

DIRECT CONNECT MONTHLY

JULY 2024

STATE STATUTE

IDSA Secretariat Head and Senior Manager- **Ms. Amarpreet Kaur Chawla** attended **Journey Towards Viksit Bharat: A Post Union Budget 2024-25 Conference** organized by the Confederation of Indian Industry (CII) on 30 July 2024 at Vigyan Bhawan in New Delhi. Addressing the Inaugural session, **Shri Narendra Modi**, The Hon'ble Prime Minister, highlighted that “Today we are discussing – Journey towards Viksit Bharat. This is not just the change of sentiment, this reflects a change in confidence, while reiterating India’s position as 5th largest economy in the world and rapid strides towards the 3rd place”.



IDSAs Panel: **Ms. Amarpreet Kaur Chawla**- Senior Manager & **Mr. Ashish Vaidya**- Regional Representative met with **Shri. Sanjit Rodrigues**, IAS, Secretary (Civil Supplies), Government of Goa and **Shri. Jayant G. Tari**, Director of Civil Supplies and Consumer Affairs, Government of Goa to discuss the future of the direct selling industry in the state of Goa.

IDSAs being a subject matter expert in the Goa Monitoring Committee for Direct selling, highlighted the significance for a monitoring mechanism to regulate and promote the industry in the state. The panel also presented a copy of the IDSA Annual Survey 2022-23 to the Secretary (Civil Supplies), Government of Goa.



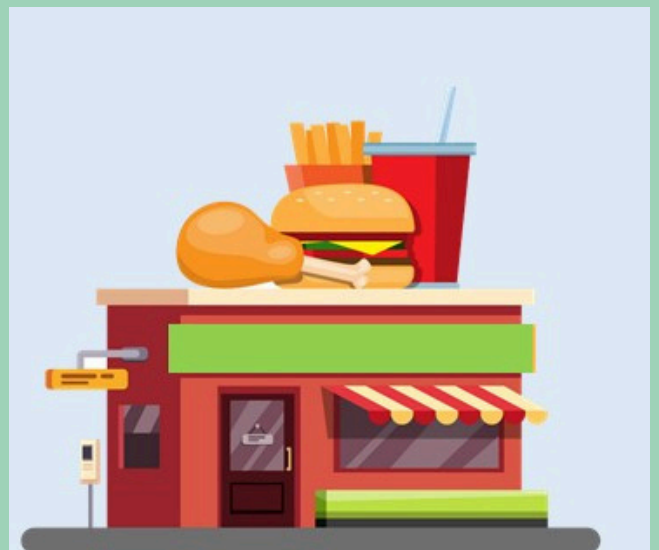
FSSAI introduces KOB category for Direct sellers

The **Food Safety and Standards Authority of India (FSSAI)** introduced a new category of business (**KOB**) specifically for the Direct Selling sector, effective from 10 July 2024. This marks a significant milestone for the industry as it will not only enable the direct sellers to secure instant FSSAI registration but will also legitimize them while encouraging growth and innovation in the industry.

The focus on wellness products under the new category is likely to stimulate demand and innovation in this segment, contributing to the overall growth and diversification of the direct selling market.

The Indian Direct Selling Association (IDSA) has played a pivotal role in advocating for this amendment, working closely with the FSSAI to ensure that the sector's interests are represented. This collaboration underscores the importance of industry bodies in shaping favorable policies.

To know more, click on <https://foscoss.fssai.gov.in/>



IDSA OPINION POLL

Shape the Future of Direct Selling in India!

We're seeking your insights on the key measures that can drive the direct selling industry forward. Your voice matters, and we want to hear from you!

CLICK [HERE](#) TO SHARE YOUR OPINION IN THE POLL.

GLOBAL UPDATES

Direct Selling Brands Reaffirm Their Commitment to the MLM Model

<https://www.directsellingnews.com/2024/07/26/direct-selling-brands-reaffirm-their-commitment-to-the-mlm-model/>

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The Direct Selling Education Foundation (DSEF) 2024 Report Shows \$111.4 Billion Impact on US Economy

<https://www.directsellingnews.com/2024/07/05/dsef-2024-report-shows-111-4-billion-impact-on-us-economy/>

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9 Direct Selling Brands Included in Happi's 2024 List of Top 50 Companies

<https://www.directsellingnews.com/2024/07/12/9-direct-selling-brands-included-in-happis-2024-list-of-top-50-companies/>

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DSA Canada Connect 2024 Conference Triumphs in Niagara-on-the-Lake

<https://www.directsellingnews.com/2024/07/01/dsa-canada-connect-2024-conference-triumphs-in-niagara-on-the-lake/>

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WE HOPE YOU FOUND OUR INSIGHTS VALUABLE AND INFORMATIVE.**

