

DIRECT CONNECT MONTHLY

AUGUST 2024

IDSA RECOGNITIONS

IDSA Conferred with Platinum DSA Status for 2024 by WFDSA

We are excited to announce that the Indian Direct Selling Association (IDSA) has been conferred with the prestigious '**Platinum DSA**' status by WFDSA for 2024.

This incredible achievement wouldn't have been possible without the steadfast support of our esteemed members.

As we celebrate this milestone, we remain dedicated to upholding the values that define us and addressing the challenges and opportunities ahead.

Thank you for your continued support and partnership.



EVENTS & EXCURSIONS

IDS A hosted the 5th edition of "Aadya: A Celebration of Women Entrepreneurship" on August 29, 2024, at Crowne Plaza Ahmedabad, Gujarat. The event was conducted as part of Gujarat Direct Selling Conclave 2024 to empower women pioneers and celebrate their achievements for their outstanding contribution to the direct selling industry.



A Heartfelt Thank You:

Heartfelt thanks to Shri Kunvarjibhai Mohanbhai Bavaliya, Hon'ble Cabinet Minister of Food, Civil Supplies & Consumer Protection, Gujarat. In his address, The Hon'ble Minister highlighted that while creating a conducive business environment for the direct selling industry, the state is committed to safeguarding the interests of consumers. He offered full support to the industry from his department, which is also working towards constituting a Monitoring Mechanism for the industry.

Celebrating Excellence:

A special congratulations to the **14** remarkable women direct sellers who were felicitated by the Chief Guest at the event for their remarkable contributions to the direct selling industry. These remarkable women entrepreneurs are true pioneers, leading the way towards a resilient economy.



Key Direct Selling Industry Insights Shared at the Event (IDSA Annual Survey 2022-23) :

Industry Growth: Direct Selling sales in India rose to **INR 21,282 crores** in FY 2022-23, a 12% increase from FY 2021-22.

CAGR: The industry saw a compound annual growth rate (CAGR) of **8.3%** from FY 2019-20 to FY 2022-23.

Regional Leaders: Maharashtra led the Western region, contributing over 50% of sales, followed by **Gujarat** at **22%**.

ACTIVE DIRECT SELLERS: Around 86.2 lakh Direct Sellers contributing to the industry with females representation over 37%

Demographics: Two-thirds of active direct sellers were aged 25-44, with 18% aged 45-54, and 14% aged 18-24.

IDSA OPINION POLL

Shape the Future of Direct Selling in Gujarat!

Here's a new question for you, this time focused on the direct selling industry in Gujarat, continuing the momentum from our recently concluded Gujarat Direct Selling Conclave 2024.

CLICK [HERE](#) TO SHARE YOUR VIEWS.

IDSA SOCIAL MEDIA

We are thrilled to share the success of our recent Rakshabandhan contest, which received commendable response on both our Instagram and Facebook platforms !

The giveaway hampers were specially curated by **MODERE**, offering a selection of premium products that are perfect for pampering and celebration.

STATE STATUTE

IDSA panel comprising of Chairman – **Mr. Vivek Katoch** and Secretariat Head– **Ms. Amarpreet Kaur Chawla** had a productive meeting with **Mr. Ramesh Chand Meena**, IAS, Principal Secretary, Food, Civil Supplies & Consumer Affairs, Government of Gujarat on 9 August 2024 in Ahmedabad. The discussion was focused on the issues concerning the direct selling industry and significance of the industry in Gujarat towards a strong and resilient economy.

Highlighting key data points and impact numbers of Gujarat direct selling industry, IDSA Panel presented a synopsis of the IDSA Annual Survey Report of 2022-23 to the Secretary, FCSCA, Gujarat.



IDSA Chairman- **Mr. Vivek Katoch** and Secretariat Head- **Ms. Amarpreet Kaur Chawla** had a courtesy meeting with **Dr. Harshit Gosavi**, IAS - Joint Secretary (Law and Order), Government of Gujarat and presented a synopsis of Annual Survey 2022-23.



IDSA panel comprising of Chairman – **Mr. Vivek Katoch**, Vice Chairman – **Dr. Ratnesh Lal** and Secretariat Head– **Ms. Amarpreet Kaur Chawla** had a courtesy meeting with **Ms Innoshi Sharma**, ED, FSSAI in New Delhi on 12 August 2024. The panel thanked the FSSAI ED for agreeing to the industry’s long standing demand by introducing a separate KoB for direct seller. The discussion was focussed on the issues concerning the direct selling industry and how the industry can contribute towards a robust and regulated food and nutraceutical industry.



IDSA Secretariat Head- **Ms. Amarpreet Kaur Chawla** and Strategic Media Advisor- **Mr. Ramesh Sharma** had a courtesy meeting with **Shri Kunvarjibhai Mohanbhai Bavaliya**, Hon'ble Cabinet Minister, Food, Civil Supplies & Consumer Protection Affairs, Government of Gujarat in Ahmedabad on 13 August 2024 and presented a synopsis of IDSA Annual Survey 2022-23.





IDSA Panel engaged with the state committee meeting in Gujarat held on 31 August 2024 to discuss the significance of monitoring mechanism for the direct selling industry and appropriate measures to be taken for the protection of the interest and rights of the consumers. The discussion was quite engaging and productive wherein IDSA made a presentation on the scenario of the direct selling industry in India highlighting key aspects and numbers specific to the state of Gujarat.

GLOBAL UPDATES

DSA Canada Awards Scholarships to Future Leaders

<https://www.directsellingnews.com/2024/08/19/dsa-canada-awards-scholarships-to-future-leaders/>

Read More

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

