

Work from home for women: The rise of multi-level marketing



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As the world becomes increasingly digital, the concept of working from home has gained immense popularity, especially among women. With the rise of multi-level marketing (MLM) in India, women now have a unique opportunity to work from the comfort of their own homes and earn a decent income. Such work opportunities create confidence, independency and a sense of involvement with the family and society for such working women.

WHAT IS MULTI-LEVEL MARKETING?

Multi-level marketing is a type of referral selling where products are distributed through a network of independent distributors or members. In MLM, the compensation or commission is paid for the total sales volume generated by an individual and their downline team. This concept has been around since the post-World War II era and has been popularized by many companies in India as well as worldwide. MLM is a growing business worldwide and provides multiple opportunities to Women

to work from comfort of their home.

THE EVOLUTION OF MLM IN INDIA

In India, MLM has been growing rapidly, with many multinational corporations (MNCs) and national companies registered with the Indian Direct Selling Association (IDSA). Some well-known MNCs in the MLM business in India include Amway, Avon, Herbalife, Tupperware, and Oriflame. National companies such as Daehsan Trading, K-Link healthcare, Modicare Ltd., Vestige, 4life, and Altos are also part of the IDSA.

THE POTENTIAL FOR WOMEN IN MLM

With the increasing popularity of MLM in India, women now have a unique opportunity to work from home and earn a decent income. According to a report, by 2025, MLM is expected to offer self-employment opportunities to 18 million people and employment to 2.5 million people through allied activities. This presents a huge potential for women to become entrepreneurs and take control of their financial lives.

HOW MLM WORKS

In MLM, the compensation or commission is generated through two ways: sales made by individual members or distributors and sales done by the downline team of members. These members are recruited by individuals at each level, creating a tiered structure. As the independent distributors continue to recruit new members,



their network grows, enhancing sales and ultimately leading to gains in commission.

BENEFITS OF MLM FOR WOMEN

MLM offers several benefits for women, including:

Flexibility: Women can work from the comfort of their own homes and choose their own working hours.

Financial Independence: MLM provides an opportunity for women to earn a decent income and become financially independent. **Personal Growth:** MLM helps women develop new skills, build confidence, and become entrepreneurs. Multi-level marketing presents a unique opportunity for women in India to work from home and earn a decent income. With the growing popularity of MLM in India, women can now take control of their financial lives and become entrepreneurs. By understanding how MLM works and its benefits, women can make an informed decision about whether this opportunity is right for them.

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