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Shri Suresh Prabhu inaugurated 3rd International Leadership Summit Authentication Forum at New Delhi

- ❖ **The Authentication Forum to empower India, Industry, and Indians in the Fight against Fakes~**
- ❖ **Incident of counterfeit cases in India increased by nearly 15% in 2019. Currency, Liquor, FMCG (F&B) & Pharma top the charts for counterfeit incidents reported**

7th November 2019, New Delhi: Shri Suresh Prabhakar Prabhu, India's Sherpa to G7 and G20 and Former Union Minister, Government of India today inaugurated the third edition of **The Authentication Forum in Delhi organised by Authentication Solutions Providers' Association (ASPA) and Messe Frankfurt India.**

ASPA (Authentication Solutions Providers' Association) is the world's first and only self-regulated non-profit organization that represents the entire as physical and digital authentication solutions industry globally. The association has taken on the task of nurturing the anti-counterfeiting ecosystem by sensitizing consumers, brands and policymakers towards the menace of counterfeiting and creating awareness around the solutions. To take this mission forward ASPA organises **The Authentication Forum** annually.

Shri Suresh Prabhakar Prabhu, India's Sherpa to G7 and G20 and Former Union Minister, Government of India graced the occasion as **Chief Guest. Dr. V.G. Somani, Drug Controller General of India, Central Drugs Standard Control Organisation** gave a special address on **Consumer Protection from Substandard and Falsified Medical Products: A Regulatory Perspective. Hon'ble Justice Manmohan Sarin, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu and Kashmir & Judge, High Court of Delhi** gave his keynote address on the critical aspect **Role of Judiciary in Combating Counterfeiting.**

In his address, **Shri Suresh Prabhakar Prabhu, India's Sherpa to G7 and G20 and Former Union Minister, Government of India** said, "*I am very happy to attend this forum and see the commitment of the industry towards fighting counterfeiting. This "Authentic" Authentication forum is an assurance to the customer that his interest is protected and quality which is promised will be delivered. customer is king and if does not get the service or product of the promised quality then we have a problem, and we must find the best possible solution for this problem. we need to protect the customer's interest and assure him of delivering the quality that he is paying. Technology is one solution for this problem, technology can address this problem in a better way than before. We need to create a strong informed choice for customers and government needs to play a crucial role in this from creating standards, guidelines to implementation, enforcement and awareness. It is important to engage with customers, to engage with government and other stakeholders and this platform brings everyone on the same platform.*"

Hon'ble Mr Justice Manmohan Sarin, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu and Kashmir & Judge, High Court of Delhi in his address said, "*It is recognized that counterfeiting, smuggling, and illicit trade has reached humongous levels in 2016 trade in counterfeit and pirated products amounted to as much as USD 509 billion as per an OECD study. Counterfeiting results in loss of jobs curtail the growth of industries, the potential of creating havoc in healthcare systems by spurious drugs which can result in loss of human lives. Socio-Economic crimes, such as counterfeiting, infringement of trademark, copyright ie IP cases deserve to be dealt on priority and e with the expedition.*"

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There is a need for judicial sensitivity and a proactive approach to preventing recurrence and the decisions to act as deterrents. Partly, this has been achieved by imposing punitive damages and costs which would pinch the offender. There is also a need for imparting training to all the stakeholders, prosecutors, enforcement agencies and members of the judiciary in this field which requires specialized knowledge. Judiciary is taking center stage in various issues of public interest and should play a pro-active role in this regard too. In many cases, we need to bring in judge-made law to fill in the vacuum to supply guidelines and/or adopt a judicial innovation approach to deal with the case. Apart from other initiatives, there is a need to create widespread awareness in consumers and industries and develop a mindset in which consumers also realize the harm which the use of counterfeit products can cause and begin to shun the same. This is, of course, the ultimate utopian goal. The Authentication Forum and its members can play a significant role in providing low cost, easy to use technology as solutions for detecting counterfeit products from genuine ones."

Speaking at the forum **Mr. Nakul Pasricha, President, ASPA** said, "ASPA, as an industry association of Anti-Counterfeiting solutions providers is trying it's best to create awareness and support the Government, Industry and Consumers in fighting counterfeiting and building up authentication eco-systems in the country. We believe the leadership summit will empower Industry, Indian and India in the fight against counterfeiting, the crime of the 21st century. We are enthusiastic to see the positive response and support from Government and industry in the fight against fakes and are confident that this powerful stage for Anti-counterfeiting will enable key decision makers at all levels to enhance their knowledge of anti-counterfeiting technologies and solutions to fight counterfeits."

Mr. Pasricha added, "Representing 3.3% of world trade, counterfeiting is a critical risk for all companies, no matter where they are, and what product they made. Issue of counterfeiting and sub-standard products has been the cause of many major tragedies claiming many human lives both worldwide and in India. Counterfeiting is a problem and with all of you Industry captains and delegates, let us work together in combating counterfeiting and leading India in achieving & becoming the \$5 trillion knowledge-based economy."

During the forum **Authentication Solutions Providers' Association** released key findings of their report on counterfeiting in the country, which revealed that the **incident of counterfeit cases in India have increased by nearly 15% in 2019** for period of January to October.

According to the findings by ASPA, the **top 10 sectors with highest number of counterfeit cases for 2018 and 2019** are **currency** followed by Liquor, FMCG (Food & Beverages), Pharma, FMCG (Personal Care), Documents, Tobacco, Automotive, Construction Material and Chemical.

In terms of States, **Uttar Pradesh** is most affected by counterfeit incident followed by **Bihar, Rajasthan, Jharkhand, Madhya Pradesh, Delhi, West Bengal, Maharashtra, Punjab and Gujarat.**

The other findings are as follows;

- In terms of currency, approximately 25% cases are reported from West Bengal and Uttar Pradesh.
- 65% of liquor counterfeit cases are from UP & Jharkhand
- Over 50% of food adulteration cases are from UP, Rajasthan & Punjab
- Over 50% cases of pharma duplication are from UP & Bihar

Counterfeiting corrupts an economy in multiple ways by harming consumer rights, damaging brand equity, causing losses to industries and causing loss of government revenues. The menace of counterfeiting causes revenue loss of **approximately INR 1 Trillion (14.7 Billion USD) annually** to the

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Indian economy and curbing it could give a huge boost to economic resources of the country. Be it Pharmaceuticals, Food and Beverage, Liquor, Automobile, Electronic Goods, almost every sector is witnessing the damage. Even currency is not untouched. Right from heavy tax losses to government to irreparable damage of brand images, counterfeiting is impacting our daily lives and the rising intensity of this menace is a big risk for the knowledge based, open and globalized economy. Widespread and proper implementation of authentication technologies, enforcement, awareness, and monitoring can effectively curb counterfeiting.

Eminent personalities from renowned organizations from across industries such as **FMCG, Auto, Pharmaceutical, E-commerce, Packaging, Consumer Durables, Crop Protection – Agriculture, Fertilizers, Pesticides, etc** spoke at the event. Mr. Ramashankar Pandey, Chairman, Aftermarket Committee, **ACMA** & Managing Director, **Hella India**; Ms. Supriya Verma, Associate Director, Forensic, **PwC**; Mr Nityanand S. Shenoy, Governing Body Member, **Authentication Solution Providers' Association (ASPA)** and President & Managing Director, **PRS Permcel Private Limited**; Dr Ali Mehdi, Senior Fellow and Project Leader, Health Policy Initiative, **Indian Council for Research on International Economic Relations (ICRIER)**; Dr. Jayashree Gupta, President, **Consumers India**; Mr. Yash Pal Sachar, General Manager Corporate Affairs, **Honda Cars India**; Mr Arun Malhotra, Auto Industry Expert & **Former Managing Director, Nissan India**; Mr. Amartyaa Kumaar Guha, Associate Director Supply Chain, **Flipkart**; Mr. Amit Kale, Assistant Vice President, SME Packaging, Automation and Quality Control, **Reliance Industries**; Mr. Harendra Bana, Associate Director Security, India Region, **PepsiCo**.; Colonel Aroon Nayagam (Retd), National Head - Loss Prevention, Future Supply Chain Solutions Limited(**Future Group**); Mr Deepak Mittal, DGM- Quality Assurance, **Mother Dairy Fruits & Vegetables Ltd**; Mr. Pankaj Kumar Patodi, Head Supply Chain, **Godfrey Philips India**; Mr. Vikas Ranjan, Brand Protection Manager India and South East Asia & Member – Global IPR, **Adidas**; Mr. Ashraf Ali, Anti-Counterfeit Manager India, **Bayer CropScience**; Mr. Rajesh Aggarwal, Managing Director, **Insecticides India**; Dr. Sreejith Shankar, Ramanujan Fellow and AcSIR Assistant Professor (Chemical Sciences), CSIR - **National Institute for Interdisciplinary Sciences and Technology (CSIR – NIIST, Government of India)**; Mr Abhishek Kishore Gupta, Partner, **KPMG India** and; Mr. Ulrike Kreysa, Vice President Healthcare, **GS1 Global Office** among others participated in various panel discussions.

The forum is a two-day flagship leadership summit scheduled for **7th and 8th November 2019** at the **Lalit Hotel, Barakhamba Road, New Delhi**.

About Authentication Solution Providers' Association (ASPA):

Authentication Solution Providers' Association (ASPA) is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to fight fakes products in various sectors, it is one of its kind association in the world primarily focused on the adoption and advancement of authentication technologies and solutions for Brand, Revenue and Document Protection. ASPA members protect over 15,000 brands worldwide through the identification of genuine products and documents. ASPA is creating awareness to fight fake/duplicate & counterfeit products which are harmful to consumer, industry, economy, and society at large. ASPA works closely with global authorities such as International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB - Interpol), FICCI CASCADE, and other industry bodies in India.

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