

## **Youth festival-Youth Against Counterfeiting and Smuggling**

28/11/2013 | Chandigarh

“Freedom from Fakes and Smuggled goods”

FICCI-CASCADE with support of Education Department, Chandigarh organized a youth festival on 28<sup>th</sup> November, 2013 on the theme of “Freedom from Fakes and Smuggled goods” to increase awareness among the youth to fight against the menace of counterfeiting and smuggling. Around 150 students took a pledge to take proactive action and “Quit Fake” and “Fight Smuggling”. Mr. Pawan Kumar Bansal, Member of Parliament & Former Union Railway Minister inaugurated the event and invoked the pledge among students. In his address the MP congratulated FICCI CASCADE for initiating such an important movement and asked the students to actively join this movement in the interest of nation’s economy and security. He observed that the menace of counterfeiting and smuggling is not only harming the industry and the government but also tarnishing the country’s image. He referred to FICCI CASCADE study on “Socio-economic Impact of Counterfeiting, Smuggling and Tax evasion in seven key Industry Sectors” and highlighted the sales loss to the industry as Rs. 1,00,000 crores and tax loss to government in the year 2012 as Rs. 26, 190 crores in 7 specific sectors. He further added that these unscrupulous fellows add to the threat to the national security, further adding the terrorism in the country. Mr. Bansal pointed out the fact that the high rate of taxes in the country is not curtailing the illicit trade; the need of the hour is engagement of law enforcement agencies, youth, and consumers at large. He insisted on the fact that one must ask for a bill while making any purchase.

Mr. V K Singh, Education Secretary & Finance Secretary, Chandigarh delivered the special address. He stated the problem as huge and the end consumer as the main sufferers. He mentioned that consumers are duped because he is not receiving his money’s worth. He highlighted various live examples related to counterfeiting and smuggling and appreciated CASCADE for its work. He said active involvement of students is a great initiative because idea planted in their minds is carried a long way.

The competition focused on the detrimental effects of smuggled, counterfeit and fake goods on the health and safety of consumers, with specific topics like, “Say no to Fakes”, and “Does Black Money encourage crime in society?” The paintings created by the students also brought to fore the steps, which can be taken by consumers to avoid being duped o purchasing these fake products, with topics like “Be responsible: Insist on a bill”.