



FEDERATION OF DIRECT SELLING ASSOCIATION

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PRESS NOTE

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FDSA Thanks Govt. of India for forming Inter-Ministerial Committee to form guidelines/enactment to Direct Selling / MLM/Network industry

Hyderabad, July 24th: The Federation of Direct Selling Association (FDSA) thank the Government of India for forming Inter-Ministerial Committee to look into the hardships of MLM / Direct Selling industry in India and set up guidelines/enactment for its smooth functioning. The Federation is represented by its President Mr. A P Reddy, General Secretary Mr. Kishore Varma, Executive Member (West) Mr. Devanand, Executive Member (North) Mr. Ravi Joshi, Secretary(North) Mr. Manoj Kumar , Secretary (West) Mr. Gurmeet singh and Treasurer Mr. V R Maguluri.

Mr. A P Reddy, President, said that the Direct Selling industry of late is being taken advantage of by money circulation schemes, which is the main evil behind the confusion in the industry. "Multilevel Marketing is totally different and is not at all a chain link scheme as some describe it. Direct Selling / Direct Marketing is a method of marketing products. As there are no guidelines to follow or an authority to turn to in terms of crisis, the industry is mauled by several greedy people who have duped gullible people. Given an opportunity, we would come forward to explain what Direct Selling is really about", he said.

"We seek government's support to distinguish genuine Direct Selling companies. We would also like to bring to the notice of the Government and people of India the facts of genuine Direct Selling / MLM / Network Industry, the volume of turnover, and how the industry strengthens the people economically, making them independent. We also want to highlight a section of the people who are taking undue advantage of the industry in the absence of specific guidelines or legislation and cheating the public, committing economic offences", he said.

A set of guidelines, as in the case of Kerala state government, would solve all the problems, help streamline the industry and also curb all the illegal and money laundering activities of certain companies operating in the guise of Direct Selling / MLM / Network Marketing companies. The Kerala government has already proved this by taking the initiative and came up with guidelines. This move had effectively checked the menace of all money circulation schemes.



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The FDSA is confident that a set of guidelines, if brought out by the government, is the answer to all the problems of the direct selling industry in India.

Federation of Direct Selling Association (FDSA) is a voluntary social organization formed with an intention to look into the activities of all genuine Direct Selling / MLM / Network Marketing companies in India and to guide them in establishing legitimate and ethical business practices. FDSA is for, by and of the Indian origin direct selling industry.

The Association is able to muster good support from over 24 plus genuine direct selling companies having 5 crore people as marketing force as self employment for their livelihood and felt that it is imminent to have a uniform code of conduct, ethical business practices and guidelines to all Direct selling / MLM / Network Marketing companies in India.

A P Reddy

President

News link : <http://pib.nic.in/newsite/PrintRelease.aspx?relid=85482> .