



DIRECT CONNECT MONTHLY

February 2026



MahaVikas2026 Event Highlights

Maharashtra stands out as one of India's most dynamic, and largest markets for direct selling, providing self-income opportunities to over 10 lakh people, with a turnover of over ₹ 2879 Crores. To highlight this growth potential, IDSA in association with **Maharashtra Food, Civil Supplies and Consumer Protection Department** organized the Maharashtra Direct Selling Summit titled **MahaVikas 2026** on **13th Feb 2026** at the **Y.B. Chavan Centre, Mumbai**. The Summit brought together government dignitaries, industry leaders, consumer rights advocates, women entrepreneurs, and consumers to deliberate on industry growth and celebrate the contribution of women achievers in the state of Maharashtra. The gathering witnessed participation of over **450+ individuals**.



The event was graciously attended by **Shri Anil Diggikar, Additional Chief Secretary, Department of Food, Civil Supplies and Consumer Protection, Maharashtra**, our **Chief Guest** whose presence added immense prestige and significance to the occasion. **Dr. Ratnesh Lal, Chairperson, IDSA** honoured the Chief Guest through a memento on behalf of the industry fraternity.

[Watch the Event Coverage by RTimes](#)

Exhibition
Partners

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ATOMY

4Life

FOREVER

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IMC

Modicare

ORIFLAME

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THE CELLULAR NUTRITION COMPANY

The Exhibition floor reflected the true strength of the direct selling industry, with **nine leading industry players** showcasing product excellence, innovation, and consumer-centric offerings. A dedicated stall set up by **MAVIM (Mahila Arthik Vikas Mahamandal), Maharashtra** further enriched the Summit, featuring handcraft products and traditional Warli paintings created by women from Self-Help Groups, thereby underscoring grassroots entrepreneurship and women empowerment.



The event commenced with the first panel session, **“Smart Consumers, Strong Markets: What Every Consumer Must Know”** featuring **Hon. Smt. Vandana Mishra**, President, District Consumer Disputes Redressal Commission, Central Mumbai; **Adv. Shri Uday Warunjikar**, Member, Consumer Lawyers Association, Mumbai; **Mr Pranjali Daniel**, Chief Strategist, Strategy India; **Mr Sandeep Wahi**, Vice President, Sales & Training, International Marketing Corporation Ltd. Moderated by **Ms. Mehak Khanna**, Partner, Antaras Legal.

The session highlighted common consumer pitfalls, red flags to watch out for, and the step-by-step grievance redressal process, enabling consumers to understand what to do when faced with misleading claims, unfair practices, or disputes; with emphasis on key aspects consumers should be aware of and their rights.



The second session, **“Empowering Women through Entrepreneurship and Sustainable Livelihoods,”** highlighted the vital role of women in driving entrepreneurship through direct selling and allied models. The session featured stories of leading Women Entrepreneurs: **Remisa Jennifer**, 4Life; **Sam Famela**, USANA; **Roma Whabi**, Amway; **Madhavi Shetty**, Herbalife; **Meeta Devang Kanani**, Oriflame; **Dipika Dhyaneswar**, IMC; **Dr. Swati**, Atomy; **Surekha Bhargava**, Modicare.



The **Special Plenary session** with the **Chief Guest** of our event, spotlighted **Maharashtra's rise as India's largest direct selling market**, highlighting the state's significant contribution to livelihood generation and strengthening consumer trust. The session was further elevated with the address of our Chief Guest - **Shri Anil Diggikar**.

Emphasizing the importance of governance and accountability, he stated:



IDSA
INDIA'S DIRECT SELLING ASSOCIATION

महाराष्ट्र 2026
DIRECT SELLING SUMMIT
समजूतदार ग्राहक, सक्षम महाराष्ट्र

"Regulations deliver real impact only when they are effectively implemented on the ground. Consumers must be aware of their rights, and companies must be accountable for their conduct. When this balance is achieved, the marketplace becomes safer, more transparent, and more credible for all stakeholders."

CHIEF GUEST
SHRI ANIL DIGGIKAR
Additional Chief Secretary, Department of Food, Civil Supplies and Consumer Protection, Government of Maharashtra

The discussion brought together valuable industry perspectives, beginning with presentation on insightful market trends shared by **Mr. Vivek Katoch**, followed by powerful keynote addresses by **Ms. Soma Maitra**, COO, Modicare and **Dr. Abraham Lee**, MD & CEO, Atomy India. The thanking address was delivered by **Ms Aprajita Sarcar**, Vice Chairperson, IDSA.

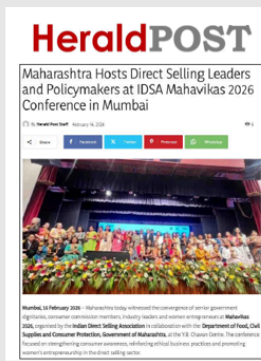


The event culminated in a grand **Award Ceremony** - over **45 women entrepreneurs** were recognised and honoured for their exceptional contribution to the growth of Maharashtra economy. These women included direct sellers, entrepreneurs, SHG women representing **MAVIM (Mahila Arthik Vikas Mahamandal), Maharashtra** working with rural communities.



Watch the full Event Video

MahaVikas 2026 in the headlines



Events to look forward

Launch of IDSA Annual report on Direct Selling Industry in India FY 2024 - 2025 to be tentatively held in April 2026

Thank you for joining us on this journey through February!



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