



Sitting from left: Mr. Mohit Sardana, Secretary (North) FDSA, Mr. Surender Vats, President, DSDWA, Dr. Vijay Kumar Singh, Head, School of Corporate Law, Indian Institute of Corporate Affairs (Gurgoan), Mr. Md. Zakir Hussain, Director (Internal Trade), Union Ministry of Consumer Affairs, Mr. Mahendra Trivedi, Ex-Home Minister, Gujarat State, Mr. A P Reddy, President, FDSA and Mr. Ankit Mishra, Research Associate, FICCI. Mr. Rajiv Gupta, Vice President, FDSA, is seen narrating the chronology of events since the inception of FDSA.

Direct Selling Industry Needs Administrative Support: Mahendra Trivedi, Ex-Home Minister



Mr. Mahendra Trivedi
Ex-Home Minister
Gujarat State

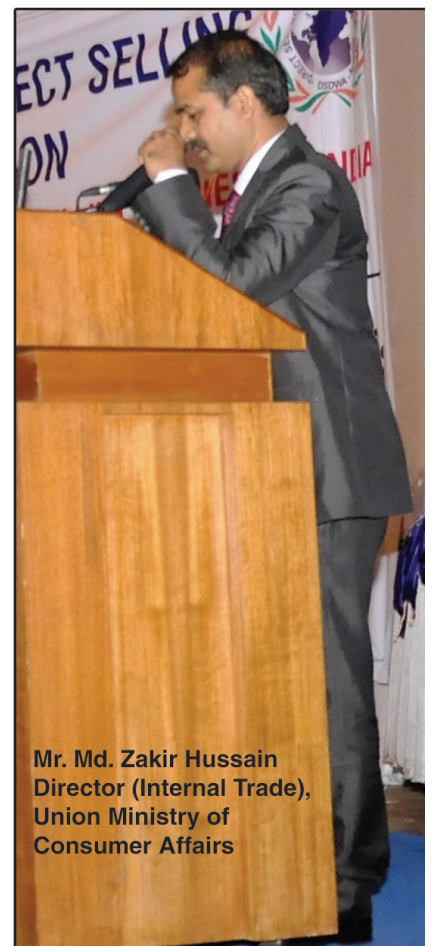
Emphasising the need for administrative support to the Direct Selling industry, Mr. Mahendra Trivedi, Ex-Home Minister, Gujarat State, Chairman, Pavitra Yatra Dham, Government of Gujarat and a four times MLA (BJP), appealed to work for percolation of sustainable development of the industry.

Participating as Chief Guest at the 'Mega Awareness Programme' organized by the Federation of Direct Selling Association (FDSA) at JA Auditorium, Bhartiya Vidya Bhawan College, Khanpur, Ahmedabad on February 18, 2016, he appreciated the social nature of the trade and said that people nowadays do not get right quality products even after spending money. "Direct Selling is doing great service by ensuring right quality in its products and services" he said adding that laws are necessary to maintain discipline. "But if we care for the weak and small ones and stand tall against the big ones, the laws become irrelevant", he observed.

Pointing out that the service sector has great potential; he said if proper service is not given in this sector, there would definitely be a problem. "To render proper service, this industry needs the support of not only the administration but also from all the stake holders engaged in total supply chain", he said, and condemned the "instant" culture which has dented the psyche and culture of the society. He appreciated the good job being done by the direct sellers.

Thanking FDSA for the series of mega awareness programmes being organized by FDSA member companies in the interest of the Direct Selling distributors and consumers, Mr. Md. Zakir Hussain, Director (Internal Trade), Union Ministry of Consumer Affairs, praised the efforts put in for a noble cause. Amidst thundering applause, he was addressing a gathering of over 500 strong audience constituted by the Direct Sellers, company owners and several young people from various verticals of life at the 'Mega Awareness Programme'.

He said that public awareness is a key factor for changing the image of industry and its success. "To affect the cause, several Union ministries are running awareness campaigns through various means, but it is the Direct Selling which has demonstrated the ground level execution on one to one level. The Consumer



Mr. Md. Zakir Hussain
Director (Internal Trade),
Union Ministry of
Consumer Affairs

FDSA

Upcoming Event

Next Mega Awareness Programme @ Chandigarh

The next FDSA Mega Awareness Programme is at Chandigarh during May 2016. Those interested may register online. Please visit: www.fdsaindia.org.

Also visit our facebook page: www.facebook.com/fdsaindia for regular updates.



**Dr. Vijay Kumar Singh,
Head, School of Corporate Law,
Indian Institute of Corporate Affairs**

the good culture, social nature and honesty being followed in the trade attracted him and the statements made on the uncertainties looming large on the Direct Selling and consumers by the Consumer Affairs Minister Mr. Ram Vilas Paswan during FICCI led event Direct-2014 sparked him to take up the matter which led to the release of a "Whitepaper on Direct Selling Industry In India". It may not be out of place to state here that the Whitepaper has become an all-time reference book for the government and the industry as well.

Though unity in the association is important, unity amongst the horizontal players should also be seen in light of competitive laws in the country; Dr. Singh said and added, "In the process of creating unity we must maintain the internal competition amongst the players, which is a key factor of individual growth and strength of the association". He made the session interactive by posing some questions to the audience on why the laws are needed, to which proper response was received.

Mr. Ankit Mishra, Research Associate, FICCI spoke about FICCI's contribution on Direct Selling, which is one out of 74 disciplines in FICCI, initiated since the year 2012 after meeting with FDSA & other industry associations. "Since then FICCI had been a loud voice for the industry and represented successfully with the Union government, various state governments and other agencies to facilitate the formation of legislation for the industry. In the process several reports have been published with KPMG, National Law School, Direct 2014 and Mark e-Dir to name a few", he said and added that the annual event "Direct-2015" was a big success with a packed auditorium due to the efforts of FDSA.

He said that FDSA is a major partner of FICCI and is looking forward for a long term association in the interest of industry.

The event witnessed the formal announcement of certification of M/s Oriens Global Marketing Pvt. Ltd, Chennai as a Fellow Membership Company of FDSA and a certificate was handed over by Mr. A.P. Reddy,

Affairs ministry is aggressively working on a radio campaign on Direct Selling industry to strengthen the consumer protection", he said.

Further, he said that the inter-ministerial committee constituted for Direct Selling Industry legislation has so far conducted four meetings and interacted with industry stakeholders. "We received suggestions to be incorporated in the guidelines for Direct Selling Business in India that are to be provided as an immediate relief from the ambiguity hovering over the trade and the Direct Selling will be distinguished from the ponzy/pyramid schemes", he said.

Everyone contributes to the economy, said Dr. Vijay Kumar Singh, Head, School of Corporate Law, Indian Institute of Corporate Affairs, Manesar (Gurgaon) while recalling the inspiring moments for taking up the Direct Selling industry as his topic of research. He said that



Mr. A P Reddy, President, FDSA



Mr. Rajiv Gupta, Vice President, FDSA



**Mr. Ankit Mishra
Research Associate
FICCI**



Mr. Surender Vats, President, DSDWA, addressing the gathering on the occasion

President, FDSA. Other member company representatives were called on the dais to greet and welcome the Managing Director of the Company Mr. Karthik and Director Mr. VS Moulishankar.

While extending sincere thanks to the dignitaries present on the dais, Mr. A P Reddy, President FDSA said that FDSA was formed to protect the livelihood of crores of people dependent on the trade and the consumers being duped under the garb of direct selling. He said that FDSA is assisting the common person to realize their dreams. "FDSA is required to keep the industry united, to avoid the consumer-company conflicts, to ensure ethical service from the companies and to maintain the integrity of the trade", he said.

He said that Direct Selling can make India a developed nation; and for that we all have to work with full integrity and ensure that India would develop with Direct Selling only. He emphasized on the need to associate the purpose of life with direct selling activity "Do something memorable so that people will have a reason to remember you beyond your life", he said.

Mr. Surender Vats, President, Direct Selling Distributors Welfare Association (DSDWA) explained the importance and need of DSDWA platform for the Direct Selling Distributors working across the country without any representative body. "So far there is no authorized data on the strength of direct selling distributors in India. DSDWA plans to pioneer the requirement in the larger interest of the industry", he said and presented certain plans to make this objective successful.

The event began with the presentation and narration of FDSA activities since inception by Mr. Rajiv Gupta, Vice President, FDSA. While narrating the chronology of events, he sailed through the past and made aware the participants about the pains taken by the founders of FDSA at a time when this industry was facing a negative social stigma. "The efforts started bearing

fruits with the development of hope for a well-organized career oriented industry for next generation", he said.

The event concluded with a vote of thanks from Mr. Mohit Sardana, Secretary (North), FDSA and host of the event. Mr. Gaurav Aggarwal, Core Body Member – DSDWA, acted as the Master of Ceremony.

For further information log on to www.fdsaindia.org.



Mr. Mohit Sardana, Secretary (North), FDSA



Mr. A P Reddy, President, FDSA, presenting the 'FDSA Membership Certificate' to Managing Director Mr. Karthik and Director Mr. VS Moulishankar of Oriens Global Marketing Pvt. Ltd, Chennai



Mr. Gaurav Aggarwal, Core Body Member – DSDWA