

# DIRECT CONNECT MONTHLY

IDSA.CO.IN

APRIL 2024

## STATE STATUTE

IDSA panel comprising of **Sh. Vivek Katoch** - Chairman and **Sh. Chetan Bhardwaj** - General Manager, had a courtesy meeting with **Smt. Nidhi Khare**, IAS - Secretary (Consumer Affairs).

During the meeting, IDSA submitted a copy of recently released Annual Survey FY 2022-23 for Direct Selling in India and apprised her with the latest developments.

11 APRIL 2024



» 23 APRIL 2024



IDSA Chairman - **Sh. Vivek Katoch** and General Manager - **Sh. Chetan Bhardwaj**, had a courtesy meeting with **Sh. Adv. G.R. Anil** - Hon'ble Minister for Food, Civil Supplies, Consumer Affairs and Legal Metrology, Government of Kerala.

The IDSA panel presented a copy of Annual Survey 2022-23 and apprised him with the performance of the direct selling industry in Kerala.

# IDSA@WORK



25 APRIL 2024

An IDSA panel comprising of Chairman – Mr. Vivek Katoch, Vice Chairman – Mr. Harish Pant and Treasurer – Ms. Aprajita Sarcar; had a productive meeting with the officials of Department of Financial Services in New Delhi on April 25, 2024.

The DFS panel comprised of Mr. Pankaj Sharma - Joint Secretary, Ms. Sushma Kindo – Director and Mr. Abhay Joshi – Assistant Director.



The discussion focussed on two important issues concerning the direct selling industry in India – the notification of Money Circulation Scheme Banning Rules by 7 states and the larger issue of misapplication of PCMC'S (Banning) Act 1978 on direct selling companies.

Considering their long-term impact, IDSA is committed to take up these issues on priority basis and active discussions are expected to start following the formation of new government in June 2024.



30 APRIL 2024

The Executive Committee members of the IDSA held their first meeting of FY 2024-25 on April 30, 2024 in the corporate office of the association.

During the meeting, active discussion on various ongoing issues were undertaken and several important decisions were taken. Members shall be informed of the important developments in due course of time.

» 30 APRIL 2024

IDSA has initiated the work around the issue of Money Circulation Scheme Banning rules, as notified by 7 states in India. In this regard, detailed representations have been submitted to the concerned states highlighting the fact that how the rules can adversely impact the operations of direct selling entities.

A copy of the Whitepaper on Direct Selling, as prepared by National Law University, Delhi was also submitted to the states, in support of the industry's viewpoint.

Simultaneously, the issue has also been taken up with the Department of Financial Services, Government of India.

## GLOBAL UPDATES

**The Direct Selling Association, a long-standing advocate for direct selling brands, has undergone a significant rebranding to become the UK voice for Direct-to-Consumer (D2C) retail.**

This expansion of their remit aims to represent a broader spectrum of D2C retailers, including affiliate marketing brands. With a legacy dating back to 1965, the Association is well-positioned to lead in this evolving retail landscape. The move comes amidst a surge in D2C retail and reflects the Association's commitment to promoting industry best practices, fostering innovation, and empowering entrepreneurs. Membership is granted to companies meeting rigorous standards, demonstrating a dedication to excellence in business practices.

### **DSA Canada Launches New Brand Identity**

DSA Canada reveals new brand identity: Symbolizing empowerment, trust, and professionalism. #DirectSelling #BrandIdentity

[Read More](#)



<https://www.directsellingnews.com/2024/04/09/dsa-canada-launches-new-brand-identity/>

» 30 APRIL 2024

## PM-International moves to 6th place in the "DSN Global 100" ranking of the largest global players in its industry

PM-International rises from place 8 to place 6 in the current "DSN Global 100" ranking of the world's top-selling companies in its industry in terms of revenue. The company has consistently moved up the DSN Global 100 list since its first appearance in the ranking in 2010.



In addition, PM-International received the Bravo International Growth Award as the fastest-growing international company in its industry, one of the most important awards for its field. The company was recognized with this award for four times in a row.

This is unprecedented in the history of the Bravo International Growth Awards. The award is presented in conjunction with the "DSN Global 100" ranking and honors the highest annual revenue increase among all international DSN Global 100 companies.



**THANK YOU FOR JOINING US ON THIS JOURNEY THROUGH APRIL!  
WE HOPE YOU FOUND OUR INSIGHTS VALUABLE AND INFORMATIVE.**