

Frequently Asked Questions (FAQ)

1. How do I create an account on the DSE Portal?

To register on the DSE Portal, follow these steps:

1. Navigate to the DSE Portal by entering the URL:
<https://directselling.kerala.gov.in/>
2. Click on "**DSE Login**" under the "**Login**" menu.



3. Select the "**Create an Account**" option.

A screenshot of the 'DSE Login' registration form. It features a title bar 'DSE Login', a 'Username' field with a note 'Username length should be between 5 to 15', a 'Password' field, a 'Forgot password?' link, a 'Captcha' field showing '1 1 6 5 2 1', a 'Sign In' button, and a 'New to DSE?' section with a 'Create an Account' button highlighted by a black box.

4. Complete the registration form by providing the required details, including your preferred **User ID** and **Password**.

DSE Registration Form ✕

<p>® GST or CIN/Reg.No* <input type="text"/></p> <p>✉ Email* <input type="text"/></p> <p>👤 Username* <input type="text"/></p> <p>🔒 Confirm Password* ? <input type="text"/></p>	<p>🏢 Company/Firm Name* <input type="text"/></p> <p>☎ Mobile Number* <input type="text"/></p> <p>🔒 Password* ? <input type="text"/></p>
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Captcha

9 8 3 3 2 7

Submit

Clear

Already Registered?

Sign in

5. Submit the form to successfully create your account.

2. How should the GST amount for the application processing fee and technical fund fee be paid?

The Goods and Services Tax (GST) for the **application processing fee** and **technical fund fee** must be remitted by the payer under the **Reverse Charge Mechanism (RCM)**. It is the sole responsibility of the remitter to ensure compliance with this taxation requirement.

3. What are the Documents to be uploaded?

List of documents to be appended to the Enrolment Application form:

(A) Mandatory Documents

1. Certification made by a practicing Company Secretary regarding the veracity and validity of documents uploaded in the Website such as certificates, licenses, policies, declarations and other documents required for the proper conduct of Direct Selling business as per the Consumer Protection (Direct Selling Rules)2021

2. Copy of the latest Audited financial statements (Balance Sheet and Profit & Loss A/c with schedules)(Financial year 2022-23)
3. Copy of (i) Certificate of incorporation, (ii) Memorandum of Association & (iii) Article of Association of the Entity
4. Copy of Certificate of Registration of Trademark.
5. List of Board of Directors/ Partners /owners of the Entity with contact address with their Aadhar No., email & mobile phone No.
6. List of Key Management Personnel with their contact address with their Aadhar No, email id & mobile phone No.
7. Brief details of direct selling scheme and compensation plan
8. Copy of Product Brochure with price break-up as required under Rule 5 (2) (g) of Consumer Protection (Direct Selling Rules)2021
9. Copy of prior written contract to be executed with direct sellers as required under Rule 6(1) (a) of Consumer Protection (Direct Selling Rules)2021
10. Copy of GSTIN,PAN and TAN or such other registrations necessary for the lawful conduct of the business undertaken by the Direct Selling Entity
11. Copy of Income Tax and GST returns for the latest year (Financial Year 2022-23)

(B)Optional Documents (Mandatory, if applicable)

1. Copy of acknowledgement form received from the On-line Portal of Dept. of Consumer Affairs during the course of previous registration (applicable to previously on-line registered Entities under earlier Monitoring Mechanism Department, Govt. of Kerala) Consumer Affairs
2. Certificate of Importer-Exporter code (in case of imported goods)
3. Copy of license issued under the Food Safety and Standards Authority of India Act 2006. (If applicable)
4. Copy of License and Registration certificate issued under the Drugs and Cosmetics Act 1940 (If applicable)
5. Copy of operating License under Bureau of Indian Standards (BIS) Act, 2016 (If applicable)

6. Copy of Mandatory declarations under the Legal Metrology (Packed Commodities) Rules 2011 (If applicable)

7. Such other information or documents, if any, as may be demanded from time to time

4. What are the applicable fees for DSE registration?

The following fees are required for DSE registration:

- **Application Processing Fee:** ₹10,000
- **Enrolment and Facilitation Fee:** ₹1,00,000

5. How do I apply and submit an application on the DSE Portal?

To submit your application, follow these steps:

1. Log in to the DSE Portal.
2. Click on the "**Application Form**" menu on the left-hand side.
3. Select "**Apply Now**" from the drop-down menu.
4. Enter the required details and upload all mandatory documents.
5. At the final stage of submission, proceed with the **Application Processing Fee** payment.
6. Pay ₹10,000 as the **Application Processing Fee** to complete the submission.
7. Ensure you record the **Transaction ID** and **GRN (Government Reference Number)** for future reference.

6. Is it mandatory to submit a hard copy of the application to the department?

Yes, a hard copy of the application must be submitted within **seven (7) days** to the following address:

Consumer Affairs Cell

Commissionerate of Civil Supplies and Consumer Affairs

Public Office Building, Near Museum

Thiruvananthapuram

Contact: 0471-2322155

7. How will the applicant be notified of application approval?

Upon approval, the applicant will receive an SMS notification on their **registered mobile number**.

8. When should the Application Processing Fee be paid?

The **Application Processing Fee** of ₹10,000 must be paid **at the final stage** of the online application submission through the DSE Portal.

9. When should the Enrolment and Facilitation/Technology Development Fee be paid?

The **Enrolment and Facilitation/Technology Development Fee** of ₹1,00,000 must be paid **only after application approval** via the DSE Portal.

10. When will the Enrolment Number be assigned?

Once the **Enrolment and Facilitation Fee** of ₹1,00,000 is successfully paid, a **system-generated Enrolment Number** will be assigned to your firm. This number will be displayed on your **DSE Portal login page**.

11. When will my company name appear in the Enrolled DSE list?

Your company name will be listed in the **Enrolled DSE** list upon successful payment of the **Enrolment and Facilitation Fee** of ₹1,00,000.

12. How do I pay the Application Processing Fee?

To make the payment, follow these steps:

1. Click on the "**Application Form**" menu on the left side of the login page.
2. Select "**Apply Now**" from the drop-down menu.
3. Fill in all the required details and upload the mandatory documents.
4. At the final stage of submission, proceed with the **Application Processing Fee** payment.
5. Pay **₹10,000** to complete the application process.
6. Record your **Transaction ID** and **GRN (Government Reference Number)** for future reference.

13. How do I pay the Enrolment and Facilitation Fee?

Follow the steps below to complete the payment:

1. Click on the **"DSE Enrollment"** menu on the left-hand side of the login page.
2. Click on the **"Pay Now"** button and follow the payment instructions.
3. Pay **₹1,00,000** to complete the **Enrolment and Facilitation** process.
4. Record your **Transaction ID** and **GRN** for future reference.

14. How do I change my login password in the DSE Portal?

1. Click on the **"My Profile"** menu on the left-hand side of the login page.
2. Select **"Change Login Password"** from the submenu.
3. Enter your **new password**, confirm it, and click **Submit**.

15. How do I update my registered mobile number or email ID in the DSE Portal?

1. Click on the **"My Profile"** menu on the left-hand side of the login page.
2. Select **"Edit Profile"** from the submenu.
3. Enter the new **mobile number** or **email ID** and click **Submit**.

16. How do I view my submitted application in the DSE Portal?

1. Click on the **"Application Form"** menu on the left-hand side of the login page.
2. Select **"Submitted Application"** from the drop-down menu.
3. A window will display all **submitted applications** along with their **current status**.

17. How do I view a returned application in the DSE Portal?

1. Click on the **"Application Form"** menu on the left-hand side of the login page.
2. Select **"Returned Application"** from the drop-down menu.

3. A window will display the list of applications **returned by the Department Admin** for modifications.

18. How do I view a rejected application in the DSE Portal?

1. Click on the "**Application Form**" menu on the left-hand side of the login page.
2. Select "**Rejected Application**" from the drop-down menu.
3. A window will display the list of applications that have been **rejected by the department**.

19. How do I check the payment status of fees?

To verify the status of your **application fee** or any other payment:

1. Click on the "**Application Form**" menu.
2. Select "**Apply Now / Payment Details**" from the menu options.
3. Follow the on-screen instructions to check your payment status.
