

# MEDIANAMA

## FSSAI calls out ecom players for direct selling of items without 'prior consent' [Rashi Varshney](#)

India's food regulator Food Safety and Standards Authority of India (FSSAI) has issued a notification for e-commerce players violating regulator's Direct Selling Guidelines, 2016 by selling **health supplements and food items** without the prior consent of 'direct selling entities'

Direct Selling Guidelines 2016, were issued by the Department of Consumer Affairs. According to the guidelines, any person who sells or offers for sale, including on e-commerce platforms/ marketplace, any product or service of a Direct Selling Entity must have prior written consent from the respective Direct Selling Entity in order to undertake or solicit such sale or offer.

Direct selling is a form of retail which follows a non-store distribution model where the products are sold or marketed by independent distributors or agents of companies called direct sellers. Some examples of such entities are LIC, Tupperware, Amway, Oriflame, etc. As per the FSSAI's guidelines such entities need to be registered with the government to operate as a DSE and that their product can be sold by marketplaces or agents with their consent only.

In a notice addressed to '**CEOs of Flipkart/Amazon/Snapdeal/Shopclues**', FSSAI has asked the companies to meet these guidelines. However, there is no deadline for the same. The matter was brought to notice of FSSAI by Indian Direct Selling Association (IDSA), it mentions it in the notice, which can be accessed on FSSAI's [website](#).