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EXTRAORDINARY

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NOTIFICATION

No. F-20014/5/2025-FCS&CA, the 30th May, 2025: In accordance with para 3(3) of the Mizoram Consumer Protection (Direct Selling Monitoring Authority) Guidelines, 2025 and in the interest of public service, the Governor of Mizoram is pleased to constitute the **Mizoram State Direct Selling Monitoring Authority** as under with immediate effect and until further orders:

- | | | |
|---|---|--|
| 1. Secretary, FCS&CA Department | - | Chairman |
| 2. Secretary, Commerce & Industries
Department or his representative not below
the rank of Deputy Secretary | - | Member |
| 3. Controller, Legal Metrology or his representative | - | Member |
| 4. Deputy Inspector General of Police
(<i>dealing with Economic offences</i>) | - | Member |
| 5. Prof. Laldinliana,
Department of Commerce, MZU | - | Member
(<i>Subject Matter Expert</i>) |
| 6. Director, FCS&CA | - | Nodal Officer of the
Monitoring Authority &
Convener |
| 7. Special Invitee as deemed necessary. | | |

Terms of Reference:

The Mizoram State Direct Selling Monitoring Authority shall:

- Grant Certificate of Registration to direct selling entities for carrying out direct selling business in the State of Mizoram.
- Protect, promote and enforce the rights of consumers and prevent violation of consumers rights by direct selling business under the Guideline/Act.
- Prevent unfair trade practices and ensure that no direct selling entity or direct seller engages himself in unfair trade practices.
- Ensure that no false or misleading advertisement is made of any goods or services by direct selling entity or direct seller which contravenes the provisions of the Act or the rules,

regulations or guidelines made thereunder.

- e. Ensure that no direct selling entity or direct seller takes part in the publication of any advertisement which is false or misleading.
- f. Ensure that no direct selling entity takes part in, -
 - (i) promotion of a pyramid scheme or enrolling any person to such scheme or participating in such arrangement in any manner whatsoever under the garb of doing direct selling business
 - (ii) money circulation scheme under the garb of doing direct selling business.

The Monitoring Authority shall convene meeting as needed, but shall meet at least once a year.

Teresy Vanlalhruii
Secretary to the Govt. of Mizoram,
Food, Civil Supplies & Consumer Affairs Department.