

DIRECT CONNECT MONTHLY

MAY 2024

STATE STATUTE

IDSA panel comprising of **Mr. Vivek Katoch** - Chairman, **Ms. Aprajita Sarcar** - Treasurer, **Mr. Chetan Bhardwaj** - General Manager and **Ms. Alka Gurnani** - Regional Representative; had a productive meeting with the officials of Food, Civil Supplies & Consumer Affairs Department, Punjab under the chairmanship of **Sh. Vikas Garg**, IAS - Principal Secretary (F,CS&CA).



During the course of the meeting, important discussion about the monitoring mechanism for direct selling industry in Punjab was conducted where IDSA submitted its viewpoint.

Punjab is an important market for the industry. IDSA is committed to working with the Govt. of Punjab to safeguard the rights of consumers in the state.



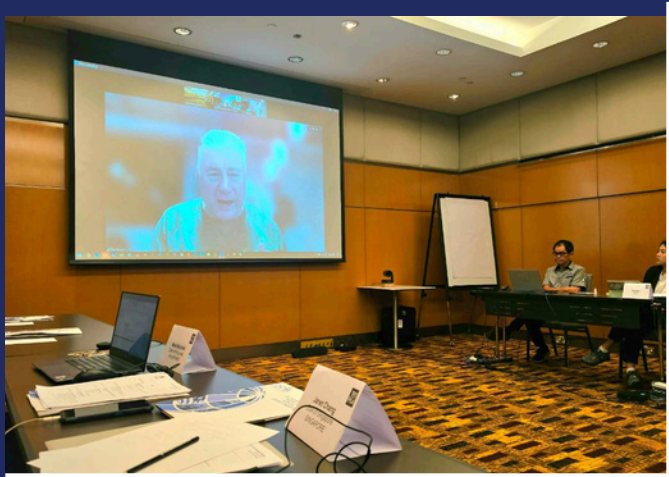
IDSA@WORK

➤ 213 MAY 2024



IDSA Chairman - **Mr. Vivek Katoch** and General Manager - **Mr. Chetan Bhardwaj**, participated in the Association Performance Program organised by the **WFDSA** in Kuala Lumpur, Malaysia.

WFDSA's APP events provide a great opportunity for associations from the target region to collaborate on common issues as well to learn from the experience of one another.



IDS SA SOCIAL MEDIA

» 10 MAY 2024

We are thrilled to share the success of our recent **Mother's Day campaign**, which received an overwhelming response on both our Instagram and Facebook platforms!

Our heartfelt campaign not only celebrated the wonderful mothers in our community but also engaged a large audience, resulting in a significant increase in our social media interactions. We have announced three lucky winners.

The giveaway hampers have been specially curated with **Oriflame**, offering a selection of premium products that are perfect for pampering and celebrating mothers.

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GLOBAL UPDATES

Colorado General Assembly passes artificial intelligence consumer protection bill

The Colorado General Assembly has passed a bill, [SB 205](#), that would establish basic guardrails when companies use artificial intelligence to make high-stakes decisions about consumers and workers.

<https://advocacy.consumerreports.org/press-release/colorado-general-assembly-passes-artificial-intelligence-consumer-protection-bill/>

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Navigating The FTC's Final Rule Banning Non-Competes: Why Direct Sellers Shouldn't Panic

In the world of direct selling, the recent FTC approval of a final rule banning non-compete agreements (the Rule) has sparked concern and uncertainty among direct sellers.

<https://www.mondaq.com/unitedstates/contract-of-employment/1468436/navigating-the-ftcs-final-rule-banning-non-competes-why-direct-sellers-shouldnt-panic>

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Canadian Direct Selling Companies to Prioritize Recruitment and Retention in 2024

Canadian direct selling companies are planning to “get back to basics” in the coming months and years. Recruitment and retention have long been an important part of the direct selling model in Canada, but DSA Canada officials say leaders in the country are placing a renewed focus on these basics to build a solid foundation for new business growth.

<https://www.mondaq.com/unitedstates/contract-of-employment/1468436/navigating-the-ftcs-final-rule-banning-non-competes-why-direct-sellers-shouldnt-panic>

[Read More](#)

COUNTRY UPDATES

The Consumer Protection (Direct Selling) (Amendment) Rules, 2023: What You Should Know

The 2023 amendment comes as a comprehensive response to these challenges, providing a robust framework for both consumers and businesses to thrive in a trustworthy and accountable marketplace.

<https://www.sangritoday.com/spotlight/the-consumer-protection-direct-selling-amendment-rules-2023-what-you-should-know>

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Govt plans to make anti-fake review rules mandatory for e-commerce firms

The government issued the new quality norms for e-tailers a year ago, prohibiting them from publishing paid reviews and demanding disclosure of such promotional content.

<https://economictimes.indiatimes.com/news/economy/policy/govt-plans-to-make-anti-fake-review-rules-mandatory-for-e-commerce-firms/articleshow/110088897.cms?from=mdr>

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

