-employment is driving people to the direct selling industry in large numbers. Asia is emerging as the most promising market for the growth of the industry.

## Malaysia's industry set to expand next year despite pandemic

Malaysia's direct selling industry sales are forecast to grow next year despite the Covid-19 pandemic in line with global trends, driven mainly by wellness, as well as cosmetic and personal care products. Sales in Malaysia were expected to increase by 10% to 15% next year from RM20 billion in 2020 the spread of the pandemic which has weakened consumers'. Malaysia continues to belisted as one of the top 10 markets for direct selling worldwide by the World Federation of Direct Selling Associations (WFDSA). According to the WFDSA report, Malaysia has climbed to seventh position among the top markets in the world. India is currently ranked at the 12th position.

## Sector expected to marginally slip in Thailand

Thailand's direct sales industry is expected to contract by 1-2% this year as consumer purchasing power remains weak due to the spread of Covid-19. Kittawat Ritteerawee, president of the Thai Direct Selling Association (TDSA), said domestic household debt is the highest in 18 years and economic uncertainty is causing consumers to be cautious with their spending, buying only essential goods. Thailand's direct sales shrank by 1% to 70 billion baht in 2020. It was reported that the market contracted by more than 5% in the first half of 2021 due to the spread of the pandemic which has weakened consumers' overall purchasing power. Like several other countries in Asia, Thailand is one of the top markets in the continent. According to the WFDSA report for 2020, it is ranked 13th among the countries which gross the highest revenues for the industry.

## Canadian Academic Entrepreneur Challenge announced

Direct Sellers Association of Canada and the Direct Selling Education Foundation announce the launch of the first Canadian Academic Entrepreneur Challenge. Led by DSA Canada and its members, the Entrepreneur Challenge engages teams of post-secondary students, by having them imagine a distinctive product and then asking them to outline an entrepreneurial sales model to create market success. It is a contest that celebrates innovative thinking, with the goals of promoting entrepreneurship amongst young Canadians. The aim of the programme is to develop real-life skills, for use in education and career, experience working as part of an entrepreneurial team and gain recognition among peer groups. Of course, the winners get cash prizes too!



# FOURTH ESTATE

## Business Economy

Posted at: Sep 24 2021 4:02 PM



### WB stands in second position in Direct Selling Business: IDSA Report

Kolkata, Sep 24 (UNI) Reaching out to each buyer separately and selling products through agents is the business mantra of direct marketing companies.

They emerged victorious after combating the pandemic scenario returned to the rhythm by meeting demand through online delivery. In a recent event organized by Indian Direct Selling Association, takeaways points are a bit positive amongst these tough times.

In a sideline chat with IDSA chairperson Rini Sanyal and vice-chairperson Rajat Banerjee strongly claims that they are experiencing a significant uptrend in the direct selling arena. The report unveils, buyers interest are increasing in wellness products. Wellness products are generating a greater percentage of revenue after the Pandemic has hit every sector. People are taking health issues seriously and that leads them to invest in wellness products.

## Bengal: 2nd largest market for Direct Selling industry in India

### EOI CORRESPONDENT

NEW DELHI, SEPT 20 --/ The Direct Selling Industry in West Bengal has breached the INR 1800 crore mark to touch Rs. 1868.9 crore, for the first time in FY 2019-20, according to the Annual Survey 2019-20 for Direct Selling in India, commissioned and released by the Indian Direct Selling Association (IDSA).

West Bengal is not only one of the largest Direct Selling markets pan India but also one of the fastest growing markets for any region in India accounting for 11.4% of gross national direct selling turnover. West Bengal is now placed

closely behind Maharashtra to be the second biggest market for Direct Selling industry in India, sources said. Rini Sanyal, Chairperson, IDSA said, "The State has always been an exciting place for doing business and that is amply reflected in the excellent business and financial results that the industry and member companies of IDSA has received. We are extremely confident that despite the onslaught of a devastating pandemic that has ravaged humanity globally and in India, the Direct Selling Industry of

spite of 2 extreme and long lockdowns, there will be moderate to strong growth in West Bengal and the entire Eastern Range. Rajat Banerji, Vice Chairman- IDSA, while expressing gratitude to the government, said "We would like to thank Smt Mamata Banerjee, Hon'ble Chief Minister, Government of West Bengal and the Departments of Industries, MSMEs and Consumer Affairs for their continued support to the Direct Selling Industry, which in turn enhances the spirit of entrepreneurship



## Rajat Banerji takes over as IDSA Chairman

30 September 2021 Last Updated at 8:44 pm | Source: PTI



### Trending

Narendra Modi Will Be Elected PM Again In 2024 Elections: Amit Shah

Dera Sacha Sauda Chief Gurmeet Ram Rahim Convicted In Followers' Murder Case

New Delhi, Sep 30 (PTI) The Indian Direct Selling Association (IDSA) on Thursday said Amway India's Rajat Banerji has taken over the role of the new chairman.

Banerji, who is Vice-President - Corporate Affairs of Amway India, will lead the apex direct selling industry body till 2023, said an IDSA statement.

Oriflame India's Corporate Affairs Director Vivek Katoch has been elected as Vice-Chairperson, Harish Pant of Herbalife International India as Treasurer and Aprajita Sarcar, from Modicare, has been elected as Secretary, in the Annual General Meeting of IDSA.

## West Bengal is the second largest market for Direct Selling industry in India

3 weeks ago update



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পাঁচটা ব্যবসার মতো গত বার ত করোনার প্রথম ঢেউয়ের ধাক্কা ছিল অ্যামওয়ে, হার্বালাইফের প্রত্যক্ষ বিপণন সংস্থাগুলির (সেলিং) ব্যবসাতেও। তাদের সংগঠন ইন্ডিয়ান ডিরেক্ট সেলিং অ্যাসোসিয়েশনের (ইডএসএ) দাবি, পরে তা কাটিয়ে তারা। এমনকি দ্বিতীয় ঢেউয়ের আগের বারের তুলনায় অনেকটা হ্রাসে ফিরেছে ব্যবসা। আইডিএসএ-র চেয়ারম্যান রিনি সান্যাল ও ভাইস চেয়ারম্যান রজত

বন্দ্যোপাধ্যায় সোমবার জানান, রোগ প্রতিরোধ ক্ষমতা বাড়াতে সংস্থাগুলির সংশ্লিষ্ট পণ্যের (ওয়েলনেস) প্রতি ক্রেতাদের আগ্রহ বেড়েছে। স্বাভাবিক বিক্রিবার পদ্ধতির পাশাপাশি সংস্থা ও পণ্যের বিক্রেতা বা এজেন্টরাও দ্রুত অনলাইন ডেলিভারির মতো জোগান-শৃঙ্খলকে কাজে লাগিয়ে ক্রেতার দরজায় পণ্য পৌঁছে দেওয়ার বিকল্প কৌশল নেওয়ায় ব্যবসার চাকা ঘোরানো সহজ হয়েছে। এ ছাড়া প্রথম দফার চেয়ে দ্বিতীয় দফায় যেমন পণ্যে জোগানের নিয়মে স্বচ্ছতা অনেক বেশি ছিল, তেমনই সংক্রমণের নিরিখে মূলত একেবারে স্থানীয় ভাবে কড়া নিষেধাজ্ঞা আরোপ করা হয়। ফলে রাজ্য বা দেশের বেশিরভাগ জায়গায় ব্যবসা থমকে থাকেনি।

আইডিএসএ-র হিসেবে, সংস্থাগুলির ৬০% পণ্যই 'ওয়েলনেস' তালিকাভুক্ত। সেগুলির চাহিদা বেড়েছে প্রায় ২০%। করোনার জন্য সংস্থাগুলির ব্যবসার অডিট সম্পূর্ণ না হলেও তাঁদের আশা, ২০১৯-২০ সালের চেয়ে ২০২০-২১ সালে এই ব্যবসা ১০% বাড়বে।

## ডায়রেক্ট সেলিং ইন্ডাস্ট্রি की अग्रगति



কোলকাতা, ২০ সেপ্টেম্বর (নিউ)। পশ্চিম বঙ্গাল ম ডায়রেক্ট সেলিং ইন্ডাস্ট্রি ন ১৮০০ কোটি রুপ কা আকড়া পার ক ১৮৬৮.৯ কোটি রুপে সফর কর লিবা। বহু দিন বর্ষ ২০১৯-২০ ম পরলি বার হুআ হ। ইন্ডিয়ান ডায়রেক্ট সেলিং এসোসিয়েশন (আইডিএসএ) কী অর স কমিশনড অর জারি কিএ গু বার্ষিক সর্বেশন ২০১৯-২০ ক জাএ এসকা পলা চলতা হ। পশ্চিম বঙ্গাল ন কেবল পুর ভারে ম সবসে বড় প্রবন্ধ বিক্রী বাজার হ। ম সে এক হ, বলিক ভারে কীসী মী শেরে ক লিএ সবসে তেজী স বর্ধর বাজার ম সে মী এক হ, জী সকল রাষ্ট্রীয় প্রবন্ধ বিক্রী কারোবার কা ১১.৪% হ। পশ্চিম বঙ্গাল অর ভারে ম ডায়রেক্ট সেলিং উদ্যোগ ক লিএ দুসরা সবসে বড়া বাজার হ অর বহু কেবল মহারাষ্ট্র ম হী পণ্ডে হ। সাথ হী ভারে ক পুরী শেরে ম মী বহুত অল্চা প্রদর্শন কিয়া, নিসম দেখা জা সকতা হ কী সকল রাষ্ট্রীয় প্রবন্ধ বিক্রী কারোবার কা বহু ২৬% হ। মাদ্রিবা কী সম্বোধিত করে হু সুখী দিলি সন্ধ্যা, চেয়পর্সন, আইডিএসএ নে করা, পশ্চিম বঙ্গাল হমেশা হী ব্যাখ্য করনে ক লিএ এক বার্ষিক মধ্যন রা হ অর বহু উদ্যোগ অর আইডিএসএ কী সবসে কমপিয়া কী মিলে উল্লেখ অবসায় অর বিবীথ্য পরিণাম ম রূপ রূপ সে পরিবর্তিত হোআ হ। মী জেরে বনর্জী, বারম বৈরমেন-আইডিএসএ নে সেকার কা আদায় ব্যক্ত করে হু করা, 'শ্রী শ্রীমতী মমতা বনর্জী, মাননীয মুখ্যমন্ত্রী, পশ্চিম বঙ্গাল সরকার অর উদ্যোগ, প্রশাসনিক অর উন্নয়ন মামলো ক বিমার্গো ক প্রবন্ধ বিক্রী উদ্যোগ ক নিরম সম্মন, জী বলনে ম মমর প্রবন্ধ বিক্রীরাও, সবসে বিকলো অর ভারী সংবর্ধিত আদর্শি পুঙ্খলাসী ক বীথ উন্নয়নকারী কী মামলো কী বড়ানো হ, ক লিএ প্রবন্ধাব বনা বাতলে হ'। বৈরন মাহারাজ, মহাপ্রবন্ধ, আইডিএসএ নে প্রবন্ধ বিক্রী উদ্যোগ ক বিমির পরলুসী পার এক বিলুপ্ত পরলুসি বী অর প্রবন্ধ বিক্রী বিদ্যাবিদ্যার কী যোগ্যঅনবনে ক লিএ পশ্চিম বঙ্গাল সরকার ক উন্নয়ন মামলো ক বিমার্গ কা আদায় ব্যক্ত কিয়া।

## যুবক যুবতীদের কাছে ডিরেক্ট সেলিংয়ে সম্ভাবনা উজ্জ্বল

নিজস্ব প্রতিনিধি— পশ্চিমবঙ্গে ডিরেক্ট সেলিং ইন্ডাস্ট্রির সঙ্গে যুক্ত ব্যক্তিদের কাছে থেকেই রাজ্য সরকার অতিরিক্ত দুশো আশি কোটি টাকা এক বছরে রাজস্ব আদায় করতে সক্ষম হয়েছে। প্রত্যক্ষ করে যে অংশ রাজ্য সরকার রাজস্ব হিসেবে পায় তার অতিরিক্তে এই অর্থ রাজ্য পেয়েছে। পশ্চিমবঙ্গে বর্তমানে দেশের বিভিন্ন সংস্থা এবং ব্যক্তি উদ্যোগে পণ্য নির্মাণ হিসেবে চার লাখ নবুই হাজার সরাসরি বিক্রেতা রয়েছে। মূলত ওয়েলনেস ও প্রসাধনী ব্রান্ডই ডিরেক্ট সেলিংয়ে মোট আশি শতাংশ দখল করে রেখেছে। তবে গ্রাহকরা যাতে কোনও রকমেই ক্ষতিগ্রস্ত না হন সেবিষয়ে কেন্দ্র ও রাজ্য সরকার সে বিষয়ে নানা বিধি নিষেধ আরোপ করায় সরাসরি বিক্রেতাদের পক্ষে খানিকটা অসুবিধার সম্মুখীন হতে হচ্ছে বলে অনুযোগ করা হয়েছে। যদিও রাজ্য ও কেন্দ্র সরকার ক্ষুদ্র ও মাঝারি শিল্পের উদ্যোগীদের এবিষয়ে অন্যভাবে নানান সুবিধা দিচ্ছে। এদিন সকল সরাসরি বিক্রেতাদের অভিজ্ঞতার কথা তুলে ধরার জন্য এক সভার আয়োজন করা হয়েছিল আইডিএসএ'র পক্ষে। সেখানে বিভিন্ন কমবাসী মহিলা বিক্রেতারা তাদের অভাবনীয় সাফল্যের কথা তুলে ধরেন। অনুষ্ঠানে সংস্থার চেয়ারপার্সন রিনি সান্যাল, ভাইস চেয়ারম্যান রজত বানার্জি, জেনারেল ম্যানেজার চেতন ভরদ্বাজ প্রমুখ ডিরেক্ট সেলিং অ্যাসোসিয়েশনের বিভিন্ন সুবিধা অসুবিধাগুলি বিস্তারিত আলোচনা করেন। সংস্থা সরকার ও উদ্যোগী গোষ্ঠী ও ব্যক্তিদের মধ্যে সরকারি নীতি সম্পর্কে অবহিত করে বাবসায়িক বৃদ্ধিতে সহায়তা করে থাকে।



# GALLERY





# About IDSA

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Incorporated in the year 1996, IDSA is an autonomous, self-regulatory body for the Direct Selling industry in India. The Association acts as an interface between the industry and policy-making bodies of the government facilitating the cause of the Direct Selling industry in India. IDSA strives to create and further an environment conducive to the growth of the Direct Selling industry in India, partnering industry and government alike through advisory and consultative activities.



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