



Leader of the Month

Ajay Khanna

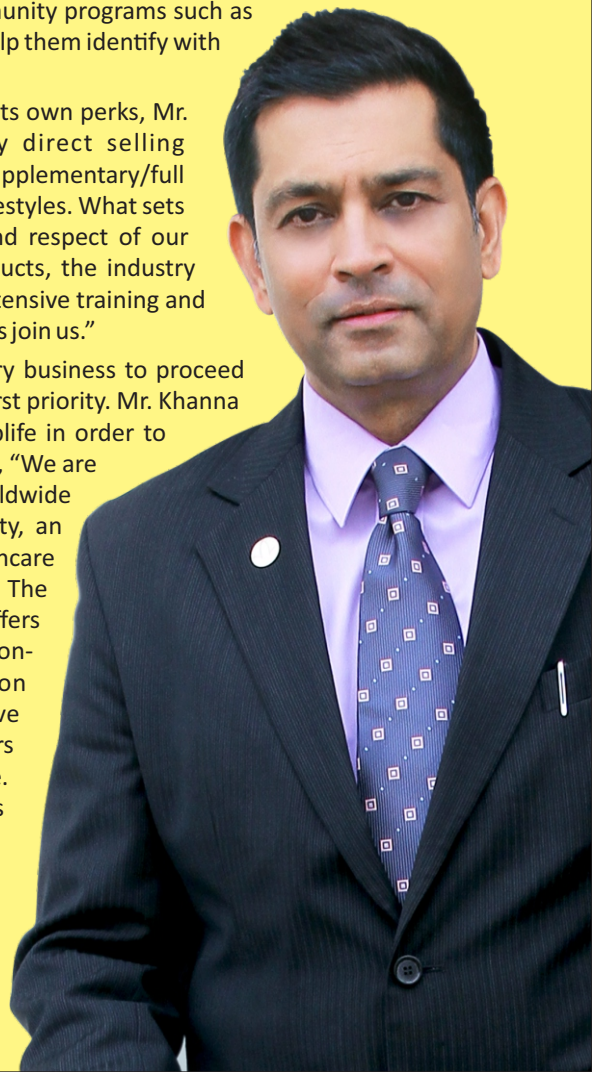
Vice President & Country Head, Herbalife International India

“Direct Selling is an ideal career option for not only women, but for anyone looking for supplementary/ part-time income or to build a business with comparatively lower start-up costs and the flexibility to fit the business with their individual lifestyle.” says Mr. Ajay Khanna.

Direct selling has been gaining popularity on daily basis. Each day an individual becomes a self-sufficient entrepreneur, with the help of direct selling. Herbalife is one of the most renowned names in the direct selling industry. The entity has helped in delivering a better life to many individuals in the past. Mr. Khanna further encourages the youth of India to come forth and join hands with this establishment. He says, “The exciting factor about Herbalife Nutrition is that it offers nutrition for people across all demography and backgrounds. The younger generation is definitely more aware of their nutritional and health requirements and the strong relationship between physical and mental well being, so we provide them with information and education via online platforms that can help them make informed choices. We partner with athletes, events, and community programs such as our flagship event - the Fit Families Fest, to help them identify with our philosophy of a Healthy Active Lifestyle.”

Becoming a Direct Seller with Herbalife has its own perks, Mr. Khanna further elaborates, “Like many direct selling companies, we offer the opportunity for supplementary/full time income that fits in with today's hectic lifestyles. What sets Herbalife Nutrition apart is the strength and respect of our brand, the unparalleled quality of our products, the industry leading Gold Standard protection and the extensive training and support available from the day our distributors join us.”

Consumer is the king. It is believed for every business to proceed successfully; the consumer should be their first priority. Mr. Khanna elaborates on the measures taken by Herbalife in order to attract consumers on a regular basis. He says, “We are committed to providing solutions to the worldwide problems of unhealthy nutrition and obesity, an aging population, skyrocketing public healthcare costs and a rise in entrepreneurs of all ages. The Herbalife Nutrition Healthy Active Lifestyle offers high-quality, science-backed products, one-on-one coaching with the Herbalife Nutrition independent distributor, and a supportive community approach that inspires customers to embrace a healthier and happier lifestyle. We also reach out to our consumers via events that promote healthy communities and selecting partnerships in the lifestyle space such as the Times Fashion Week to ensure that our nutrition offerings are relevant to all, whether they be seeking general health, targeted nutrition for sports recovery or external and internal well being.”



IDSA Delegation Meeting State & Central Government Officials

- On **19th December 2018** a meeting was held with Mr. Srikant Baldi, Additional Chief Secretary to the Chief Minister of Himachal Pradesh. IDSA delegation comprising of Mr. Jitendra Jagota, Treasurer, Mr. Rana Banerjee, Secretary General and Mr. Abhishek Kumar, Senior Manager discussed the importance of the Direct Selling Guidelines. Mr. Baldi opined that it was very important to recognize genuine companies while keeping a check on the fraudulent players. Over the conversation the delegation informed about Mr. Baldi about the IDSA membership base, emphasizing that the Association has a stringent screening process for membership applicants. Mr. Baldi assured his support to the Industry and advised us to remain aligned with the Department of Food & Civil Supplies.



- A meeting was facilitated in Gujarat on **20th December 2018**. Mr. Vivek Katoch, Chairman, Mr. Rana Banerjee, Secretary General and Mr. Harish Pant, IDSA Advocacy Committee Member discussed about the Direct Selling Guidelines. IDSA delegation met with Mr. Kamal Kumar Dayani, Principal Secretary at the Department of Food, Civil Supplies and Consumer Affairs to check the status of the Direct Selling Guidelines file. Mr. Dayani said that the file has been forwarded to the Finance Department for their inputs
- IDSA delegation comprising Mr. Vivek Katoch, Chairman, Mr. Rana Banerjee, Secretary General and Mr. Harish Pant, Advocacy Committee Member met with Mr. Milind Torawane, Secretary (Expenditure) of Department of Finance on **20th December 2018**, to discuss about the status of IDSA's proposed addendum in the Prize Chits & Money Circulation Schemes Banning Rules (Gujarat). Mr. Torawane informed the delegation that the Department of Home Affairs has some observations to certain clauses of the proposed addendum and that there is a need for further clarifications.

- Mr. Sanjeev Kumar, Secretary (Economic Affairs), Department of Finance met with IDSA delegation, Mr. Vivek Katoch, Chairman, Mr. Rana Banerjee, Secretary General and Mr. Harish Pant, Advocacy Committee Member on **20th December 2018**. IDSA delegation requested Mr. Kumar to know about the status of the proposed addendum o state PCMCS Rules. Mr. Kumar informed that the file has been forwarded to the Ministry of Home Affairs, Gujarat. He also suggested the delegation to follow up with the Home Affairs Department.



- A meeting was scheduled to seek support of Mr. Saurabbhai Patel, Hon'ble minister, Department of Energy and Petrochemicals in the regulatory matters for Direct Selling in the state of Gujarat. The discussion took place on **20th December 2018** with IDSA delegation, Mr. Vivek Katoch, Chairman, Mr. Rana Banerjee, Secretary General and Mr. Harish Pant, Advocacy Committee Member. Mr. Patel was provided with the insights of Direct Selling, along with the industry figures. Mr. Katoch highlighted the Socio-Economic impact of Direct Selling and the importance of the Direct Selling Guidelines. Dayani.



Expert Opinion Corner

Sameer Nair

Managing Director, Blulife Marketing Pvt. Ltd.



Nutraceuticals: Derived from Nature, Designed to 'Nurture'



About 2000 years ago, Hippocrates emphasized 'let food be thy medicine and medicine be thy food. Nutraceuticals are food or part of food which provides health benefits that include prevention of diseases. These are powerful natural products that maintain health and act against nutritionally induced acute and chronic diseases/disorders by promoting optimal health and quality of life.

Nutraceuticals play a role in maintaining health by modulating immunity and thereby, preventing as well as treating specific diseases. Thus, the field of nutraceutical has been one of the missing

blocks in the health benefit of a living individual. It is imperative that the nutrients found in many foods, fruits and vegetables are responsible for the health benefits. Evidences indicate that the mechanistic actions of natural compounds involve a wide array of biological processes, including activation of antioxidant defences, signal transduction pathways, cell survival-associated gene expression, cell proliferation and differentiation and preservation of mitochondrial integrity. It appears that these properties play a crucial role in the protection against the pathologies of numerous age-related or chronic diseases.

- ⊙ **Probiotics** have their purported positive advantages in the digestive tract and/or systemic area like the liver and brain.
- ⊙ **Antioxidants** are very essential in the treatment of almost all diseases because most chronic diseases carry with them a great pact of oxidative stress that is accelerated by the ageing process along with lack of dietary antioxidants.
- ⊙ **Phytochemical** have specific actions and can be used variously for e.g. Omega-3 polyunsaturated fatty acids (PUFAs) decrease the production of inflammatory eicosanoids, cytokines and reactive oxygen species, possess immune-modulatory effects and attenuate inflammation and its associated diseases.
- ⊙ **Flavonoids** have anti-cancerous properties by acting as antioxidants.

The consumers are seeking minimally processed food with extra nutritional benefits. This development is propelling expansion in the nutraceutical markets globally. The emerging nutraceuticals industry is going to have tremendous growth that will have positive implications for pharmaceutical, healthcare, and agricultural industries. Global trends to healthy products cannot be reversed. With the global nutraceuticals market expected to exceed \$200 billion, what once seemed a very niche sector has become big business. Global Nutraceutical Market Categories 2019 (Estimated % Share) Functional Beverages – 48%, Functional Foods – 30% & Dietary Supplements – 22% at Blulife, our focus is to bring unique, exclusive and efficacious products from various innovators on a single platform to benefit the mankind. Currently Blulife caters to need based Functional Foods, Dietary Supplements, Personal and Skin Care products.

Peer Pressure; What's that?

The race of life is such that it requires one to be the best amongst others in the competition, leading to peer pressure. This also results in building up the stress level as one needs to work exorbitantly hard to remain ahead of others

Running a business on your own can be one tough act, as it becomes difficult for an individual to operate the entire process all alone. However, competition among peers comes up with its own challenges,

Direct Selling has altogether a different story to tell! This is one such business that emphasises on the core of team work. Direct Selling provides the opportunity for an individual to work as an independent entrepreneur, leading a team of sales network. Building an efficient team is an important aspect of Direct Selling, as individual performance hold key in team's performance.

A team-leader must play the role of a mentor, guiding his team-members to do well and achieve success. These team-members most of the times look up to their mentors for motivation and continuous guidance, thus increasing the importance of the role. Every mentor his team mates to learn about sales and how to effectively work with a team, becoming their leader. These mentors boost the confidence of an individual to work independently, while encouraging the team to achieve their target on a regular basis. A team for a direct seller turns out to be a support system.

The individual grows his/her knowledge, while building a strong team that assists in dividing the work load within themselves.

At present, Direct Selling has been attracting a lot of people. Direct Selling has opened the doors for any individual to become a successful leader and learn the values of team work. Shopping for innovative products and the opportunity of becoming a successful entrepreneur, being the chief factors. This industry has been successfully growing in terms of business, while providing a suitable career option for millions globally. The rising industry is also known for helping individuals to build a reputation in the society and achieve their goals, without going through the peer pressure.



Highlights of 2018

January

Consumer Protection Bill 2018 was tabled in the Parliament



March

FSSAI brings FBO registration in order



April

IDSA & FICCI hosted Direct Selling Stakeholder's Conference in Hyderabad, Telangana



IDSA launched its Annual Survey Report 2016-17



IDSA hosted General Body Meeting of its member companies



May

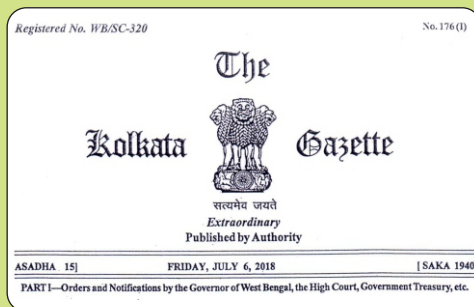
IDSA attended WFDSA Association Performance Program that was held in Seoul, from 9th to 11th May 2018



July

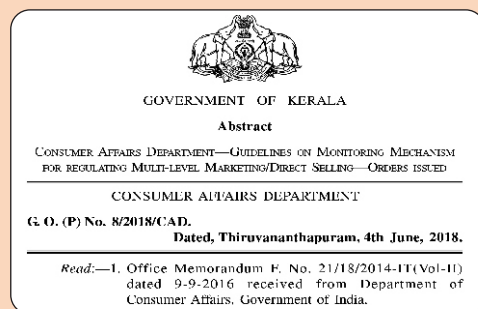
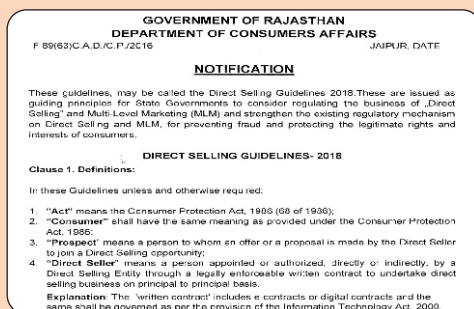
West Bengal notifies Direct Selling Guidelines

Annual Conference and Distributors meet organised by Tianshi-Tiens



August

Rajasthan and Kerala adopt Direct Selling Guidelines



September

IDSA becomes a part of 40th Anniversary of Malaysia DSA



IDSA organized an inter-Governmental dialogue between Malaysian and Indian Consumer Affairs Department



IDSA's 22nd Annual General Meeting was held in Delhi



October

IDSA contributes to CM's Kerala Relief Fund

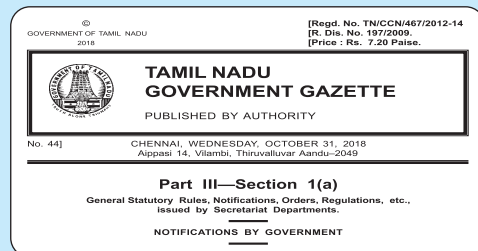


IDSA receives Gold status from WFDSA



November

Tamil Nadu issues the Direct Selling Guidelines



December

IDSA attended FICCI Direct 2018



Lok Sabha Passes the Consumer Protection Bill 2018



For more information, please contact us:



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