

The Direct Selling Guidelines, 2016 were issued by the Department of Consumer Affairs, Government of India, to regulate the direct selling industry and protect consumer interests. These guidelines served as the first formal regulatory framework for direct selling in India.

Primary Objectives of the Direct Selling Guidelines, 2016

The principal objectives of the Guidelines included the following:

- **Distinguishing Legitimate Direct Selling from Fraudulent Schemes:**

To clearly differentiate genuine direct selling businesses from illegal pyramid and money circulation schemes that exploit consumers and participants.

- **Protection of Consumer Interests:**

To safeguard consumers against misleading representations, false income claims, and excessive entry or participation fees, while ensuring access to accurate product and compensation information.

- **Regulatory Clarity and Uniformity:**

To provide State Governments with a reference framework for regulating direct selling activities, thereby promoting consistency, legitimacy, and effective oversight across jurisdictions.

- **Promotion of Fair-Trade Practices:**

To mandate ethical business conduct through transparent operations, including clear buy-back and refund policies, defined cooling-off periods, and systematic record maintenance.

- **Consumer Empowerment and Awareness:**

To ensure consumers receive detailed invoices, are fully informed of return and refund terms, and have access to effective grievance redressal mechanisms.

- **Prevention of Unfair Recruitment Practices:**

To prohibit compensation structures based primarily on recruitment and instead emphasize remuneration linked to the genuine sale and consumption of goods or services.

Below is a list of States that have notified the Direct Selling Guidelines within their respective jurisdictions, thereby providing operational clarity to Direct Selling Entities. The list also includes details of the designated Nodal Office, date of notification, prescribed formats (proformas), and the set of documents required to be submitted by a Direct Selling Entity for compliance purposes.

Direct Selling Guidelines Facilitation Sheet

S. No	States	Notification Date	Nodal Office	Perfoma	List of Documents
1.	Chhattisgarh	9 th October 2017	Food, Civil Supply and Consumer Affairs, Indrawati Bhawan , Naya Raipur	A. Declaration by Direct Selling Entities B. Direct Selling Business Details C. Undertaking	<input checked="" type="checkbox"/> Certificate of Registration/Bye Laws/Memorandum of Association <input checked="" type="checkbox"/> List of Board of Directors with contact details <input checked="" type="checkbox"/> Brief details of Direct Selling schemes <input checked="" type="checkbox"/> Sample of contract with Direct Sellers/Distributors
2.	Sikkim	24 th October 2017	Legal Metrology Unit and Consumer Protection, Food & Civil Supplies and Consumer Affairs Department, Government of Sikkim, Palzor Stadium Road, Gangtok, Sikkim - 737101	-	-
3.	Telangana	1 st December 2017	Consumer Affairs, Food and Civil Supplies Department, Hyderabad Telangana - 500082	A. Declaration by Direct Selling Entities B. Direct Selling Business Details C. Undertaking	<input checked="" type="checkbox"/> Certificate of Registration/Bye Laws/Memorandum of Association <input checked="" type="checkbox"/> List of Board of Directors with contact details

					<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Brief details of Direct Selling schemes <input checked="" type="checkbox"/> Sample of contract with Direct Sellers/Distributors <input checked="" type="checkbox"/> Copy of the undertaking submitted to the Department of Consumer Affairs, Government of India <input checked="" type="checkbox"/> Copies of Compliances, including licenses or registrations for the sale of goods or services
4.	Andhra Pradesh	8 th December 2012	Consumer Affairs, Food & Civil Supplies (CS-II) Department o/o Commissioner of Civil Supplies , Door No. 21-122/3, Siri Lakshmi Narayana Nilayam, Solanki Jain Colony, Golapudi, Vijayawada, Andhra Pradesh-521225	A. Declaration by Direct Selling Entities B. Direct Selling Business Details C. Undertaking	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Certificate of Registration/Bye Laws/Memorandum of Association <input checked="" type="checkbox"/> List of Board of Directors with contact details <input checked="" type="checkbox"/> Brief details of Direct Selling schemes <input checked="" type="checkbox"/> Sample of contract with Direct Sellers/Distributors <input checked="" type="checkbox"/> Copy of the undertaking submitted to the Department of Consumer Affairs, Government of India <input checked="" type="checkbox"/> Copies of Compliances, including licenses or registrations for the sale of goods or services
5	Odisha	5 th December 2012	Food Supplies and Consumer Welfare Department, Odisha Secretariat, Odisha Secretariat, Bhubaneshwar – 751001, Odisha	-	-

6.	Mizoram	22 nd March 2018	Food Civil Supplies & Consumer Affairs Department, Government of Mizoram, Secretariat Building, Annex – II, Treasury Square, Aizawl, Mizoram	A. Declaration by Direct Selling Entities B. Direct Selling Business Details C. Undertaking	<input checked="" type="checkbox"/> Certificate of Registration/Bye Laws/Memorandum of Association <input checked="" type="checkbox"/> List of Board of Directors with contact details <input checked="" type="checkbox"/> Brief details of Direct Selling schemes <input checked="" type="checkbox"/> Sample of contract with Direct Sellers/Distributors
7.	Kerala	4 th June 2018	Civil Supplies Commissionerate, Public Office Compound, Thiruvananthapuram Kerala - 33	A. Declaration by Direct Selling Entities B. Direct Selling Business Details C. Undertaking	<input checked="" type="checkbox"/> Certificate of Registration/Bye Laws/Memorandum of Association <input checked="" type="checkbox"/> List of Board of Directors with contact details <input checked="" type="checkbox"/> Brief details of Direct Selling schemes <input checked="" type="checkbox"/> Copies of Compliances, including licenses or registrations for the sale of goods or services
8.	West Bengal	6 th July 2018	Consumer Affairs Department, Kreta Suraksha Bhawan, 3 rd	A. Declaration by Direct Selling Entities/Companies	<input checked="" type="checkbox"/> Certificate of Registration/Bye Laws/Memorandum of Association
			Floor, 11 A Mirza Ghalib Street, Klokotta	B. Direct Selling Business Details C. Direct Sellers D. Undertaking	<input checked="" type="checkbox"/> List of Board of Directors with contact details <input checked="" type="checkbox"/> Brief details of Direct Selling schemes <input checked="" type="checkbox"/> Copies of Compliances, including licenses or registrations for the sale of goods or services
9.	Rajasthan	7 th August 2018	Consumer Affairs, R.T.D.C Head Quarter, First Floor (Hotel Welcome Parishar), Jaipur, Rajasthan	-	-

10.	Tamil Nadu	31 st October 2018	Co-operation, Food and Consumer Protection Department	A. Declaration by Direct Selling Entities/Companies B. Direct Selling Business Details C. Undertaking	✓ Certificate of Registration/Bye Laws/Memorandum of Association ✓ List of Board of Directors with contact details ✓ Brief details of Direct Selling schemes ✓ Copies of Compliances, including licenses or registrations for the sale of goods or services ✓ Copy of the undertaking submitted to the Department of Consumer Affairs, Government of India ✓ Copies of Compliances, including licenses or registrations for the sale of goods or services
11.	Goa	6 th December 2018	Department of Civil Supplies & Consumer Affairs, Government of Goa, 1 st Lift, 2 nd Floor, Junta House, Panaji – Goa - 403001	A. Declaration by Direct Selling Entities/Companies B. Direct Selling Business Details C. Undertaking	✓ Certificate of Registration/Bye Laws/Memorandum of Association ✓ List of Board of Directors with contact details ✓ Brief details of Direct Selling schemes ✓ Copies of Compliances, including licenses or registrations for the sale of goods or services

12.	Maharashtra	10 th July 2019	Office of the Controller , Legal Metrology, 7 th Floor, Mahanagar Telephone Nigam Building, K-1, HTATMA SMARAK CHOWK, MG Road, Mumbai -400001	A. Declaration by Direct Selling Entities/Companies B. Direct Selling Business Details C. Undertaking	<input checked="" type="checkbox"/> Certificate of Registration/Bye Laws/Memorandum of Association <input checked="" type="checkbox"/> List of Board of Directors with contact details <input checked="" type="checkbox"/> Brief details of Direct Selling schemes <input checked="" type="checkbox"/> Copies of Compliances, including licenses or registrations for the sale of goods or services
13.	Himachal Pradesh	24 th July 2019	Food, Civil Supplies and Consumer Affairs Department	A. Declaration by Direct Selling Company B. Direct Selling Business Details C. Undertaking	<input checked="" type="checkbox"/> Certificate of Registration/Bye Laws/Memorandum of Association <input checked="" type="checkbox"/> List of Board of Directors with contact details <input checked="" type="checkbox"/> Brief details of Direct Selling schemes
					<input checked="" type="checkbox"/> Copies of Compliances, including licenses or registrations for the sale of goods or services
14.	Meghalaya	17 th December 2019	Directorate of Food Civil Supplies and Consumer Affairs, Shillong, Meghalaya	-	-

Note: State of Maharashtra will implement the Direct Selling Guidelines after 3-4 Months.

Nodal offices in states of Meghalaya, Odisha, Rajasthan & Sikkim have accepted same documents & the performa which is mentioned in the Direct Selling Guidelines, 2016.

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