

Direct Selling is the Key to Self-Employment and Nation Building



New Delhi, Delhi Apr 29, 2023 ([Issuewire.com](https://www.issuewire.com)) - Direct Selling is the Key to Self-Employment and Nation Building

Direct Selling is the key to self-employment and Nation building as we stress on the importance of “Sabka Saath, Sabka Vikas, Sabka Vishwaas and Sabkaa Praayas” –with these words Shri. Ashwini Kumar Choubey, Hon’ble Minister of State Consumer Affairs, Food and Public Distribution set up the tone for the inaugural session of the first-ever Direct Selling National Conference organized by Direct Selling Today-India’s First Direct Selling Magazine in collaboration with Centre For Consumer Studies, Indian Institute Of Public Administration(IIPA), A Government Of India Undertaking to highlight the importance and discuss a way forward for the Indian Direct Selling Industry – It’s Issues, Concerns, And Challenges.

The one-day national conference was held on 17th April 2023 at the TNC Memorial Hall of the Indian Institute of Public Administration(IIPA), New Delhi. www.directsellingtoday.co invited many reputed Indian Direct Selling Entities and their Management where more than 65 companies represented the strength and unity of our industry and showcased an active participant in the event.

Scholars, industry experts, policymakers, professionals, direct sellers, and many contributors who acted as strong stakeholders gathered as our esteemed panelists and audience for a complete 8 hours event followed by fruitful discussions and on various industry topics. A national-level representation was done highlighting the major topics such as The Consumer Protection (Direct Selling) Rules, The Food Safety Regulations for Compliance for Direct Selling Companies, Healthy one to one guidance to Direct Selling Companies for their Product Labelling, and the Impact of The Legal Metrology Packaged Commodity Rules and their penalties for non-compliance, Support provided for understanding the right Advertising Codes and curb the practices of Misleading Advertisements for effective branding and communication strategies for Direct Selling Companies.

The event was successfully conducted with a gathering of 200 important invite-only representatives of the Indian Direct Selling Industry. Registration of the event opened at 9:30 am with a distribution of the Agenda and Conference kit. The Welcome of the gathering and esteemed panelists was conducted by Prof. Suresh Misra, Chair Professor(Consumer Affairs), Centre for Consumer Studies, Indian Institute of Public Administration(IIPA) stating the importance of ethical and legal direct selling for the industry to grow at a faster pace with responsible roles to be played by the management of various direct selling companies, followed by the official Welcome Address and Introductory Remarks by Shri. S.N. Tripathi, Director General (Retd. IAS), Indian Institute of Public Administration(IIPA) stated the importance of digital and technological advancement with a share of benefits of e-commerce where all direct selling companies are able to reach every pin code in our nation and building and enhancing the core principles of entrepreneurship and Make In India, Inaugural Address by Shri. Ashwini Kumar Choubey, Hon'ble Minister of State Consumer Affairs, Food and Public Distribution excited our gathering as the positive talking points truly helped in building the morale of our professionals to perform better along with Vote of Thanks by Mr. Rahul Sudan, Chief Editor, Direct Selling Today highlighting the importance of creating a community where unity and strength along with the guidance can make our industry truly shine. Through the series of meaningful technical panel discussions represented and chaired by reputed industry experts on topics such as The Consumer Protection (Direct Selling) Rules and Implementation of The Consumer Protection (Direct Selling) Rules at State Level Chairperson: Shri. Hem Kumar Pande, Former Secretary (Consumer Affairs), Government of India (Retd. IAS) with the esteemed panelists: Prof. Dr. Ashok Patil, Chair on Consumer Law and Practice, National Law School of India University(NLSIU) Bengaluru and Dr. Thomas Joseph, Associate Professor, Gulati Institute of Finance and Taxation(GIFT), Kerala and Mr. Ambrish Ranjan, Industry Expert from Dynamic Beneficial Accord Marketing Pvt. Ltd (Asort). The next panel discussion was on the topic of Food Safety Regulations for Compliances for Direct Selling Companies keeping in mind the role of Nutrition Supplements in the growth of the Indian Direct Selling Industry Chairperson: Mr. Rahul Sudan, Chief Editor, Direct Selling Today with the esteemed panelists Dr. Mamta Prajapati, Manager, Learning and Development, Ficsi (Sector Skill Council for Food Processing Industries) and Mrs. Seema Shukla, Food Safety Expert. Our last technical and panel discussion by providing healthy one-to-one guidance to Direct Selling Companies regarding their Product Labelling and the Impact of The Legal Metrology Packaged Commodity Rules and their penalties for non-compliance www.piplbyte.in Support was provided for understanding the right Advertising Codes and curbing the practices of Misleading Advertisements for effective branding and communication strategies for Direct Selling Companies by Chairperson: Prof. Suresh Misra, Chair Professor(Consumer Affairs), Centre for Consumer Studies, Indian Institute of Public Administration(IIPA) with the esteemed panelists: Shri. B. Ram Kumar Joint Controller, Department of Legal Metrology, Govt. Of Andhra Pradesh, Shri. Mukesh Kumar, Deputy Controller, Department of Legal Metrology, Govt. Of Uttar Pradesh, Ms. Pushpa Girimaji Senior Journalist and Consumer Activist, and Ms. Saheli Sinha, General Manager, Complaints and Resolutions, The Advertising Standards Council of India(ASCI).

Direct Selling Today takes the opportunity to thank all our preferred partners, ecosystem partners,

training partners, and contributors who have supported us throughout the event and its preparation by making one of a kind one-day national conference organized exclusively for the Indian Direct Selling Industry successful. Our contributors are as follows Rootpure Marketing Private Limited especially their Management and team of direct sellers who participated actively by asking the right questions from the panel and making the audience aware that promotion of ethical and moral direct selling is the success step, Ebiatorium Network Private Limited, Indusviva Healthsciences Private Limited, Amulya Herbs Pvt Ltd, Saarvasri Herbs Private Limited, Toptime Network Private Limited, Effulgencera Evolution Private Limited for their token of product bouquets to all our esteemed panel of guests, Dayjoy Marketing Private Limited, Makesmile Marketing Private Limited, Lavie Care Private Limited, CJ Store Worldwide Private Limited, Clardey Global Pvt Ltd, Manbi Care Marketing Private Limited, Vvin Life Indias Private Limited, VedElixir Global Private Limited, RLI Marketing Private Limited, Bright Future India Private Limited, Wellnessampm. Fit Private Limited, RSIG Healthcare Private Limited, Dew Shopping Point (OPC) Private Limited, Apsada Ecofynity Marketing Private Limited, Dbr Bioresearch Ayurveda Opc Private Limited, Safedea Marketing Private Limited, Miraculous Wellness Private Limited, Reature Organics Private Limited for supporting us in being our eminent branding and promotion partner, Skillfix Consultants Pvt. Ltd, Direct Selling Training Academy(DSTA)as training partners and gifting by Zolina Express Private Limited.

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<https://directsellingtoday.co/launch-of-monitoring-mechanism-for-regulating-direct-selling-entities-and-direct-sellers-in-kerala/>

<https://directsellingtoday.co/panel-discussion-on-direct-selling-and-food-safety-regulations-and-compliances/>

<https://directsellingtoday.co/key-insights-of-indian-direct-selling-industry/>

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