



GOVERNMENT OF KERALA

Abstract

Consumer Affairs Department - Upgrading the existing website for the registration and Monitoring of Direct Selling entities to provide guidelines for registration- sanction accorded - orders issued.

CONSUMER AFFAIRS DEPARTMENT

G.O.(Rt)No.31/2024/CAD Dated, Thiruvananthapuram, 03-09-2024

Read Letter No.CCS/501/2022-CA5 dated 31-07-2024 from the Commissioner of Civil Supplies & Consumer Affairs.

ORDER

In the letter read above, the Commissioner of Civil Supplies has informed that in alignment with the 100 days programme, government had directed to launch a website for registration of direct Selling Entities to provide guidelines for registration and monitoring of direct selling marketing. The department currently operates a website, *ie mlm.kerala.gov.in* supported by National Informatics Center, Kerala (NIC) for the purpose of Direct Selling company registration.

2) Considering the inadequacy of the existing infrastructure, the operation of a new website is essential to fully implement the guidelines to optimize resources. Therefore, the Commissioner has requested to direct National Informatics Center, Kerala (NIC) to entrust the formation of a new website/ upgrade the existing website to meet the required standards and functionalities.

3) Government have examined the matter in detail and are pleased to accord administrative sanction to entrust National Informatics Center,

Kerala (NIC) for upgrading/revamping the existing website for registration of Direct Selling Marketing companies.

(By order of the Governor)
Ajit Kumar I A S
SECRETARY

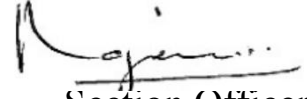
To:

The Commissioner of Civil Supplies & Consumer Affairs,
Thiruvananthapuram.

The Principal Accountant General (A&E/Audit), Kerala,
Thiruvananthapuram.

The Director, Web & New Media, I&PRD.
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Section Officer