



**Press Release | Guwahati, December 2, 2021**

**North East Direct Selling Expo showcases strong growth of Direct Selling Industry  
Assam in top 10 direct selling markets in India  
North East accounting for nearly 10% market share**

The North East Direct Selling Expo anchored by the Indian Direct Selling Association on Thursday, 2<sup>nd</sup> December 2021, brought together an array of Assam's Policy Establishment, Direct Selling Industry Leaders, Market Experts and Direct Sellers from the North East market and especially from Assam. **The North East Direct Selling Expo 2021** is a first-of-its-kind Exposition and industry showcase anywhere in India and shows as to how much importance the IDSA and its member companies attach to the North East market and a testimonial of the potential and opportunity that exists.

The Annual Survey 2019-20 for Direct Selling in India, **commissioned** by the **Indian Direct Selling Association (IDSA)**, was released on this occasion.

As per the annual survey, the Direct Selling Industry of the North East region of India, touched Rs. 1621 Crores in FY 2019-20 accounting for 9.66% market share, which in turn is a reflection of the immense potential and scope of growth that the North Eastern region of India has as a market. Of this, Assam alone accounted for Rs. 771.6 Crores which translates to 47.59% of the total revenue of the North East India market, or 4.59% of gross national direct selling revenue, placing Assam at number 9 in the pecking order.

Further, **Direct Selling Industry in Assam has contributed in excess of Rs. 100 Crores in taxes to the state exchequer.** This industry provides livelihoods to **200,000 people in Assam, and another 1,60,000 Direct Sellers** in the remaining States in NE. To put things in perspective, The Indian Direct Selling industry was valued at Rs. 16,776 Crores in 2019-20 as compared to Rs. 13,080 Crores in 2018-19. India registered the highest year-on-year growth rate of ~28% making it the fastest growing direct selling market amongst the top 20 direct selling countries globally.

The North East Direct Selling Expo – the first ever such effort in the country, saw wide-ranging discussions with stakeholders, and included a specialist session dedicated to women direct sellers titled **“Direct Selling – The Torch Bearer of Women’s Empowerment.”** This session focused on the rising contribution of women direct sellers both in terms of revenue contribution and deeper outreach & penetration of the market, in the North East region of India.

A second panel discussion session titled **“New age Micro-Entrepreneurship options”** was held to display and showcase the opportunities at entrepreneurship and micro -entrepreneurship that was available to the incoming young professionals of the new generation, who had Direct Selling as both a primary available to be pursued straight up from the time that they entered college or as a young professional in India’s skilled market place or as secondary professional option to be concurrently pursued along with a primary or core career option, providing the benefit of added income to supplement their professional or academic pursuits.



Speaking on this occasion and in addressing the media, **Mr. Rajat Banerji, Chairman, IDSA** said, “the Indian Direct Selling Association is keen to deepen and widen its presence in the seven sisters, not just because of the very promising numbers that the Direct Selling Survey report has thrown up but by the energy, vigor and passionate drive shown by the direct sellers of the marketplace. The North Eastern States of India have been one of the best-kept secrets of the Direct Selling industry, which is reflected in the steady growth and revenues. What arouses our interests and excitement further is the degree of interest shown in today’s North East Direct Selling Expo in terms of participation, enquiries, development interest – but most of all we are very pleased and grateful to the governments and the policy establishments for their wholehearted support to our Industry and its direct participants – the direct sellers. It shows the magnitude of support to furthering the cause of entrepreneurship especially among the women of the North East.”

#### **IDSA Statement:**

IDSA retains confidence and backs the stated projections of its Chair and member companies that the FYs of 2020-21 and 2021-22 will produce exciting and encouraging results. The Direct Selling industry has been providing sustainable self-employment and start-up opportunities to millions of people in the country including the state of Assam and for the North Eastern Region. Direct Selling has also become a significant source of income, especially for the youth and women in the state.

**Chetan Bhardwaj, General Manager, IDSA** made a detailed presentation on various aspects of the Direct Selling industry and expressed gratitude to the Government of Assam through its Department of Consumer Affairs as well as to the Department Industry & Commerce for their careful evaluation and unstinted support to the cause and subject of Direct Selling with the objective to growing the Direct Selling Industry while also being committed to protect legitimate rights and interest of direct sellers & consumers.

We at IDSA would continue to contribute and provide subject matter expertise, data or information to the to the Government of Assam so as to ensure the best possible prospect for the growth, care and protection of the Industry, while addressing all valid concerns and risks that may affect our industry and the states that our companies operate in” **Mr. Bhardwaj added.**

#### **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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