



## Press Release

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### **Direct Selling Empowering Self-Entrepreneurship in India Mega conclave of women direct seller entrepreneurs on 8th March at New Delhi on International Women's Day**

The direct selling industry in India is experiencing rapid growth, emerging as a significant source of self-employment for a diverse demographic, including women, youth, and individuals seeking supplemental income. Currently boasting a turnover of about Rs 50 thousand crores, the sector directly engages over 1.25 crore individuals and indirectly generates employment for lakhs more.

At an event "Direct Selling- Empowering Entrepreneurs" hosted by the Confederation of All India Traders (CAIT) today at Constitution Club, New Delhi, CAIT Secretary General Mr Praveen Khandelwal said that Direct selling is an integral vertical of the retail trade of India and therefore need more regulatory frameworks and policy support of the Government which will enable the sector to contribute more handsomely to national exchequer and boosting self entrepreneurship to a great extent. More than 200 self entrepreneurs largely women belonging to Association of Direct Selling Entities of India (ADSEI) & Federation of Direct Selling Association (FDSA) attended the event beside prominent trade leaders of Delhi.

Mr Rohit Kumar Singh, Secretary, Ministry of Consumer Affairs inaugurated the Conference.

Mr Khandelwal announced that to commemorate International Women's Day on March 8th, CAIT is set to organize a National Women Entrepreneurs Mega Conclave at the Indira Gandhi Indoor Stadium in New Delhi in close association with Direct Selling sector. More than 25 thousand women entrepreneurs including direct sellers from all over the Country will attend the Conclave. The CAIT intends to invite Prime Minister Shri Narendra Modi to express gratitude of the sector, as for the first time Modi Government has brought rules for Direct Selling which has largely streamlined the working of the sector.

Stressing the need to change perception about Direct selling, Mr Khandelwal said that aligned with the visions of Prime Minister Narendra Modi, direct selling stands as a key contributor to initiatives such as Atmanirbhar Bharat, Nari Shakti, Digital India, Skill India, Start-up India, and Make in India. By fostering entrepreneurship and self-reliance, it plays a crucial role in empowering individuals to contribute to the nation's economic growth. The sector looks forward to continued collaboration with the government to create an ecosystem that nurtures entrepreneurship, supports economic diversification, and fulfills the aspirations of a self-reliant India.

Mr Rajat Banerjee of Direct Selling Association said that the direct selling industry significantly impacts various sectors, making substantial contributions to agriculture, technology transfer, warehousing, postal and courier services, manufacturing, and logistics. Its far-reaching influence extends beyond the realm of commerce, positively influencing multiple facets of the economy.

Mr Sanjeev Kumar of ADSEI said that to further harness the potential of direct selling, it is imperative to have supportive policies in place. The industry encourages a collaborative approach with policymakers to create an environment that fosters growth, innovation, and sustainability. By aligning regulations with the unique characteristics of direct selling, the government can facilitate its positive impact on employment, entrepreneurship, and economic development.

Mr Rajeev Gupta of FDSA said that as India continues on its journey towards self-reliance, direct selling stands out as a vibrant and empowering avenue, offering individuals the opportunity to chart their course towards economic independence.

For more details, please contact CAIT Secretary General Mr. Praveen Khandelwal at +91-9891015165

