

**GOVERNMENT OF ODISHA**  
**FOOD SUPPLIES & CONSUMER WELFARE DEPARTMENT**

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No. 2409  
FSCW-CC-GOI-0001-2017

/ Bhubaneswar, Dated

5/2/18

**NOTIFICATION**

In pursuance of Office Memorandum of the Government of India issued vide F.No.21/18/2014-IT (Vol-II), Ministry of Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs, dated: 09.09.2016 the Governor of Odisha hereby makes the following Order, namely:

**Short title, extent and commencement:-**

1. This order may be called the "The Odisha Direct Selling Guidelines Order, 2017".
2. It extends to the whole of the State of Odisha.
3. It shall come into force on the date of its publication in the Odisha Gazette.

**Clause-1: - Definitions:**

In these Guidelines unless and otherwise required:-

- (1)"Act" means the Consumer Protection Act, 1986 (68 of 1986);
- (2)"Appellate Authority" means the Secretary, FS&CW Deptt. State of Odisha.
- (3)"Consumer" shall have the same meaning as provided under the Consumer Protection Act, 1986;
- (4)"Cooling-off Period" means the duration of time counted from the date when the direct seller and the direct selling entity enter into an agreement under Clause 4 and ending with date on which the contract is to be performed and within which the direct seller may repudiate the agreement without being subject to penalty for breach of contract;
- (5)"Direct Seller" means a person appointed or authorized, directly or indirectly, by a Direct Selling Entity through a legally enforceable written contract to undertake direct selling business on principal to principal basis.
- (6)"Direct Selling" means marketing, distribution and sale of goods or providing of services as a part of network of Direct Selling other than under a pyramid scheme;

*Provided that such sale of goods or services occurs otherwise than through a "permanent retail location" to the consumers, generally in their houses or at their workplace or through explanation and demonstration of such goods and services at a particular place.*

**Explanation:** "Permanent retail location" includes such place, location or premises where the seller conducts sales in the ordinary course of business.

- (7) "Direct Selling Entity", means an entity, not being engaged in a pyramid scheme, which sells or offers to sell goods or services through a direct seller. Provided that "Direct Selling Entity" does not include any entity or business notified otherwise by the Government for the said purpose from time to time
- (8)"Goods" means goods as defined Under Section -2 (52) of Odisha Goods & Services Tax Act, 2017;
- (9)"Money Circulation Scheme" has the same meaning as defined under the Prize Chits and Money Circulation Schemes (Banning) Act, 1978.

