



Candle Light Congregation Fight Against Smuggling and Counterfeiting

14th May 2015 – Jaipur

The market for fake, counterfeit and smuggled products is thriving in India and has become one of the biggest challenges faced by the Indian industry. Not only is it adversely impacting genuine stakeholders and industry, but also the government and consumers. This calls for a nationwide campaign to highlight the issue amongst the masses and to formulate a strong and effective course of action to eliminate the menace of illicit trade.

With this view, FICCI CASCADE with CANS (Consumer Action and Network Society) organized a candle light congregation in Jaipur on 14th May 2015. The congregation witnessed an enthusiastic participation from consumers and students from across Jaipur, Rajasthan.

Hon'ble Shri Hem Singh Bhadana, Minister of Food & Civil Supply, Consumer Affairs, Rajasthan was the Chief Guest at this congregation. Hon'ble Minister congratulated FICCI CASCADE for having taken the step of initiating this consumer movement against counterfeit and smuggled goods. The Minister also agreed that activities involving counterfeiting and smuggling curbs the economic independence and one must pledge to not use fake products and to fight the menace of smuggling which was in the larger interest of the nation's economy.

Mr. Deep Chand, Advisor of FICCI CASCADE and former Special Commissioner of Police, New Delhi, stated that the Indian Government has initiated steps to address counterfeiting, piracy and smuggling. Two major efforts stand out. First, the legal framework is fairly well developed in India. Second, the government has taken steps to protect consumers' health and safety from dangerous counterfeits through significant education efforts. Despite these actions, a study by FICCI CASCADE shows



that counterfeit, piracy and smuggling rates remain high. As per the study, the total loss to the government estimated for 2014, on account of the illicit markets in the selected 7 sectors of the manufacturing industry is estimated to Rs 39,239 crores, up from Rs 26,190 crores in 2012. Mr. Deep Chand urged the consumers to be aware and fight against the menace unanimously.

Several steps are being taken by FICCI CASCADE and the government to create large-scale awareness among the most impacted segment of this menace: the consumer. The candle light congregation organised in Jaipur, as a series of such events to be organised across the country, is part of a nation-wide awareness campaign to highlight the issue and focus on the growing menace of counterfeiting and smuggling. More than 250 consumers with candles in their hand and banners stating 'Fight Smuggling' By 'Make in india' and 'So No to Fakes' participated in this congregation .