

# ADSEI Summit Demands Centre Government to Frame New Guidelines for Direct Selling Industry

New Delhi, 5th Dec, 2021:-- The Association of Direct Selling Companies, Association of Direct Selling Entity of India ( ADSEI ) has demanded the central government to make rules regarding the direct selling industry so that chit fund companies can be cracked down. ADSEI, an association of direct selling companies, believes that after the rules are made, it will be easier for the direct selling companies working with the objective of creating employment, self-reliant India and vocal for local. Concerned about the repute getting maligned due to bogus chit fund companies, direct selling companies have now started coming forward themselves to crack down on chit fund companies.



Directors of more than 50 direct selling companies from across the country participated in the summit and discussed in detail the future plans and problems being faced by the companies associated with this business and their solutions.

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. MP from North East Delhi Manoj Tiwari, who attended this grand summit as the chief guest,

Sanjeev Kumar of the Association, while speaking, said that along with the concept of self-reliant India through direct selling, the concept of Vocal for Local will definitely accelerate.

On this occasion Direct Selling Coach Surendra Vats, Happy Health India Director Pawandeep Arora, AWPL Director Sanjeev Kumar, Darjuv9 Director Jitendra Dagar, Shopnet Director Arvind Atri, Robe (ROBE) India Director Sanjeev Kumar also spoke on the occasion. Keeping it, expressed confidence to create maximum employment through direct selling.