



Whistle Blowing On Negative Products

An Initiative by FDSA to protect genuine direct selling business in India

With the Direct Selling Guidelines being on the verge of release, it has become imperative on part of the Direct Selling Associations to get down to the business of cleaning the industry.

The proposed guidelines will recognize the industry through a definition; thus putting an end to the identity crisis of the industry. Thereafter, all Direct Selling companies are required to follow the stipulated guidelines to have a disciplined Direct Selling in India and have to comply within 90 days from the issuance of the Guidelines.

However, the guidelines alone will not be sufficient to keep the industry clean of unethical business practices. The situation, calls for an effective intervention by all the genuine direct selling companies to fall in line with the guidelines and also to maintain a strict vigil for unethical practices by any company and report the same to the associations that would continuously monitor the industry, post guidelines.

The time has now come to create a hassle free Direct Selling business environment in India. It is certain that the Direct Selling Associations will make it a binding on respective member companies, however there are several other players in

the industry who need to be monitored and the activities of unethical players should be informed to the Consumer Affairs Ministry for firm action on them.

The onus lies on the industry associations, to quickly identify unethical players in the industry and take effective measures to weed them out.

Since last decade and a half, Direct Selling in India has become the sting of unethical players and has paid dearly. Money was collected in the name of Direct Selling without making any sale or purchase. Such people have defamed the Direct Selling Business and worst affected are those who did the business with products, fulfilled all statutory business requirements and paid 100 per cent taxes to the government.

Beware! Fake Products Are Coated Gold!!



FDSA

This will not be tolerated any more.

FDSA has paved a path to end the industry's identity crisis. In a similar manner a crusade should be opened for elimination of unethical players defaming the Direct Selling Industry.

Screening of last 15 year's business environment reveals that the unethical players have used a few specific categories of tangible/non-tangible products in disguised Direct Selling. The list has been shared with the government authorities and other associations and is being published here for the awareness of general public as a precautionary measure.

When business environment in Bangladesh was damaged by one company, just on the first instance, the government took stringent remedial action and arrested the damaging process. Our country needs such swift action against the above mentioned list.

We believe, when the Guidelines will be converted in to an Act, those dealing in the above listed products can be stopped. But the industry cannot sit idle? Through FDSA platform, we will start a mighty mission of spreading the information and educate the general public to stay away and do not entertain such people. This act alone will cut the supply chain and illegally active people will fade-out from the industry.

This is the time to improve on the solidarity by bringing more ethical players in to the mission and do not stop till the industry is cleaned. Let us demonstrate that the Direct Selling can make India a Developed nation. Let's take a call and get on the next focus of making each direct seller a teacher in the mission of mass education against the monster of money circulation.

List of Negative Products

- 1 **Financial products like Cash Deposits/Investments - in/for/in the form of – Stocks, Debentures, Virtual Currency, Preferential Shares, Forex Trading, Plantations, Farming, Infrastructure Projects, Resorts, Trading in Commodities, Live Stocks like Birds, Poultry, Emu, Etc, Animals (Rabbit, Goats, Cows, Buffaloes, etc), Real Estate, Plantations, etc.**
- 2 **Life Insurance policies other than offered by qualified Individuals as per the IRDA norms.**
- 3 **Discount Coupons/Vouchers/Cards etc.**
- 4 **Bid coupons/Bid Vouchers/Bid Ewallet**
- 5 **“Sell or offering to sell Bit Coins/Crypto Currency, Forex products, Shares & Debentures and Commodity Exchange services.”**
- 6 **Websites/Web space, Online Education, Online Training etc.**
- 7 **Get paid- to click, to give surveys, to watch advertisements, to receive SMS & emails.**
- 8 **Time Sharing services like Holiday Packages/Travel Coupons/Vouchers**
- 9 **Gifting/Helping/Donations or similar kind of funding schemes where there is no sale proceeds & invoicing in that transaction.**
- 10 **Online & Offline media subscriptions/Classified Ads marketing etc.**
- 11 **Products or services that are restricted as per "Drugs and Magic Remedies (Objectionable Advertisements) Act 1954" India.**
- 12 **Gimmick products like Yantra – Mantra – Tantra.**

Some Of The Negative Products

