

**IMMEDIATE**

No. J-10/9/2018-CPU [E-17173]  
Government of India  
Ministry of Consumer Affairs, Food & Public Distribution  
Department of Consumer Affairs

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Krishi Bhawan, New Delhi  
The 22<sup>nd</sup> June, 2023

To,  
The Principal Secretary/Secretary  
Food, Civil Supplies & Consumer Affairs Department  
(All States/UTs)

Subject: Notification of the Consumer Protection (Direct Selling) (Amendment) Rules, 2023 – regarding

Sir/Madam,

I am directed to enclose a copy of the Consumer Protection (Direct Selling) (Amendment) Rules, 2023 notified in the Gazette of India (Extraordinary) vide G.S.R. 454(E) dated 21<sup>st</sup> June, 2023 for information and further necessary action.

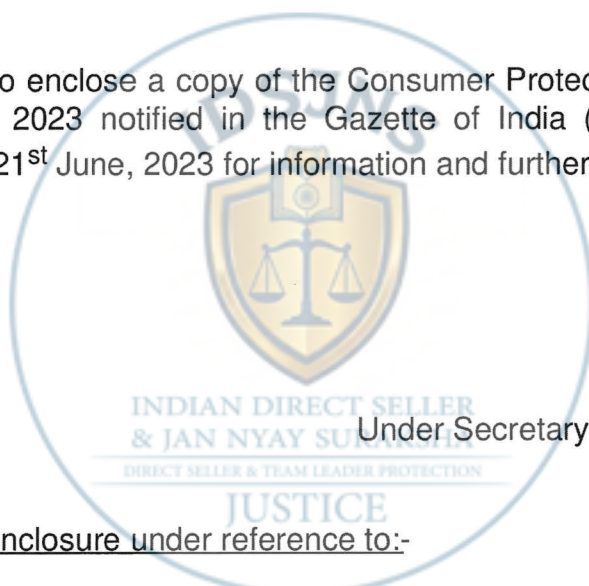
Encl:- As above.

Yours faithfully,

Signed by

Tamoghna Chaudhuri

Under Secretary to Govt of India  
Date: 22/06/2023 14:03:33



Copy along with the enclosure under reference to:-

1. The Committee on Sub-ordinate Legislation, Rajya Sabha, Rajya Sabha Secretariat, Room No. 405, Block-B, Parliament House Annexe, New Delhi
2. The Committee on Sub-ordinate Legislation, Lok Sabha, Lok Sabha Secretariat, Parliament House Annexe, New Delhi
3. The Secretary, Department for Promotion of Industry & Internal Trade, Vanijya Bhawan, New Delhi
4. The Secretary, Department of Economic Affairs, North Block, New Delhi
5. The Secretary, Department of Financial Services, 6A, 3rd floor, Jeevan Deep Building Sansad Marg New Delhi
6. The Secretary, Ministry of Corporate Affairs, Room No-519, A-Wing, 5th Floor, Shastri Bhawan, New Delhi
7. The Section Officer(Library), Department of Consumer Affairs, Jam Nagar House, New Delhi for the record of library.
8. The Technical Director, NIC Unit, D/o Consumer Affairs, Krishi Bhawan, New Delhi **with the request to upload the said notification on the departmental website.**



# भारत का राजपत्र The Gazette of India

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उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्रालय

(उपभोक्ता मामले विभाग)

अधिसूचना

नई दिल्ली, 21 जून, 2023

**सा.का.नि. 454(अ).**—केंद्रीय सरकार, उपभोक्ता संरक्षण अधिनियम, 2019 (2019 का 35) की धारा 94 के साथ पठित धारा 101 की उप-धारा (2) के खंड (यछ) द्वारा प्रदत्त शक्तियों का प्रयोग करते हुए, उपभोक्ता संरक्षण (प्रत्यक्ष बिक्री) नियम, 2021 का संशोधन करने के लिए निम्नलिखित नियम बनाती है, अर्थात्:-

- (1) इन नियमों का संक्षिप्त नाम उपभोक्ता संरक्षण (प्रत्यक्ष बिक्री) (संशोधन) नियम, 2023 है।  
(2) ये राजपत्र में उनके प्रकाशन की तारीख से प्रवृत्त होंगे।
- उपभोक्ता संरक्षण (प्रत्यक्ष बिक्री) नियम, 2021 के, नियम 3 के, उप नियम (1) में -
  - खंड (घ) में शब्द 'सीधे विक्रेताओं के माध्यम से' के स्थान पर शब्द "सीधे विक्रेताओं के नेटवर्क के माध्यम से" प्रतिस्थापित किया जाएगा;
  - खंड (छ) के पश्चात, निम्नलिखित खंड अन्तःस्थापित किया जाएगा, अर्थात्:-

“(छक) “विक्रेताओं के नेटवर्क” से किसी प्रत्यक्ष बिक्री इकाई द्वारा निर्मित प्रत्यक्ष विक्रेताओं का एक नेटवर्क अभिप्रेत है, जो माल या सेवाओं का विक्रय केवल ऐसे विक्रय से प्रतिफल प्राप्त करने के प्रयोजन के लिए करता है।”

[फा. सं. जे-10/9/2018-सीपीयू]

अनुपम मिश्रा, संयुक्त सचिव

**टिप्पणः** मूल नियम भारत के राजपत्र, असाधारण, भाग-II, खंड 3, उप-खंड (i), सा.का.नि. 889(अ), 28 दिसंबर, 2021 द्वारा प्रकाशित हुए थे।

## MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

(Department of Consumer Affairs)

### NOTIFICATION

New Delhi, the 21st June, 2023

**G.S.R. 454(E).**—In exercise of the powers conferred by clause (zg) of sub-section (2) of section 101 read with section 94 of the Consumer Protection Act, 2019 (35 of 2019), the Central Government hereby makes the following rules to amend the Consumer Protection (Direct Selling) Rules, 2021, namely:-

1. (1) These rules may be called the Consumer Protection (Direct Selling) (Amendment) Rules, 2023.  
(2) They shall come into force on the date of their publication in the Official Gazette.
2. In the Consumer Protection (Direct Selling) Rules, 2021, in rule 3, in sub-rule(1),-
  - (i) in clause (d), for the words “through direct sellers”, the words “directly through a network of sellers” shall be substituted;
  - (ii) after clause(g), the following clause shall be inserted, namely :-  
(ga) "network of sellers" means a network of direct sellers formed by a direct selling entity to sell goods or services for the purpose of receiving consideration solely from such sale;.

[F.No. J-10/9/2018- CPU]

ANUPAM MISHRA, Jt. Secy.

**Note:** The Principal rules were published in the Gazette of India, Extraordinary, Part-II, Section 3, Sub-Section (i) vide G.S.R.889(E) dated 28<sup>th</sup> December, 2021.