

Direct selling offering new opportunities to women: Piyush

New Delhi: Association of Direct Selling Entities of India and Confederation of all India Traders (CAIT) hosted 'Virat Mahila Udhya Sammelan' recently. This event was organised at Indira Gandhi arena in the capital on the occasion of International women's day. Central minister 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. ADSEI president Sanjeev Kumar addressed all these women and said, "under the aegis of prime minister Narendra Modi, this government has not only rectified the problems of this sector but also successfully segregated the direct selling from chit funds. With this action now direct



selling has come under the product oriented sector. Since women are associated with direct selling in majority, we want to express our gratitude towards PM Modi for choosing International women's day for this event." Minister of consumer affairs Piyush Goyal shared his thoughts and said, "these women 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." On this occasion Union Minister For Women and Child Development Smriti Irani said, "approximately 2 crore women are associated with direct selling and the turnover of this sector is 25 crores, but this strength has not gotten any attention yet.

It's a blissful experience that these women are getting the limelight now." Irani also spoke about the central government's 'Lakshpati Didi' yojna and made an appeal to ADSEI and CAIT to make efforts for these women so that they can become Crorepati. All the official dignitaries of ADSEI and FDS were also present during the event.