



Secretary for Consumer Affairs Ministry has announced support for ethical direct selling

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NEW DELHI: Confederation of All India Traders (CAIT) organized a conference called 'Direct Selling - Empowering Entrepreneurs' at the Constitution Club in Delhi on Friday.

The objective of the conference is to promote direct selling in India, especially to enhance self-employment and livelihood opportunities for women and youth indirectly. In the conference, the Ministry of Consumer Affairs, including Secretary Rohit Kumar Singh, along with CAIT's National General Secretary Praveen Khandelwal, and representatives from regulatory bodies like the ADSEI and FDSA also participated. Addressing the people present at the event, Rohit Kumar Singh highlighted direct selling as a significant means of self-employment and expressed confidence in supportive policies from the Indian government. He also stated, "Com-



panies involved in direct selling should make efforts to sell quality products at reasonable prices in the interest of consumers."

On this occasion, Praveen Khandelwal announced that on the upcoming International Women's Day on March 8, CAIT and the Direct Selling Association will jointly organize the "Direct Selling Virat Women Entrepreneur Summit" at the Indira Gandhi Indoor

Stadium in Delhi. Approximately 25,000 women from various parts of the country will participate in the summit. He also mentioned that the Indian government will be invited to the program.

Additionally, Sanjeev Kumar, the President of ADSEI, stated that the direct selling sector in India is currently at its initial stage, holding immense possibilities.