

# DIRECT CONNECT MONTHLY

JANUARY 2025

## EVENTS & EXCURSIONS

### IDSA Northeast Direct Selling Expo 2025

The Northeast Direct Selling Expo 2025 was held on January 21, 2025, at Taj Vivanta, Guwahati, bringing together over 380 delegates, including policymakers, industry leaders, and women entrepreneurs.



The Inaugural Ceremony featured key Government Dignitaries who emphasized the potential of direct selling in the Northeast, highlighting its role in generating self-employment and contributing to economic growth.



**Smt. Anasua Dutta Barua**, Secretary, Food Public Distribution & Consumer Affairs, Assam, stressed the importance of product quality, compliance, and consumer protection. She highlighted Assam's efforts to establish a strong monitoring mechanism, with IDSA as a key member of the state's Monitoring Committee.



**Ms. Riniki Bhuyan Sharma**, Chairman and Managing Director of Pride East Entertainment, highlighted the invaluable contributions of women entrepreneurs to the industry, emphasizing the need for recognition and support. She expressed her support for IDSA's efforts in promoting women entrepreneurship in the region.



**Shri Limatoshi Jamir**, Deputy Controller, LM&CP, Government of Nagaland, also attended the IDSA Northeast Expo as a Special Invitee. IDSA is closely working with the Nagaland Department of Legal Metrology & Consumer Protection Department to bring forth a strong and effective monitoring mechanism for direct selling in the state.

An insightful panel discussion was conducted with the senior direct sellers who shared their experiences and journey in the industry. Some of them highly spoke about the need for business innovation, and the role of direct selling in economic empowerment.



The Expo showcased leading direct selling brands, featuring new product launches and emerging trends. One of the highlights of the event was the **Threads of the Northeast – Direct Selling Product Showcase**, where traditional attire was combined with direct selling products to present a unique and engaging display of entrepreneurship.

A total of **45 women entrepreneurs** spanning across 8 Northeastern states including (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura) were honored for their achievements in direct selling, highlighting the increasing participation of women in the sector.

4 women entrepreneurs from Northeast region were also recognised for their exemplary work towards promoting women empowerment and entrepreneurship across various sectors.



The Northeast contributes 8.7% of India's ₹21,282 crore direct selling market, with over 4.2 lakh direct sellers. Assam leads as the 9th largest market, generating ₹1,009 crore in sales with 13% YOY growth, while the remaining seven states contributed ₹845 crore collectively.

IDSA Chairman Vivek Katoch emphasized the Northeast's growing role in self-employment and industry expansion. The event featured policy discussions, consumer awareness sessions, a traditional attire ramp walk, and a grand exhibition, showcasing the sector's innovations and opportunities.



**The Statesman**

Northeast direct selling industry records 16% growth

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Assam leads the region, contributing Rs 1,009 crore in sales and a 4.7% national market share, supported by 2.4 lakh direct sellers. IDSA said in an interaction with the media here...

**ई-कॉमर्स 'डायरेक्ट सेलिंग' उद्योग के विकास के लिए एक चुनौती: आईडीएसए**

गुवाहाटी, 21 जनवरी (भाषा) ब्राह्मणों को सीधे सामान बेचने वाली इकायों का निकाय 'डिजिटल डायरेक्ट सेलिंग एसोसिएशन' के अध्यक्ष विवेक कटोच ने मंगलवार को कहा कि ई-कॉमर्स क्षेत्र उद्योग के विकास के लिए एक चुनौती है और संगठन इस मुद्दे के समाधान के लिए सरकार के साथ बातचीत कर रहा है।

कटोच ने यह भी कहा कि केवल 10 राज्यों ने उपभोक्ताओं के हितों की रक्षा के लिए या तो नियमों को अधिवृद्ध किया है या निगरानी समितियां गठित की हैं।

कटोच ने यहां एक संवाददाता सम्मेलन में कहा, "ई-कॉमर्स 'डायरेक्ट सेलिंग' उद्योग के लिए एक चुनौती है। हमारे उन्माद विषयवस्तु मूल्य पर ऑनलाइन बेचे जा रहे हैं। हम इस पर सरकार के साथ बातचीत कर रहे हैं।"

उन्होंने कहा कि आईडीएसए डिजिटल मार्केटिंग साइट को नियंत्रित करने के लिए सरकार के साथ बातचीत कर रहा है ताकि 'डायरेक्ट सेलिंग' उत्पादों को ऑनलाइन माध्यम से न बेचा जाए।

कटोच ने कहा, "हम मांग कर रहे हैं कि यदि ऐसे उन्माद ऑनलाइन बेचे जाएं तो उन्हें अधिकतम खुदरा मूल्य पर बेचा जाना चाहिए, न कि भारी छूट पर।"



**Relive the highlights of the IDSA Northeast Direct Selling Expo 2025!**  
 Click [HERE](#)

# CHARTING NEW HORIZONS

## IDSA CEO Council Meet 2025:

The 2nd Edition of CEO Council Meet was successfully conducted at Jaipur Marriott on 27-28 January 2025, bringing together CEOs and top executives of IDSA member companies.

IDSA Chairman Mr. Vivek Katoch welcomed members, emphasizing the meeting's strategic importance in shaping the industry's growth and strengthening IDSA's position with the government, companies, and consumers. IDSA Secretary General, Mr. Romesh Puri, presented updates on regulatory issues, advocacy efforts, and regional events, highlighting the North East Direct Selling Expo 2025, which saw participation from 380+ delegates, direct sellers, students, and women entrepreneurs. He also introduced a White Paper advocating for the transfer of Direct Selling to DPIIT from DoCA, outlining a multi-faceted approach involving ministerial engagements, parliamentary questions, and collaboration with DPIIT initiatives to push the agenda forward.

The need to redefine direct selling as 'Social Selling' was emphasized to align with global trends. Industry leaders discussed leveraging IDSA's WFDSA membership to strengthen its position in the industry and proposed hosting a WFDSA event in India in 2030. A Direct Selling Marathon was suggested as a brand-building initiative. Additionally, members committed to render their full support for the Annual Survey (FY 2023-24).

It was widely discussed that key aspects of the industry need focussed attention and consideration therefore, 4 Working /Focus groups: **Brand Building, Partnerships & Collaborations, Industry Vision & Purpose, and Advocacy** were finalized based on their significance.

These Working/Focus Groups will be lead by key IDSA Members to shape a strategic roadmap for specific areas.



**Catch the highlights from the IDSA CEO Council Meet!**  
**Click [HERE](#)**

# IDS@UPDATES

We are delighted to announce that **Mr. Romesh Kumar Puri**, has joined us as the new Secretary General of IDSA. With a vision to drive growth and innovation in the direct selling industry, Mr. Puri brings exceptional leadership and expertise to the team.



## BEYOND THE HORIZONS

We are thrilled to welcome **USANA HEALTH SCIENCES** to the IDSA family as our newest member!



Joining hands with a renowned brand committed to quality & empowerment strengthens our mission to promote excellence in the direct selling industry.

## IDS@ OPINION POLL

Shaping the Future of Direct Selling in 2025!

As the direct selling industry evolves, leaders must focus on key priorities to drive sustainable growth. What should be the top priority for direct selling leaders in 2025?

Cast Your Vote! How much do you think it is?

Click [HERE](#) to share your views.



## GLOBAL UPDATES

The gradual evolution of direct selling: A journey of 50 years

<https://www.epixelmlmsoftware.com/blog/history-of-direct-selling-50-years>

[Read More](#)

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

