

DIRECT CONNECT MONTHLY

NOVEMBER 2024

STATE STATUTE

IDSA panelists **Ms. Amarpreet Kaur Chawla**, Secretariat Head and **Ms. Deepshikha Borah**, Regional Advocacy Committee Member & Sales and Marketing Director, Modere recently engaged in insightful discussions with **Sh. Biswaranjan Samal**, IAS, Addl. Chief Secretary, Food, Civil Supplies and Consumer Affairs, Govt. of Assam and **Smti. Anasua Dutta Barua**, IAS, Secretary, Food, Civil Supplies and Consumer Affairs, Govt. of Assam focusing on the growth and opportunities for direct selling in the Northeast region.



IDSA FOUNDERS DAY

To commemorate IDSA Founders Day on **November 1st**, a campaign titled "**I Have a Vision: Direct Selling for India@100**" was launched. This initiative featured inspiring video messages and quotes from industry leaders, who shared their aspirations and visions for the future of the direct selling industry.



I HAVE A VISION : DIRECT SELLING FOR India@100



Over the past two decades, IDSA has led the charge for meaningful policy reforms and forged vital partnerships to lay the groundwork for a thriving future in direct selling. As India ascends as the 11th largest direct selling market globally, with a clear path to reach the top 5 within the coming decade, I am inspired by the potential of this industry to become a premier avenue for entrepreneurship nationwide. IDSA stands dedicated to turning this vision into reality



VIVEK KATOCH

Chairman, Indian Direct Selling Association
Corporate Affairs Director - Asia, Oriflame India

CELEBRATING IDSA FOUNDER'S DAY



I HAVE A VISION : DIRECT SELLING FOR India@100



I congratulate all direct sellers on the IDSA Foundation Day. All of us, together with IDSA companies have seen tremendous growth of direct selling in India. My vision for Direct Selling @ 100 is of a strong and successful industry that reates entrepreneurs who build a profitable and sustainable business for themselves.



This industry will progress on two important pillars: Providing good quality, unique and research backed products to it's consumers and Creating business model that provides income opportunity at low cost and low risk to people who want to supplement their income and are willing to work for it.

I am more than confident that @100, India will be the largest direct selling market in the world!

SHISHIR JHA

Country Head - India
4-Life

CELEBRATING IDSA FOUNDER'S DAY



I HAVE A VISION : DIRECT SELLING FOR India@100



The direct selling sector in India has witnessed remarkable growth, yet it still faces significant policy and regulatory challenges. I envision an industry that thrives on a strong ethical foundation, and I am confident that IDSA will continue to lead with impactful policy advocacy alongside key government agencies at both the central and state levels. Through fostering trust with the government and championing the highest standards of ethical practice among its members, IDSA remains dedicated to shaping a supportive ecosystem where the industry can reach its fullest potential.



RATNESH LAL

Vice Chairman, Indian Direct Selling Association
Senior Director, Corporate Affairs, Herabalife India

CELEBRATING IDSA FOUNDER'S DAY



I HAVE A VISION : DIRECT SELLING FOR India@100



From its humble beginnings in the 80s, today's ₹21,000 crore direct selling industry stands as a powerful force uplifting millions. On this Founders' Day, we celebrate IDSA's enduring vision: to shape India's direct selling industry into a beacon of opportunity, integrity, and empowerment. With unwavering commitment, IDSA remains steadfast in its mission to shape an ethical ecosystem where direct selling can not only thrive but transform lives for generations to come.



RAJAT BANERJI

Secretary, Indian Direct Selling Association
VP- Corporate Affairs, Amway India

CELEBRATING IDSA FOUNDER'S DAY



I HAVE A VISION :
DIRECT SELLING FOR India@100

ANSHU BAGAI
Tupperware®

TUPPERWARE- COUNTRY HEAD



I HAVE A VISION :
DIRECT SELLING FOR India@100

MR. SAMIR KRISHAN MODI

Modicare
FOUNDER AND MANAGING DIRECTOR,
MODICARE



I HAVE A VISION :
DIRECT SELLING FOR India@100

ABHISHEK GUPTA



MANAGING DIRECTOR OF ALTOS ENTREPRISES



I HAVE A VISION :
DIRECT SELLING FOR India@100

DR ABRAHAM LEE



MANAGING DIRECTOR OF ATOMY INDIA



I HAVE A VISION :
DIRECT SELLING FOR India@100

AJITA SARGAR



TREASURER, INDIAN DIRECT SELLING ASSOCIATION
HEAD GROWTH OFFICE, MODICARE PVT LTD INDIA



I HAVE A VISION :
DIRECT SELLING FOR India@100

DEEPSHIKHA BORAH
MÖDERE Life by Design

SALES & MARKETING DIRECTOR



Celebrating



28TH Founders Day

With a Vision:
Direct Selling for
India@100!

@indiandirectsellingassociation



I HAVE A VISION :
DIRECT SELLING FOR India@100

VISHAL TIBREWAL



FLP- CHIEF OPERATING OFFICER - IN

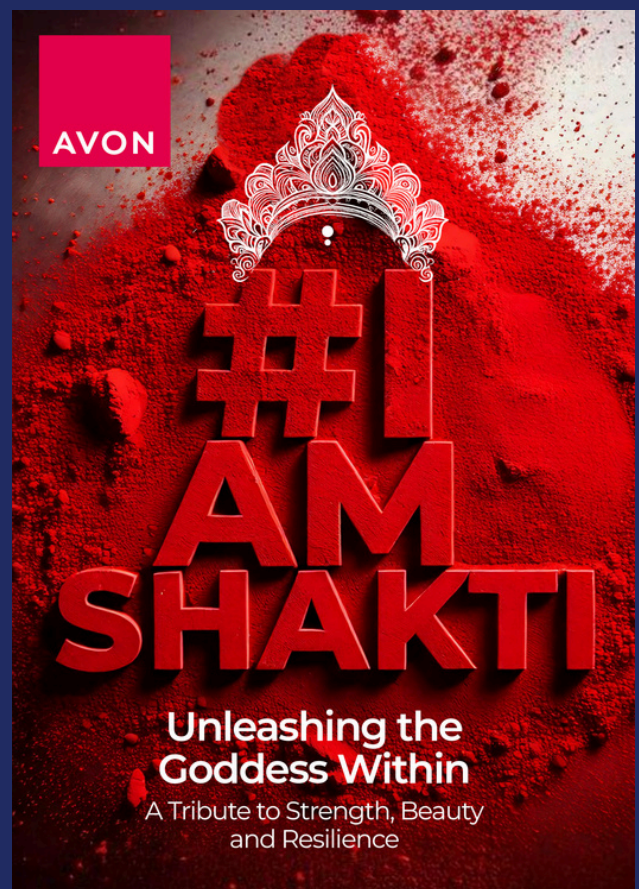


IDSA MEMBER SPOTLIGHT

Avon India's "I Am Shakti" Campaign

Avon India celebrated women's empowerment this festive season with the "I Am Shakti" campaign, honoring the strength, courage, and leadership of its representatives. Drawing inspiration from goddesses Durga and Lakshmi, the campaign highlighted stories of resilience and transformation, showcasing how Avon empowers women to embrace their inner strength and achieve independence.

Under the leadership of **Mr. Sandeep Prakash, Vice President, Avon India**, the campaign celebrated nine exceptional representatives who exemplify the values of strength, compassion, and prosperity. Avon continues to inspire change through initiatives promoting beauty, empowerment, and social impact.



IDSA OPINION POLL

The Indian Direct Selling industry is evolving rapidly, contributing to both economic growth and employment opportunities. What factors do you believe are the biggest drivers of growth in the industry?

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

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



GLOBAL UPDATES

Ukraine DSA Conference titled “Direct Selling: Technology, Humanity and Flexibility” was held.

<https://wfdsa.org/ukraine-dsa-conference/>

[Read More](#)



DSA Hosts Annual Legal & Regulatory Conference in Washington, D.C.

<https://www.directsellingnews.com/2024/11/07/dsa-hosts-annual-legal-regulatory-conference-in-washington-d-c/>

[Read More](#)



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