

# ADSEI summit seeks to frame new guidelines for direct selling industry

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Association of Direct Selling Entity of India (ADSEI), an association of direct selling companies, has demanded the Central government to make rules regarding the direct selling industry so that chit fund companies can be cracked down.

In a solidarity meeting of direct selling companies organized in Delhi on Sunday, it was decided that a delegation of ADSEI would soon to meet the concerned ministers and officials of the Central government in this matter.

Hem Pandey, the secretary of the association and former secretary of the Union Ministry of Food Distribution and Consumer Affairs, considered the role of direct selling companies to be important in making the vision of self-reliant India come true.