



## FEDERATION OF DIRECT SELLING ASSOCIATION

409, Everest Block, Aditya Enclave, Ameerpet, Hyderabad - 500 038.

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### FDSA INITIATES FORMAL MEMBERSHIP PROCESS FOR INDIAN DIRECT SELLING COMPANIES



Indian Direct Selling Industry witnessed one of the most important milestones on 16<sup>th</sup> October 2013 in Delhi. Under the Chairmanship of President Mr. A.P. Reddy, the membership process for Indian Direct Selling Companies was formally launched by FDSA.



In the first round, three companies were awarded FDSA Membership Certificates on the basis of qualifications, credentials and performance. The scrutiny process held under the Chairmanship of Vice President of FDSA, the scrutiny committee approved M/s Fashion Suitings Pvt. Ltd. (RCM Business) Bhilwara, M/s. ARL Retail Pvt. Ltd. Delhi and M/s. Sarso BizNet International Pvt. Ltd. Amritsar for certification as per the norms laid by FDSA. These certificates were awarded by FDSA President Mr. A P Reddy in the presence of FDSA Executive Body and the company representatives.



The certificates were received by Mr. K.C. Chhabra On behalf of M/s Fashion Suitings Pvt. Ltd. (RCM), Mr. Ravi Joshi, Mr. Dinesh Negi & Mr. Rajiv Gupta on behalf of M/s. ARL Retail Pvt. Ltd. and Mr. Sumjot Pal Singh on behalf of M/s. Sarsobiz Net International Pvt. Ltd.

In last two years of its existence FDSA has successfully taken up several steps to organize direct selling in India with a strong impact on authorities, bureaucrats and other agencies. For all these years, several genuine product based companies pooled their



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resources and worked aggressively to keep the organization rolling; but were not given formal membership of FDSA, mainly due to lack of any clear definition or guideline about the Direct Selling Business from the Government. Finding it utmost necessary to strengthen the Indian Direct Selling Industry, it was decided to start membership process for those companies who have contributed to the movement and are working closely for the Industry, shouldering responsibilities and are as good as founder members in the group.

So far, Government has not given any verdict for Direct Selling Industry. It is felt that Government may delay delivering any kind of legislation/definition etc. within a stipulated time frame. Hence FDSA decided to act upon self-designed code of conduct for genuine product based companies and initiate its formal membership drive by scrutinizing the company's functioning by way of self appointed committee comprising of one secretary from the region, another secretary from other zone, one software expert, and one person from accounts under the chairmanship of Vice President of FDSA.

Out of several applications queued up; the above mentioned three companies had all parameters in place to qualify as per FDSA norms for membership certification. The other companies were informed to re-submit their application with advised amendments / documents in order to get the approval of membership during next core body meeting to be held at Coimbatore on 17<sup>th</sup> December 2013.

The decision of awarding formal membership was welcomed by the members as this will strengthen the industry by bringing the companies closer. All these companies can use FDSA logo on their website depicting their membership status and are allowed to promote through their business promotion program. Also it was felt that FDSA member companies will get a tool to distinguish them as law abiding genuine companies.

The Secretary (North) Mr. Manoj Kumar suggested conducting meetings in different regions in every three months to complete the membership scrutiny processes at a fast pace. The Secretary (South) Mr. Mohan Raaj offered his services to organize the next meeting at Coimbatore on 17<sup>th</sup> December 2013, where some more certificates to the qualified companies which are currently under scrutiny will be distributed.

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