



ASSOCIATION OF DIRECT SELLING ENTITIES OF INDIA

(ADSEI)

Membership Application Form



Association of Direct Selling Entities of India (ADSEI)

1. ENTITY PROFILE

Name of the Direct selling Entity (As Registered)					
CIN No./Reg. No.					
MSME REG. NO.					
Website Address					
Date of Registration					
Official contact No.					
Official Mail id					
Type of Entity (Please Tick)		<input checked="" type="checkbox"/> Private Limited <input checked="" type="checkbox"/> Public Limited <input checked="" type="checkbox"/> LLP <input checked="" type="checkbox"/> Proprietorship <input checked="" type="checkbox"/> Other.....			
Registered Office Address					
Head Office/ Corporate office Address/ Communication address					
Name of the cities/states having offices (No. of Branches in India)		S.No.	Name of City	Branch Address	
		1.			
		2.			
StatutoryTaxRegistrations	PAN			TAN	
	GSTIN				
Affiliations with other Associations (Please specify the name of the association)		No	Yes		
Other Accreditations (if any)					
Ministry of Consumer Affairs Declaration Form File No. & date of submission		Date			
Any legal prosecution on Entity or Management personnel		No	Yes		

(On Entity Letter Head)

(Please give detail in a separate note as affidavit)			
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2. MANAGEMENT PROFILE

ABOUT THE MANAGEMENT			
Managing Director/Managing Partner/Designated Partner/proprietor or Key person of the Entity	Name		
	PhoneNo.		
	Email		
Director/Partner/other person (2)	Name		
	PhoneNo.		
	Email		
Director/Partner/other person (2)	Name		
	PhoneNo.		
	Email		
Direct selling Entity Representative /nodal officer Coordinating with ADSEI	Name		
	Designation		
	PhoneNo.	Mob	Phone
	Email		



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3. ABOUT BUSINESS OF DIRECT SELLING ENTITY – PRODUCT/SERVICES DOCUMENTATION

Nature of Business	Manufacturer	Trader	Service Provider	Consultant	
Dealing in Products	Mention category				
Source of Product	<input checked="" type="checkbox"/> Self Manufacturing	<input checked="" type="checkbox"/> Contract manufacturing	<input checked="" type="checkbox"/> Self Import	<input checked="" type="checkbox"/> From importer	<input checked="" type="checkbox"/> From Company Dealer
Dealing in Services	Mention category				
Source of Services	State nature of service				
Source of Services	<input checked="" type="checkbox"/> Self- Developed or designed	<input checked="" type="checkbox"/> Engaged as reseller of an Entity	<input checked="" type="checkbox"/> Any other please specify		
Trade Mark Registration	Entity Logo/ word mark		Product Brand name(s)		
			1.		
			2.		
Trade Mark Registration Number					

(On Entity Letter Head)

4. BUSINESS PLAN DETAILS & COMPENSATION SYSTEM

Business Plan/Model (write Brief note on it)				
Business Closing Frequency	<input checked="" type="checkbox"/> Monthly	<input checked="" type="checkbox"/> Fortnightly	<input checked="" type="checkbox"/> Weekly	<input checked="" type="checkbox"/> Other
Confirmation to be given on business plan Parameters as per their requirements of Direct Selling Mode Guidelines	Compensation on recruitment			Yes/No
	Registration /Entry /joining fees			Yes/No
	Remuneration on behalf of joining/entry of Direct seller			Yes/No
	business without sale of goods/service			Yes/No
	sale value of goods/service more then expected saleable value			Yes/No
	sale value of quantity of goods is more then expected consumed amount			Yes/No
	Receive amount for entry fees/registration fee, cost & sales demo equipment, sales material, training other relevant fee			Yes/No
	Minimum monthly subscription /renewable charges (in order to participate in its direct selling operation)			Yes/No
	working on money circulation			Yes/No
	Inventory over load prevention			Yes/No
	convicted with criminal impressments In last 5 years (anybody of management)			Yes/No
	Distributor Agreement			Yes/No
	Cooling off period			Yes/No
	Products Buy-back Policy & timeframe If Yes, specify the No.of days			Yes/No
	ID Cards Issued to the Distributors			Yes/No
	Maintenance of KYC of the Distributors			Yes/No
	Grievance redressal process adopted by the Entity			Yes/No
Return Policy			Yes/No	
Refund Policy			Yes/No	



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Termination policy	Yes/No
Orientation / learning programme for direct seller	Yes/No
Misleading, deceptive or unfair-Recruiting practices	Yes/No
Misrepresentation of actual or potential sales /earning	Yes/No
promise which shall not be fulfilled	Yes/No
present false/deceptive advantage of direct selling	Yes/No
Represent false /Misleading -- ➤ Agreement between entity & Direct seller ➤ Goods/services	Yes/No
Use/cause/permit to be used, fraud /coercion /Harassment/ unconscionable or unlawful means in promoting direct seller business, Remuneration system, Agreement with direct seller, Sale of Goods/Service	Yes/No
Enrollment of direct seller or entity on portal	Yes/No

(On Entity Letter Head)

5. SERVICE ARRANGEMENT–OTHER MISCELLANEOUS INFORMATION

WebsiteDetails	Website(s)address	
	Grievance Redressallink	
	Feedback Forum Link	
	Other social media or its Link	
Names ofProfessiona lsengaged withEntity	Auditors	
	Taxation Consultant	
	Company Secretary	
	Software provider	
	Legal consultants (Advocate)	



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6. Scrutiny Fee and Payment Details

An amount of Rs..... , in Words (.....) to be paid towards Scrutiny Fee for processing of this application by cheque in favor of Association of Direct Seller Entities of India (ADSEI) .	
PAYMENT REMITTANCE DETAILS	
Date	
Bank Name	
Cheque No./RTG S/NET Banking	

❖ This cheque will be deposited if the application is accepted for scrutiny, otherwise it will be returned as it is.

Date:.....

.....

Signature & Seal

Place:.....

Name & Designation

End of Application Form

FOR OFFICE USE, TO BE FILLED BY SCRUTINY COMMITTEE MEMBERS		
Application Status	<input checked="" type="checkbox"/> Approved	<input checked="" type="checkbox"/> Rejected
Sign By Committee Members		
1.	2.	
3.	4.	
Remarks (If Any):		
Membership Number & Date of issue	Date	Membership No.

Annexure1

DECLARATION

I,.....in the capacity of of
.....hereby submit the application form for
the membership of _____ within the above provided format in the form and annexure, declare that;

1. I will abide by the policies and procedure of Association of Direct Selling Entities of India (ADSEI) in-force from time to time and the recommendations of the scrutiny committee/ Association of Direct Selling Entities of India (ADSEI).
2. I will abide by the all applicable laws within India as well as state Government including Consumer protection Act, 2019 , its Rules and Regulation, “Guideline on Direct selling “issued by the Department of consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, Government of India Dt. 09th Sep. 2016 F.NO. 21/18/2014-IT(Vol-II) and “Guideline on Direct selling” issued by the state Govt. including another Laws/Act of India in-force from time to time.
3. I will not promote a Pyramid Scheme, as define in “Guideline on Direct selling “ at Clause1(11) or enroll any person to such scheme or participate in such arrangement in any manner whatsoever in the garb of doing Direct Selling business.
4. I do not participate in Money Circulation Scheme, as defined in “Guideline on Direct selling “ at Clause1(12) in the garb of Direct Selling of Business Opportunities.
5. I am in compliant with all their main in aspects mentioned in the guide lines issued videF.No.21/18/2014-IT(Vol-II)dated9Sep,2016 by the Department of Consumers, Ministry of Consumer Affairs, Food and Public Distribution and shall also provide such details as may be notified from time to time.
6. I will voluntarily participate in the activities of Association of Direct Selling Entities of India (ADSEI) in the best of interest of the Direct Selling industry in India and participate in ADSEI to look after the welfare of registered distributors and encourage the distributors to enroll for ADSEI membership and participate in its activities.
7. I agree to that the Association of Direct Selling Entities of India (ADSEI) reserves the right to approve or reject application for membership with orwithout showing any valid reasons, furthera membership maybe cancelled at anypointof time withorwithoutshowinganyvalidreasons.
8. I herebyagree to submit the information of any changes happened in this submission
9. I hereby confirm that the information provided in this application is true & facts, submitted with a willful state of conscious.

Date:.....

Place:.....

.....

Signature&Seal

Name&Designation

BoardResolution

CERTIFIED TRUE COPY OF THE RESOLUTION PASSED AT THE MEETING OF THE BOARD OF DIRECTORS OF THE COMPANY IN THE NAME OF M/s....., HELD ON Dated.../...../.....at the address.....

RESOLVED THAT the directors of the company have decided to apply for membership of Association of Direct Selling Entities of India (ADSEI) and voluntarily participate in Association of Direct Selling Entities of India (ADSEI) activities to strengthen the Direct Selling industry.

FURTHER RESOLVED THAT the Board hereby authorized,Mr./Ms..... to Represent our company to attend the scrutiny process, to sign and submit all the necessary documents, letters, forms, etc. for membership application scrutiny and getting certificate.

Name, Designation and Specimen Signatures of AuthorizedSignatory:

Name	Designation	Signature&Seal
.....		

.....Thisresolutionisvaliduntilthe sameiswithdrawn bygivingwrittennoticethereof.

EntityAuthorizedSignatories

- | | | |
|---------|-------------|-----------|
| 1. Name | Designation | Sign&Seal |
| 2. Name | Designation | Sign&Seal |
| 3. Name | Designation | Sign&Seal |
| | | |

Date:

Place:

Annexure3

Statement of Various Taxes paid to Government treasury in Last Three Year

Type of Tax	FY2018-19	FY2019-20	FY2020-21	Total
IGST			-	
CGST+SGST			-	
TDS				
Income Tax				
Prof. Tax				
PF				
ESI				
Total				

*Mark N/A if not applicable.

Annexure 4

STATEMENT OF ENTITY BUSINESS DETAILS

Description	FY2018-19	FY2019-20	FY2020-21	Total
Sales Turnover				
Total No. Distributors				

*Mark N/A if not applicable.

Signature & Seal
Name



Association of Direct Selling Entities of India (ADSEI)

Tipstofilethemembershipapplicationform

- The applications should be handwritten in clear & capital words with good readability.
- Please write N.A. which is not applicable

Check	List of enclosures required along with this application
<input type="checkbox"/>	1. Self Attested copies Registration certificate of Direct selling Entity with Bye-Laws, or Partnership deed or Memorandum of Association & Article of Association, or other registrations if any
<input type="checkbox"/>	2. Self Attested copies of PAN–Permanent Account Number Registration
<input type="checkbox"/>	3. Self Attested copies of GST Registration –Goods&ServiceTaxRegistration
<input type="checkbox"/>	4. Self Attested copies of Acknowledgement letter against your declaration form submitted to Ministry of Consumer Affairs, as per Model Direct selling Guidelines 2016
<input type="checkbox"/>	5. All Self Attested copies of Acknowledgement letter against your declaration form submitted to Department of Consumer Affairs/other concerned department in the state Government , as per Direct selling Guidelines issued by the state Government
<input type="checkbox"/>	6. One pager brief profile document of the Direct selling Entity on company letterhead
<input type="checkbox"/>	7. One pager brief document the Entity vision, Mission and objectives to achieve in the business of direct selling
<input type="checkbox"/>	8. Attested copies of latest proof of paid all type of taxes Govt.of India/states
<input type="checkbox"/>	9. Literature/Broacher/Catalogue of Products or services offered by the company along with photo copies of testimonials, certifications and any other credible information
<input type="checkbox"/>	10. Products/services price list with details
<input type="checkbox"/>	11. Entity marketing/business plan document/Broacher to describe in detail along with illustrations, promotional contents etc.
<input type="checkbox"/>	12. Specimen copy of Distributor agreement/terms & conditions to be agreed
<input type="checkbox"/>	13. Specimen copy of ID card issued to Distributors
<input type="checkbox"/>	14. Specimen copy of Customer/Distributors sign up form
<input type="checkbox"/>	15. Annexure–1, Declaration form as per the format provided, to be submitted on a Indian non-judicial stamp paper/franking of Rs.100
<input type="checkbox"/>	16. Annexure–2, Board resolution as per the format provided, to be submitted on the company letterhead
<input type="checkbox"/>	17. Annexure–3, a statement as per the format provided, to mention all type of taxes paid to Government in the last 3 financial years on company letterhead
<input type="checkbox"/>	18. Annexure–4, a table of Entity Directors as per ROC in the format provided on company letterhead
<input type="checkbox"/>	19. Annexure–4, A Declaration to be abide and compliance with the Code of Conduct and Ethics
<input type="checkbox"/>	20. A Cheque for Rs. _____ towards Scrutiny fee.

Please send your duly filled application to be along with above mentioned attachments to the following

(On Entity Letter Head)

address by Registered post/courier.

Please note: if you have any queries/clarifications required for the submission of this application, may please write to us on email ID— or call _____ ..