

## Sikkim, Chhattisgarh adopt model norms on direct selling

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Sikkim and Chhattisgarh have adopted model guidelines on direct selling while Karnataka, Maharashtra and Tamil Nadu are in the process of implementing the same, Union Consumer Affairs Minister CR Chaudhary said on Wednesday.

He said the government would consider the industry's proposal to frame a separate law to regulate the direct selling sector, which the industry body Assocham expects to hit ₹45,000 crore by 2025, from the current ₹7,770 crore.

The sector needs to be developed further as it has high potential to generate jobs in the country, he added. "We came out with model guidelines on direct selling in September 2016.

So far, Sikkim and Chhattisgarh have adopted (them)," Chaudhary said at an Assocham event.

### प्रत्यक्ष विक्री

नई दिल्ली में प्रत्यक्ष विक्री पर एसोचैम द्वारा आयोजित इंटरनेशनल समिट को संबोधित करते उपभोक्ता मामलों के राज्य मंत्री सीआर चौधरी।

छाया : वैभव

