

# Awareness Programme Organised @ Coimbatore



From Left To Right: Mr. A P Reddy, President, FDSA, Mr. Rajiv Gupta, Vice President, FDSA, Mr. G K Selva Kumar, Chairman, Lotus-TV and Mr. Manoharan, President, Networkers Welfare Association, at the awareness programme in Coimbatore on December 17, 2013.

FDSA organized an awareness programme 'Genuine Practices of Direct Selling Business' at Hotel 'The Residency' in Coimbatore, Tamilnadu on December 17. Mr. G K Selva Kumar, Chairman, Lotus-TV was the Chief Guest on the occasion. Mr. Manoharan, President, All India Networkers Welfare Association also participated in the programme. FDSA reiterated its stand and commitment towards the industry and several intriguing questions and doubts raised by the people who attended the meeting were replied. FDSA also presented Membership Certificate to TranzIndia Corporate Network Pvt. Ltd., Coimbatore. Mr. V Mohan Raj received the membership certificate from Mr. A P Reddy, Mr. Selva Kumar and Mr. Manoharan.

Addressing the gathering Mr. A P Reddy said that they were continuously appealing the Union Government to frame

rules and regulations to the Direct Selling industry, so that the genuine companies can function in a hassle free environment and work towards making progress in the lives of the Direct Selling distributors and benefit the government in the form of revenue generation.

"This is a 100 per cent genuine business. But, unfortunately it is misunderstood and misrepresented to the government. We would be meeting the BJP Prime Ministerial candidate Mr. Narendra Modi and AICC Vice President Rahul Gandhi



and helps in controlling crime rate, which is of late found to be increasing at a faster rate. As the percapita income had come down and with no earning opportunities, the crime rate in the country had been increasing”, Mr. Reddy pointed out.

Mr. G K Selva Kumar, Chairman, Lotus TV, participating as Chief Guest on the occasion observed that politicians in the country are not aware of the strength of the direct selling industry. “If at all they know, they would come to you people and ask for your support”, he observed.

Taking a pot shot at the government run companies, he said, “All government companies are running in losses. Several companies from other countries are stepping into India and exploiting us. Though highly efficient people are here, they are unable to do anything, because our system is like that. The ‘Acts’ have to change. We are still following outdated copied laws. The situation has to change. Associations like FDSA are essential

soon and would tell them that who ever proposes to streamline the Direct Selling industry by framing rules and regulations in their election manifesto, we would ensure that the entire Direct Selling industry would vote for that party. The direct selling industry is a huge vote bank and with general elections just round the corner, I hope that both the BJP and Congress, being national parties would see the huge difference it could make if their election manifesto contains framing of rules and regulations to the industry”, Mr. Reddy said.

Observing that India could be called a developed country only when the government recognises the direct selling industry by coming up with necessary rules and regulations, he said, “FDSA is formed to protect Indian direct selling companies and save Indian people from fraudulent companies. I am confident that the development of the Country takes place only through direct selling industry. But, the money circulation companies in the guise of direct selling companies are deliberately hitting the economy of the Country. I appeal to all the direct selling distributors not to encourage money circulation companies in any way. If any distributor happens to come across such money circulation companies, they may inform FDSA, who in turn will inform the concerned authorities in a bid to curb the menace”.

“Several novel products like induction cooker, noni, food supplements were introduced to the Indian consumer 10 years ago through direct selling method. These products are finding customers in traditional market now and several branded companies have come forward to manufacture such utility products. The direct selling industry not only benefits the customer but also the distributor. The industry provides earning opportunities



Mr. V Mohan Raj, CMD, TranzIndia Corporate Network Pvt. Ltd., Coimbatore, receiving FDSA membership certificate from Mr. A P Reddy, Mr. G K Selva Kumar and Mr. Manoharan



**From Left to Right: Mr. G K Selva Kumar, Chairman, Lotus TV, Mr. Manoharan, President, AI Networkers Welfare Association, Mr. B Devanand, Vice president, FDSA and Mr. Rajiv Gupta, Vice President, FDSA, addressing the gathering at the Awareness Meet in Coimbatore.**

to protect us. Support FDSA and it will in turn support you all".

Mr. B Devanand, Vice President, FDSA, said that problems will be there in every industry and direct selling industry is no exception. "Just because there are problems, you cannot say the industry is bad. For example, take film industry. There are many problems. Similarly, Chit Fund business. Then why is direct selling industry becoming an exception? Because, there are no rules or guidelines. More over this is a new type of industry. This is creating the problem. About 30 years back, if a LIC agent comes, people used to run away. Today, he is being approached and respected. It is only after 20-30 years an industry gets matured", he observed.

Emphasising that unless a third person endorses people will not believe in anything, he said, "That is why FDSA had evolved. People from different verticals of the society are heading FDSA. Due to the efforts of FDSA Rajasthan state government had recognised the industry and

formed rules and regulations. In the preamble of the notification the Rajasthan government has mentioned FDSA. Further, FICCI (Federation of Indian Chamber of Commerce and Industry) in its meeting at Chennai exposed and explained what direct selling is all about to concerned officers".

Observing that no government could provide employment to all, he said, "Small scale and MSME industries are getting lot of subsidies to manufacture products. But if they could not market their products, what use would be the subsidies being provided? Unless their products are sold, how can the companies survive? To all these small time people, direct selling would be a boon. Everyone should know the right way of doing direct selling. Then only the media will support the industry and all direct selling distributors would get proper respect".

Briefing on the several initiatives that FDSA took, Mr. Rajiv Gupta, Vice President, said, "During the last two years, FDSA took several steps like

filing RTI on many issues including draft model rules. In one of their reports, the government stated that they do not have any central authority on direct selling. It is very unfortunate that we are still bound by the laws and Acts of 1872 and 1930 which do not have any relevance to modern day businesses or activities. Over the

last couple of years, we had been meeting all the concerned officers and had been trying to apprise them of the situation. We had even explored FICCI also".

He further said, "We are highly under estimating ourselves. When we told FICCI that we are 6 to 7 crore distributors pan India in the industry, they asked what are we doing here, when handful people from jewellery industry are able to bully the government".

Lauding Mr. A P Reddy, President and Mr. Kishore Varma, General Secretary, FDSA for all the efforts over the past two years that they have put in for the industry, Mr. Manoharan, President, All India Networkers' Welfare Association, emphasised that trainings have made the direct selling distributors soft because of which they are not fighting the government for their basic rights. "This is why the distributors are not being respected. In insurance industry, the government had formed rules and had come up with a regulatory authority. So there is no problem there. Here also we are looking forward for similar rules and regulations with a central regulatory authority. This would solve all our problems", he said.

"I am an illiterate. But the industry taught me to wear suit and stand on the dais and address you all. This is the strength of the industry", he added.

Earlier, Mr. Kishore Varma, General Secretary, FDSA, welcomed the gathering and presided over the meeting.

This was followed by a question and answer session with the audience.



**Messrs. A P Reddy, Rajiv Gupta and V Mohan Raj, addressing media conference at Coimbatore.**