

**Press Information Bureau
Government of India
Ministry of Consumer Affairs, Food & Public Distribution**

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Model Guidelines on Direct Selling

Shri Ram Vilas Paswan, Minister of Consumer Affairs, Food and Public Distribution today informed the media that the model guidelines on direct selling had been formulated and sent to State Governments.

State Governments/UTs may kindly take necessary action to implement the same. It is envisaged in the guidelines that the State Governments will set up a mechanism to monitor/supervise the activities of Direct Sellers, Direct Selling Entity regarding compliance of the guidelines for Direct Selling.

Any direct selling entity conducting direct selling activities shall submit an undertaking to the Department of Consumer Affairs within 90 days, stating that it is in compliance with these guidelines and shall also provide details of its incorporation.

[Click here for model guidelines on direct selling.](#)

SS/NN