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Direct selling offers new opportunities to women, says Goyal: Association of Direct Selling Entities of India (ADSEI) and Confederation of all India Traders (CAIT) hosted 'Virat Mahila Udhyami Sammelan' recently. This event was organised in the Capital on the occasion of International women's day. Union ministers Smriti Irani, Piyush Goyal along with BJP leader Praveen Khandelwal graced this event. More than 20 thousand women from different states were present at this event. These women have been associated with direct selling. On the occasion, Piyush Goyal said, "Women's here have made us realise how direct selling can be done with honesty. Now direct selling has been providing new opportunities to our mothers, sisters and daughters so that we can meet the needs of the every section of society."