

DIRECT CONNECT MONTHLY

SEPTEMBER 2024

STATE STATUTE



IDSA Chairman- **Mr. Vivek Katoch**, Secretary- **Mr. Rajat Banerji** had a courtesy meeting with **Sh. Jayesh Ranjan**, IAS, Special Chief Secretary, Industries & Commerce & IT, Government of Telangana and presented a copy of IDSA Annual Survey 2022-23.

IDSA Secretariat Head- **Ms. Amarpreet Kaur Chawla** had a courtesy meeting with Smt C. Padma, Deputy Commissioner, M&C, Government of Telangana to discuss the formalization of monitoring mechanism for direct selling industry in Telangana.



🌟 Global Food Regulators Summit 2024 🌟

FSSAI recently organised the Global Food Regulators' Summit 2024 from 20-21 September 2024 in New Delhi. IDSA as a key stakeholder was supporting FSSAI in engaging with key industry members at the event. The Union Health Minister Shri JP Nadda Inaugurated Second Edition of Global Food Regulators Summit 2024 alongside the World Food India 2024 event being organised by Ministry of Food Processing Industries.

A dialogue between CEOs from major food companies alongside senior government officials also took place as a parallel session to discuss promoting ease of doing business, enhancing access to nutritious foods, and improving food safety infrastructure.

The summit also unveiled a new website for the Food Import Clearance System 2.0 (FICS 2.0).

Stakeholders from international organisations like WHO, World Trade Organization (WTO), Food and Agriculture Organization (FAO), Codex Alimentarius Commission, The European Food Safety Authority and Joint Institute for Food Safety and Applied Nutrition, USA, participated at the event.



The concern regarding the regulation of Nutraceutical products was also touched upon in one of the sessions titled “Regulating Health Supplements and Nutraceuticals: An Evolving Landscape” while the panel discussion focussed more on the need for strong regulatory standards for health supplements’ in alignment with the global standards and practices. Discussions revolved around the Codex guidelines, non-sugar sweeteners’ adverse effects, risk assessment of probiotics, and leveraging Ayurveda for new food products.

EVENTS & EXCURSIONS

🌟 Celebrating 28 Years of Success & Leadership! 🌟

IDSA organised 28th Annual General Meeting on 27 September 2024 at Le Meridien, New Delhi. The meeting witnessed participation from 15 member companies who deliberated and ideated on the key advocacy and promotional initiatives of the association.



As an outcome from the insightful discussions that took place during the meeting, IDSA is working towards formulating a CEO Council to act as an advisory and governing body of the association.

The Council will play a critical role in driving the agenda of direct selling industry at a national and global level. The discussions also revolved around increasing the focus on youth engagement in the industry through promotional events and social media campaigns.

A heartfelt thanks to all the members who engaged in this important meeting.



IDSA OPINION POLL

Cosmetics and personal care products have always been key drivers in the direct selling industry, especially in the **Asia/Pacific region**.

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

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

GLOBAL UPDATES

DSA Day on Capitol Hill Connects Executives with Legislators

<https://www.directsellingnews.com/2024/09/30/dsa-day-on-capitol-hill-connects-executives-with-legislators/>

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FTC Staff Report Says MLM Income Disclosures Lack Clarity

<https://www.directsellingnews.com/2024/09/06/ftc-staff-report-says-mlm-income-disclosures-lack-clarity/>

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DSA Canada 2024 ISC Awards Honors Outstanding Direct Sellers

<https://www.directsellingnews.com/2024/09/24/dsa-canada-2024-isc-awards-honors-outstanding-direct-sellers/>

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WFDSA Releases 2024 Global Direct Selling Statistical Data Report

<https://www.directsellingnews.com/2024/09/04/wfdsa-releases-2024-global-direct-selling-statistical-data-report/>

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Global Insights

- **Global retail sales** grew by 1% over the past four years.
- According to the WFDSA's annual report, **direct selling sales** in 2023 saw a **2.3% decrease**, totaling **\$167.6 Billion**—but still above pre-pandemic 2019 levels.
- The industry showed resilience through the pandemic with growth in **2020 (+2.2%)** and **2021 (+2%)** despite challenges like economic and supply chain disruptions.
- **Top direct selling markets:** The United States, Germany, and Korea lead among **21 billion-dollar markets** worldwide.
- **India** stands at **11th position** in the global direct selling market.
- **Global sales representatives** increased in 2020 and 2021, before declining in 2022 and 2023. **2023 total: 102.9 million** representatives.
- Direct selling provided economic opportunities and flexible entrepreneurial pathways during global crises, with over **half-a-trillion USD** in sales from 2020 to 2023.

CLICK [HERE](#) & GET THE FULL INSIGHTS!

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

