



Chief Guest Ms. Chandralekha Malviya, Principal Advisor, Department of Consumer Affairs, Government of India and Mr. Md. Zakir Hussain, Director (Internal Trade), Department of Consumer Affairs, Government of India, releasing the FICCI-KPMG Direct Selling Report for Delhi State: From Left: Ms. Surabhi Pant, Senior Assistant Director, FICCI, Mr. Ankul Agarwal, Co-Chairman, Direct Selling Task Force FICCI, Mr. Md. Zakir Hussain, Ms. Chandralekha Malviya, Mr. Vivek Katoch, IDSA, Mr. Sushil Patra, KPMG and Ms. Shilpa Gupta, Director, Compliance & Regulatory Issues, PWC.

POST GUIDELINES: DIRECT SELLING ASSOCIATIONS SHOULD INITIATE INDUSTRY CLEANING MISSION

"It is time to have a hassle-free environment for Direct Selling in India", said Mr. Zakir Hussain, Director (Internal Trade), Department of Consumer Affairs, Government of India, while releasing FICCI-KPMG Direct Selling Report for Delhi State at Hotel Shangrila-La's Eros, New Delhi. He strongly advised the Direct Selling

Associations (both FDSA & IDSA), to work for a disciplined direct selling in India and protect the consumer from unethical companies who have encroached this noble industry.

Mrs. Chandralekha Malviya, Principal Advisor, Department of Consumer Affairs, participating as Chief Guest, said that tremendous efforts have been put in to prepare the Guidelines for Direct Selling,



@ The Release of FICCI-KPMG Direct Selling Report for Delhi State



Sitting from left: Ankul Agarwal, Co-Chairman, Direct Selling Task Force FICCI, Ms. Shilpa Gupta, Director, Compliance & Regulatory Issues, PWC, Mr. Md. Zakir Hussain, Director (Internal Trade), Department of Consumer Affairs, Government of India, Ms. Chandralekha Malviya, Principal Advisor, Department of Consumer Affairs, Government of India, Mr. Vivek Katoch, IDSA, and Mr. Amarnath Sengupta.

FDSA



Ms. Shilpa Gupta, Director, Compliance & Regulatory Issues PWC & Mr. Sushil Patra, KPMG, listening attentively to the speakers on the occasion

From Left: Mr. Mohit Sardana, Secretary (North) FDSA, Mr. Surender Vats, President, DSDWA, Mr. Rajiv Gupta, Vice President, FDSA and Ms. Surabhi Pant, Senior Assistant Director, FICCI, listening attentively to the speakers on the occasion



which may be released any time by the government. Creation of policy document is a time taking process, since it involves every stakeholder. Understanding the industry's distress situation, she appreciated all the key persons present on the occasion for their contribution and maintaining patience during the development process of a comprehensive document.

The small but powerful gathering studded by the representatives of leading associations like FICCI, FDSA, IDSA, PWC, KPMG, DSDWA along with few representatives of leading Indian and foreign direct selling companies conveyed best wishes to Mrs. Chandralekha Malviya upon her superannuation. She has completed her service tenure on June 30, 2016. They expressed sincere gratitude to her for being a mentor of the industry and pioneering the national history in making.

During open house, Mr. Rajiv Gupta, Vice President, FDSA reiterated the call of Mr. Zakir Hussain for a clean industry and assured the dignitaries that with the support of the guidelines and recognition of the associations by the government, there will be no stone unturned for the cause.

Earlier both the guests of Honour had all the praise for proactive involvement and constructive role of FDSA with the Department throughout the formation process of the guidelines, enabling the creation of the present document. The session ended with the discussions of officials from IDSA, FICCI and PWC with FDSA for a joint strategy formation for post-Guidelines scenario.



Mr. Surender Vats, President, DSDWA and Mr. Rajiv Gupta, Vice President, FDSA engrossed in a discussion during the open hour on the occasion.

Participants Enjoying A Lighter Moment

