

Western Times

Vestige initiates New Youth Outreach to Mark World Youth Day

New Delhi, Vestige Marketing Ltd, India's only home-grown direct selling brand, is commemorating World Youth Day by encouraging the country's youth to start their journey of financial independence through self-reliance.

The company which has an expansive network of distributors across the country and a global footprint in over 6 nations, wants to encourage more and more youth to join its family. In the light of World Youth Day, Vestige is urging its distributors to pledge to onboard five youth to set them on the path of financial freedom.

Speaking about the newly launched youth outreach initiative, Mr. Gautam Bali, Managing Director, Vestige Marketing Ltd said, "India is a young nation with a

booming youth population being one of its most invaluable resources. Training them, skilling them and setting them on the path to financial freedom through self-reliance can unlock miracles for the national economy. At Vestige, we intend to do just that by onboarding more of them to mark World Youth Day."

Putting the impetus on the need to skill the youth for national growth, he added, "While India has one of the largest eligible working populations in the world, it is yet to cover the employment gap. Relying on government or public sector undertakings to provide employment to our youth is not enough. This is why our youth need to be adequately educated, skilled and trained to become the next generation of micro-entrepreneurs. This needs to

be done at the grassroots level to ensure inclusivity and financial growth both personally and nationally."

The direct selling sector holds promises for the youth as it effectively promotes entrepreneurship and self-employment. Currently, entrepreneurs hold the key to India's economic development as it leads to the growth of micro-enterprises.

This creates room for capital formation, improvement in per capita income, employment generation, improvement in living standards and economic independence. The direct selling industry has been mobilizing these attributes through its vast distributor network. The sector holds multiple benefits for the economy by tackling India's growing unemployment, empowering women and skilling people.