

ENHANCING **SELF-EMPLOYMENT** THROUGH **DIRECT SELLING INDUSTRY**



Date: November 19, 2020
Time: 4:00 P.M. to 5:15 P.M.

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA
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Shri Gautam Bali

Chairman, Direct Selling Council ASSOCHAM &
Managing Director Vestige Marketing Pvt Ltd



Shri Naresh Dixit

Managing Director
Saranew Eco-Friendly Products Pvt Ltd



Ms.. Chavi Hemanth

Founder, EBS India Inc



Shri Prakash Khalate

Director
Dhanwantari Distributors Pvt. Ltd.



Shri R Subramanian

Head Industry Engagement
Retailers Association's Skill
Council of India (RASCI)



Shri Kishore Kale Namdev

Director
My Visionplus Marketing Pvt Ltd



Shri Rajesh K Gupta

Managing Director
Arya Smart Marketing Pvt. Ltd



Shri K K Gupta

Director
Resurgent India



Shri Rupesh Kumar Gupta

Director
Liurm Marketing Private Limited

Market Size of
DIRECT SELLING INDUSTRY in India
2.47 USD Billion



DIRECT SELLERS in India

60 Lakhs



ENTREPRENEURS

Hold The Key To The

GROWTH OF INDIA'S

Economic Development.



The **Direct Selling Industry** provides a
POTENTIAL SOLUTION AND PROMOTES



Entrepreneurship



Self Employment

DIRECT SELLING

offers

Unemployed The
Opportunity To Earn An
Income.



Underemployed To
Supplement Part-time
Employment.



Direct Selling provides Personal Development such as

Improved Self Esteem , Interpersonal Skills And Career Development



Business , Entrepreneurial Skills and Selling Experience

Direct Selling Industry Plays A Critical Role In Empowering Youth With Offering Self-Employment Opportunities

To

EARN

SAVE

Which Contributes To Higher Savings And Higher Investments
Which Leads To Higher Growth Trajectory In The Economy.



DIRECT SELLING

Promotes

Entrepreneurship



Micro Enterprises



Self-Employment



Direct Selling Companies provide **Invaluable Training Skills**



Direct Sellers learn Financial Skills which helps them in building their business



Training received by Direct Sellers helps them in their personal growth which is also transferrable to other careers they may have in future

Direct Selling play a major steer in the direction of Women Empowerment

Offers a platform for women to earn

Financial
Independence

Contribute to
higher savings

Higher
Investments

Flexible Work
Environment

Every incremental percentage of women taking up entrepreneurship via Direct Selling has multiplier effect on the GDP growth rate of our country

Need of the hour ?

Intensive Training Workshop for Direct Sellers

In collaboration With

NATIONAL SKILL DEVELOPMENT CORPORATION



N · S · D · C
National
Skill Development
Corporation

Intensive Training Workshops in collaboration with **National Skill Development Corporation** will offer them **Skill based Education**



to compete in evolving entrepreneurial landscape

Certify Direct Sellers as “Competent Sales Professional” a certification based on **National Skill Qualification Framework (NSQF)**



Thank you