



## TELANGANA STATE GUIDELINES-REJUVENATING THE HOPES OF MILLIONS FOR PROSPERITY

# Newsletter

Vol. 14, 16th June 2018.

**THANKS GIVING CEREMONY @ Hyderabad is a Landmark of The DS Industry**



### THANKS GIVING CEREMONY TO THE GOVT OF TELANGANA STATE

*Release of FDSA Souvenir –2018 by Chief Guest Shri Hem Pande ji, IAS (Retd) Former Secretary to Govt. of India; studded with the messages of legendary dignitaries, on the Mission of Disciplined Direct Selling in India was also released on the occasion.*

Extending thanks to the Telangana State Government for adopting the 'Model Guidelines on Direct Selling' released by the Central Government, a gathering of 6200+ Direct Sellers assembled at Kotla Vijaya Bhaskar Reddy Stadium, Hyderabad on June 14, 2018 on the joint call of FDSA & DSDWA, turned the event a landmark of the Direct Selling Industry by taking the pledge to rehabilitate the Disciplined Direct Selling in the state of Telangana.



The Chief Guest of Honor Mr. Hem Pande, IAS (Retd), Former Secretary to Government of India, Ministry of Consumer Affairs, while praising the direct selling industry, described it as responsible selling with relationship building. While mentioning the US\$ 1 Billion size of the industry in India, he took the pledge from the participants to increase it to US\$ 10 billion in the coming few years. Expressing his concerns over the wrongly applied Prize Chits & Money Circulation (Banning) Act 1978, on genuine direct selling companies, he mentioned his great worry on the presence of money circulation. He reminded all the genuine Direct Sellers that it is their responsibility to throw them out.

He observed that the combined efforts of FICCI, FDSA & IDSA had bridged the gap between the Direct Selling industry and the government. Urging the distributors to be aware of people promising high returns and quick money, he said that there is no such thing as quick money. Delightfully thanking the Telangana State Government for doing the right thing in the right direction, he mentioned that Direct Selling is also mentioned in the 'Consumer Protection Act', which is already tabled in the Parliament and has received its approval also. This would lend further credence to the direct selling industry, he observed. He later released the FDSA Souvenir-2018 amid thundering applause mentioning it as a comprehensive document on the current industry scenario.





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*FDSA & DSDWA Jointly felicitated the key contributors during 2016 for releasing the Model Guidelines on Direct Selling, Shri Hem Pande, IAS(Retd.) Former Secretary to Govt. of India, Ministry of Consumer Affairs; Mr. Zakir Hussain, Director – Ministry of Consumer Affairs; Prof. Dr. V K Singh, Head, School of Law, University of Petroleum & Energy Studies (UPES), Dehradun; Mr. Rajat Benarji, Chairman – FICCI Direct Selling Task Force Committee and Mr. Ankit Mishra, Associate Director – FICCI*



Professor V K Singh, Head, School of Law, University of Petroleum and Energy Studies (UPES), Dehradun, the author of the IICA "White Paper on Regulation of Direct Selling in India" focused on the compulsions to create the guidelines due to the unethical business practices, which crept into the industry camouflaging pyramid & ponzi schemes. Model Guidelines are issued to differentiate the legitimate from the illegitimate direct selling. It is the responsibility of every genuine direct seller to inform the consumer about the various aspects of the products being sold, because business relationships are built on trust. Further, a robust refund policy will increase the trust of the consumer. He pointed out that the 'Guidelines' have changed the jurisdiction from police stations to Collectorates, i.e., from criminal to civil, which is a great relief. This law is being tested now, he said.



Mr. Zakir Hussain, Director, Ministry of Heavy Industries & Public Enterprises, Government of India, recalled his days as Director, Ministry of Consumer Affairs said, he could not understand why PCMC(B) Act was being invoked on direct selling companies and it is unfair on part of the law enforcing authorities. "I did my duty of writing the Guidelines - Now you do your duty of legitimate business." Nothing goes wrong if practices are legitimate. Direct Selling is not even one per cent in retail market. This should improve, he said.





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*FDSA – EXCO members and member companies group present at Thanks Giving Ceremony at Hyderabad on 14<sup>th</sup> Jun 2018*



Chairman of FICCI Direct Selling Task Force Committee and a veteran of the Direct Selling industry Mr. Rajat Banerji, said policy makers usually

take much time to change a policy decision. It is only the voice of the concerned that would influence the decision of policy makers. Much activity took place during the crisis time between the years 2011 and 2016 - with the formation of FICCI Task Force on Direct Selling in 2012, submission of KPMG report on Direct Selling during 2014 followed by State level reports in 2015; the compilation of international laws on the industry were studied by the Inter-ministerial Committee formed earlier by the Central Government. This activity helped to bring out the Model Guidelines.

Recalling the initial stages of formation of FDSA, Mr. A P Reddy - President said - "in the combined state of Andhra Pradesh, 2011 was a turbulent year for the Direct Selling. On realizing the troubles on genuine people, I stood up for the

cause to support the mission. We had nothing in hand at the start; but could reach to more than 6 crore people, today."

Turning highly emotional, Mr. Reddy observed that the industry has suffered greatly due to some selfish people and urged all genuine direct selling distributors to take an oath to clean the industry from such selfish people. Appealing all genuine direct selling distributors to remain genuine and serve the consumers, he asked them to lodge complaints with FDSA on any money circulation company that they come across. He expressed his strong belief that India can become a developed country only through direct selling industry. This is the only industry contributing 100% taxes with 100% commitment. Through FDSA, we are going to unite the Country, he said.







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Earlier Mr. Rajiv Gupta - Vice-President FDSA, recalled the uphill efforts of past 8 years put by FDSA to come to this stage. Thanking Mr. Hem Pande & Mr. Zakir Hussain for out of the way support in releasing the Guidelines on the very next day of Talkatora event, he mentioned, the use of RTI Act instrumented us to reach to this stage, but the pressure created by the direct sellers has made all the difference. He expressed his strong belief that the role of the Direct Sellers can be strategic for the Model Guidelines to become an Act. He thanked Hon'ble Ram Vilas Paswan, Minister for Consumer Affairs, Mr. Hem Pande - IAS (Retd), Former Secretary to Government of India, Ministry of Consumer Affairs, Mr. Zakir Hussain - Director, Ministry of Heavy Industries & Public Enterprises, Government of India, and Mr. Rajat Banerji, FICCI Direct Selling Task Force Committee, for all the support extended by them.

Mr. Siddhartha Dasgupta, President DSDWA, while thanking the Government of Telangana for securing several lakhs of distributors of the state by way of adopting the Model Guidelines. He also thanked FDSA for making this historical event possible here at Hyderabad. Briefing on DSDWA and its activities, he said, it is a platform for all genuine, ethical and law abiding direct selling distributors. DSDWA is there to provide mental peace to its members. Though the Model Guidelines have come, we still have a long way to go. It is only the strength of the distributors that would take us to our destination. Hence I appeal all distributors to join DSDWA and secure the future of this industry.



In between, two new Fellow membership as upgradation of M/s. Fortune Smart Lifestyles Pvt Ltd., & Pro Healthywayz LLP., and four new provisional memberships to M/s. Oxi9 Essentials Pvt Ltd., Retail 1947 Enterprise India Pvt Ltd., Amrutveda Wellness Pvt Ltd., and Ayurpower Products Pvt Ltd., were announced, followed by EXCO members of FDSA were given the Mark of Appreciation by Mr. Hem Pande, the Chief Guest. Gathering was huge at the event and lasts the electrified moment was maintained till the last.

Mr. Kishore Varma – General Secretary, FDSA and Mr. Surender Vats – Executive Member, DSDWA acted as Masters of Ceremony. Mr. Rizwan, CMD, Pro Healthywayz International LLP, proposed a vote of thanks.

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