



## **PRESS RELEASE**

# **IDSA Celebrates Women Entrepreneurship through *Aadya Season 2* on International Women's Day**

**Promotes #BreakTheBias and Recognizes #WonderfulWomenofDirect Selling**

**New Delhi, 8 March 2022** – The Indian Direct Selling Association (IDSA) today celebrated and observing International Women's Day through its core global theme #BreakTheBias through its unique property **Aadya Season 2** [the second edition of the Aadya property created specifically for observing and celebrating International Women's Day]

Aadya Season 2 by IDSA comes with the theme "A Celebration of Women Entrepreneurship" which identifies, recognizes and felicitates women achievers of Direct Selling Industry who are unique not only in their success stories of having **broken biases** or social norms, but also of having carved their own niche as Women business leaders promoting women centric or gender equality driven business lines but more importantly cause championing greater and diverse social and financial inclusion. Today Aadya Season 2 by IDSA identified and felicitated 11 such women entrepreneurs from its industry fraternity who come not only from India's urban economically strong centres but also from remote locations and states such as Mizoram as also Bihar, Jharkhand and Odisha.

The awardees include **Ms. Lalsangzuali** representing Jeunesse, **Mrs. Archana Kumar** from Oriflame, **Mrs. Dharamsheela** from DXN, **Mrs. Akshi Dutta Singh** from Modicare, **Mrs. Swati Sharma** from Avon, **Mrs. Rajni Gupta** from Tupperware, **Mrs. Subashshree Sahoo** from Amway, **Dr. Indu Rani Singh** from 4Life, **Mrs. Rakhi Pandit** from Herbalife, **Mrs. Preeti Sharma** from IMC and **Mrs. Savita Sahu** from Altos.

Speaking on this important occasion, **Mr. Rajat Banerji, Chairman of IDSA** said "IDSA and Direct Selling can proudly state and lay claim to being the pioneers in Breaking Biases, socially, economically and in terms of the conduct of direct selling businesses.

*Aadya*  
Season 2

#IWD2022 #BreakTheBias #Aadya2022 #EmpoweringNationBuilding



Mr. Banerji further added “Today, while we are very happy to be part of the global trend campaign of #breakthebias, we must stand in respect and applaud the extreme diligence put in by these wonderful women entrepreneurs, who stand tall in the industry as its business leaders. They are today shining examples and icons for not only the Direct Selling industry but also the entire consumer business fraternity and women’s entrepreneurial fraternity. Every single one of IDSA’s Member companies has always invested extensively in Training, Skilling, Knowledge Sharing and Financial Empowerment of its women direct selling entrepreneurs”

It must be noted that the Indian Direct Selling Association and its member Direct Selling companies have consistently promoted and built a 20-plus year strong legacy of Gender Equality, Women’s Entrepreneurship, Empowerment, Diversity and Inclusion. That is indeed a matter of both inspiration that Indian Direct Selling was among the first to break gender biases”

#### **IDSA Statement:**

It must be noted Indian Direct Selling Association states this with responsibility and sound empirical evidence say that its member companies have always accounted for 50% Women Direct Sellers who have achieved both financial success and social recognition.

#### **As per its Annual Direct Selling Survey Report of FY2019-20 that IDSA co-curated with IPSOS Strategy :-**

“Women Entrepreneurs have dominated the direct selling industry in India over the years accounted for 49% share of the total 7.4 million (74 Lakh) direct sellers in India. In terms of gender parity, this industry plays a critical role in empowering women by offering. an opportunity for financial independence. The sector has also empowered women in a significant way right since its inception. On an average, about 2,500 women joined the industry on a daily basis in 2019-20. There were more than 3.8 mn women in 2019-20 who were at the heart of this industry and have gone on to become successful entrepreneurs”

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## **ABOUT IDSA**

The Indian Direct Selling Association (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. IDSA catalyses change by working closely with the government on policy issues, enhancing efficiency and ushering in desired credibility, clarity & confidence in Direct Selling.

### **For Further Information and Media Queries:-**

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