



New Delhi, 5<sup>th</sup> April 2010

### **ICRIER & IDSA report on Socio Economic Impact of Direct Selling**

Confirms Sector develops entrepreneurship at stakeholder's meeting

In an endeavor to further maximize and draw attention to the potential of the direct selling industry, **Indian Direct Selling Association (IDSA)**, an autonomous and self regulatory body, commissioned ICRIER to develop Socio Economic Impact Report of Direct Selling Industry in India. ICRIER today held a Stakeholders Consultation Meeting before it releases the full report along with IDSA later in the year.

**IDSA Chairman Mr. Fredrik Widell stated that we collaborated with ICRIER to evaluate and quantify the social and economic contribution of the direct selling industry in India.**

The meeting held on 5th April at India International Centre, Lodhi Estate, chaired by **Mr. K.K Sinha - Additional Industrial Advisor - DIPP** and **Mr. Brij Mohan - Consumer Affairs**, was definitely a step forward for direct selling industry aiming to provide regulatory framework to direct selling sector.

**Indian Direct Selling Association along with support from their parent body (WFDSA)** has undertaken this massive project to provide substantial support to the Direct Selling Industry and helps to trickle the benefits of direct selling to the grassroots level.

**Chavi Hemanth, Secretary General, IDSA** adds, "The findings from the report will bring to light the potential of this industry to the masses, government and overall Indian economy. This meeting also offers a pivotal ground to head the next round of discussion with the authorities to clearly define direct selling against the illegitimate pyramid schemes".

Ms. Hemanth during discussion also pointed that **Brazil with a sales force of 20 Lakhs has sales worth 10 US billion \$, India with an equivalent sales force (18 Lakhs) only does sales of 0.7 US Billion \$.** This wide disparity itself establishes the need for a legal framework so people can have more faith in the sector to participate.

### **About IDSA**

The Indian Direct Selling Association (IDSA) is an autonomous, self-regulatory body championing the cause of direct selling industry in India. The Association acts as an interface between the industry and policy-making bodies of the Government facilitating the cause of direct selling industry in India.

Incorporated in 1996 and headquartered in Delhi, IDSA strives to create and further an environment conducive to the growth of direct selling industry in India, partnering industry and government alike through advisory and consultative activities.

Since its inception the Association has grown to several members representing over a million independent salespeople in India and still counting.

IDSA's members are leading Indian and international organizations engaged in the business of direct selling in India.

The Association works along with the World Federation of Direct Selling Associations (WFDSA), a non-governmental, voluntary organization globally representing the direct selling industry as a federation of national Direct Selling Associations.

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