

July 2021

# NEWSLETTER

Committee Against Smuggling and Counterfeiting  
Activities Destroying the Economy



## CHAIR'S MESSAGE



**Anil Rajput**  
Chairman  
FICCI CASCADE

## INSIDE THIS ISSUE



NEWS FLASH



RECENT INITIATIVES



ANNUAL REPORT



MEDIA COVERAGE



ARTICLES



NEWS

It is heartening to note that the second Covid wave in India is declining at a rapid pace, some states are struggling, but largely, life is slowly moving towards greater normalcy. Over the past one and a half years it has been observed and proven that the perpetrators of illicit trade don't have even an iota of value for human life. They have exhibited complete lack of even the most basic morals and ethics, and have tried their level best to increase their activities and make profits at a time when the entire world has been grappling with the impact of the Covid pandemic. During this period, the proponents of illicit trade started to flood markets with counterfeit and smuggled products which at many places replaced genuine materials that were being used to protect and save human lives like sanitizers, PPE Kits, masks, medicines and much more. This evil business has and without any break continued to hurt manufacturers competitiveness, undermine consumer confidence, and pose a great threat to individuals, communities and nations.

Nations are increasingly recognizing the threat posed by this illegal business and are intensifying their efforts to create an effective deterrence against such activities. In India, FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) is at the forefront of generating awareness on the detrimental impact of smuggled, contraband and counterfeit products amongst the consumers and citizens, building capacities of law enforcement agencies, proposing reforms, sharing best practices and providing knowledge and support to the industry members on this subject.

I am happy to inform that we have in the last few months ramped up our national awareness campaign against illicit trade by highlighting the ill effects of this adversary and eliciting response from stakeholders to collectively address this problem, especially during the current times.

States have been a key component in our awareness generation drive. We recently organized state webinars in Telangana and Jammu & Kashmir. We were privileged to be joined by Mr. Jayesh Ranjan, Principal Secretary, Industries & Commerce, Information Technology, Electronics and Communications, Government of Telangana at the webinar on 'Combating Counterfeit and Smuggled goods during the COVID-19 Pandemic and Beyond'. Mr. Ranjan was of the firm view that long time multiplier effect of crimes such as counterfeiting, and smuggling is very harmful to the society at large and impacts effective governance. Mr. Ranjan Prakash Thakur, Principal Secretary, Department of Industries and Commerce, Govt of Jammu and Kashmir joined us at a webinar on 'Policies and Strategies to Prevent Counterfeiting and Smuggling' for Jammu and Kashmir and emphasized on adequate priority to be placed across the government department in J&K in addressing the issue.

FICCI CASCADE's commemorated 'World Anti-Counterfeiting Day' in June and brought together participants from diverse fields to deliberate on 'Consumer Protection in the COVID Age'. This programme not only discussed how the counterfeiting landscape has changed amid the COVID emergency, but also looked at what anti-illicit trade efforts are needed in the coming days to address this problem.

CASCADE's capacity building programme is an ongoing exercise that provides a platform for the exchange of ideas and experiences in the enforcement of laws and practices while dealing with counterfeit and smuggled goods. In pursuance of this exercise, we organized a sensitization workshop with several officers of the Gurugram Police Commissionerate. Recently, CASCADE also initiated the pan India capacity building programme for state excise officers. The 1st state in this series was Odisha and we received the wholehearted support the Shri Ashis Kumar Singh, Excise Commissioner of Odisha for this initiative. Going forward, FICCI CASCADE plans to organize similar engagements with several other states.

We also held an enriching discussion with Mr. Rakesh Asthana in his capacity as Director General, BSF in our 'In Conversation Series', which is an exciting platform of FICCI CASCADE. These talks delve into the various facets of illicit trade with our guests and subject matter experts. His discourse on how border control is becoming a challenge due to newer forms of cross border crimes and why it is vital that officers at the borders must be prepared to identify possible suspects and their victims in border crimes was most invigorating.

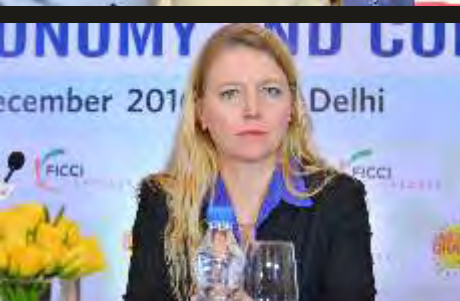
It is important to mention that over the past few months, several media reports have stated that the enforcement agencies have been able to catch illicit operators and seize smuggled and fake goods such as gold, cigarettes, alcohol, currency, electronic items worth crores on a regular basis. FICCI CASCADE congratulated the enforcement officials and issued statements applauding them for their exemplary work.

Illicit trade happens in the shadow, but it hides in plain sight. It is therefore imperative that we stay ahead of the curve and keep strengthening ourselves to combat this menace through evidence-based research, education, and outreach. I am also happy to share that this year, CASCADE marked ten years of its establishment. In this journey there have been many memorable achievements, a lot however remains to be done. Our mission over the years is completely unchanged with unflinching focus and commitment towards arresting the spread of this menace, along with the overall objective of eradicating this scourge.

I hope you will find this issue a meaningful read.

*Celebrating*  
**10 YEARS OF**





# RECENT INITIATIVES

## Webinar on Combating Counterfeit, Smuggled and Pirated Goods During the COVID-19 Pandemic and Beyond

Focus State - Telangana

31st March 2021

Counterfeit and smuggled goods have infiltrated everyday avenues of commerce, making their way into supply chains and consumers' homes. The rise of smuggled and counterfeit products threatens manufacturers' competitiveness, undermines consumer confidence, and poses a threat to individuals' health and safety. While the centre and state governments have been playing a proactive role in dealing with this issue, FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE) has also been highlighting the ill effects of this adversary and eliciting response from stakeholders to concertedly address this problem especially during the current times. It is with the above background that FICCI CASCADE organized a webinar on 'Combating Counterfeit and Smuggled and Pirated goods During the COVID-19 Pandemic and Beyond', on 31st March 2021 focusing on the State of Telangana. The webinar was a part of a series of such events which are being organised across the country as part of a nation-wide awareness campaign to highlight the issue and focus on the growing menace of illegal trade.

Mr. Jayesh Ranjan, IAS, Principal Secretary to Government of Telangana, Industries & Commerce, Information Technology, Electronics and Communications Department was the Chief Guest at the webinar. In his keynote address, Mr. Ranjan said, "long time multiplier effect of crimes like counterfeiting and smuggling is very

harmful to the society at large and impacts effective governance." He further added that it was unfortunate that some people were trying to take advantage of this pandemic and thinking of counterfeiting and faking even the COVID19 vaccines. The Telangana government is



extremely cautious in protecting the larger public interest and is using blockchain and AI technology to create a deterrent environment against such crimes.

the need for a nodal agency comprising of representatives from different government departments to ensure coordinated actions against this menace. He informed that FICCI CASCADE had recently recommended to the Govt. of India for setting up of an umbrella body i.e., a multi-agency centre to ensure proper coordination amongst the concerned Ministries/Departments/Enforcement agencies to address the problems arising out of Illicit trade. This nodal agency could share intelligence and enhance cooperation among national and international bodies. Further, it could make policy recommendations and build capacities to address the menace of counterfeiting and smuggling.

The webinar was also addressed by industry leaders - Mr. Milind Palany, Global Brand Protection Lead - India & South Asia, Johnson & Johnson; Mr. Amit Bhasin, General Manager, Legal- Customer Development and Corporate Secretarial, Hindustan Unilever Ltd.; and Mr. Devendra Surana, Managing Director, Bhagyanagar India Ltd. They emphasized that the illicit trade problem has only compounded in the pandemic situation with criminals using it as an opportunity to cause significant damage on the economy of the nation, health, and safety of the consumers. All the speakers underlined the need for safeguarding the consumers' health and safety, and the interest of genuine businesses, while promoting indigenous production should be a fundamental strategy to India's growth and development.

Mr. T. Muralidharan, Chairman, FICCI Telangana State Council & Chairman, TMI Group welcomed the dignitaries and during his address, said, "Discussions on combating smuggling and counterfeiting are even more important in the context of COVID19 which is impacting the economy and is endangering lives of people. Illicit trade adversely impacts the manufacturing strength of the nation and if not checked will act as barrier to the government's vision of making India a global manufacturing hub". Mr. Muralidharan also suggested that the crimes pertaining to counterfeiting should be treated as cases of revenue evasion and not only as a consumer protection and quality issue. Moreover, colluders including the retailers should be treated like counterfeiters. It will be also important that one should name and shame the colluders and report them to the GST and IT authorities. This will prove to be a bigger deterrent than consumer court actions. Today most consumers believe that counterfeiting happens at a small scale and hence it is not seen as a serious issue while buying. Reports being published regularly reports on the scale of the menace with statistics will help in generating greater public awareness.

Mr. Anil Sinha, Former Director, CBI and Think Tank Member, FICCI CASCADE in his address emphasized on the need for policies and regulations which disincentivizes such illegal activities. He suggested

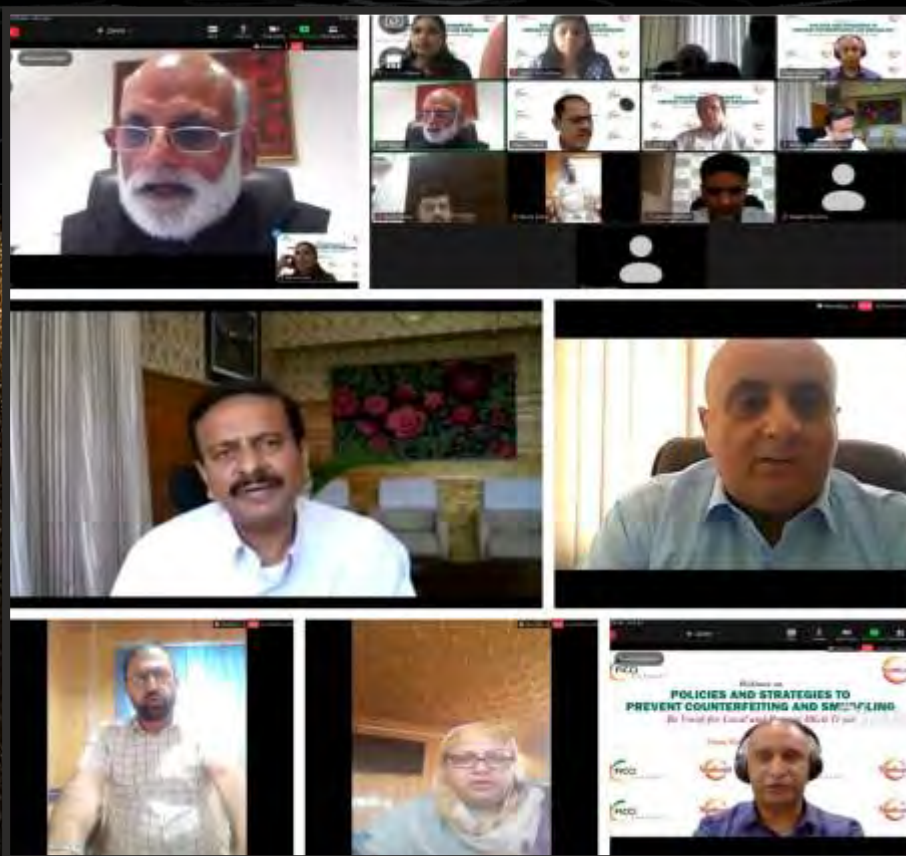


<https://www.ficcicascade.in/webinar-on-combating-counterfeiting-and-smuggling-during-the-covid-19-pandemic-and-beyond-be-vocal-for-local-and-prevent-illicit-trade/>

## Webinar on Policies and Strategies to Prevent Counterfeiting and Smuggling Be Vocal for Local and Prevent Illicit Trade

Focus – Jammu & Kashmir

09th July 2021



Illegal trade in counterfeited and smuggled goods dampens the economy in multidimensional ways. It can cost any economy billions of dollars, funds organized crime, and damages the country's international reputation. It destabilizes the legal industry, restrains innovation and investments, reduces government revenues and hampers the health and safety of the consumers. This threat has been on the rise since the onslaught of the pandemic which hit the world in 2020. On one hand while the government, voluntary organisations and the corporate sector are working relentlessly to fight and contain the pandemic, on the other, those involved in illegal activities such as counterfeiting, smuggling, black marketing etc. are taking advantage to exploit the miseries of the teeming millions by dealing in spurious and duplicate healthcare and consumer essentials.

The current environment most certainly presented a new opportunity for all stakeholders to tackle this long-standing problem. It is in this background that FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCAD), organized a webinar on "Policies and Strategies to Prevent Counterfeiting and Smuggling" on 9th July 2021 focusing on Jammu and Kashmir.

Shri Ranjan Prakash Thakur, IRTS, Principal Secretary, Department of Industries and Commerce, Govt of Jammu and Kashmir was the Chief Guest at the programme. Mr. Thakur in his keynote address said, "Illicit trade is a grave concern, it undermines the nation's economy, affects the health of the citizens and needs to be addressed on an urgent

basis. Adequate priority needs to be placed across the government department in J&K, be it enforcement, training, or consumer awareness in addressing this issue".

Mr. Anil Rajput, Chairman, FICCI CASCADE in his welcome address said, "illicit products have infiltrated everyday avenues of commerce, making their way into supply chains and consumers' homes, thereby threatening manufacturers' competitiveness, undermining consumer confidence and posing a threat to individuals' health and safety". Congratulating the work of the enforcement authorities, he said, "while smugglers and counterfeiters are exploiting the current situation by supplying illicit alternative of products, the alert enforcement authorities in J&K have uncovered and arrested people engaged in illicit trade of liquor, cigarettes, currency, drugs, sanitizers and much more".

Speaking on specific issues in Jammu and Kashmir, Mr. Irfan Ahmed Guju, Chairman, FICCI J&K State Council and MD I A Multi Venture Pvt Ltd said, "Counterfeiting and smuggling are lucrative business that take advantage of unwitting consumers and simply exploits their financial position. An orchestrated strategy including communication, coordination and close cooperation amongst various government agencies, law enforcement officials and private sector to combat this menace is imperative."

A panel comprising of representatives on government representatives and industry deliberated on the problem areas and possible solutions to mitigate this challenge. Mr. Mohd Akbar, Joint Director, Department of Food, Civil Supplies and Consumer Affairs was of the opinion that large scale consumer awareness through the help of print and electronic media needs to be created which will sensitize the public on this menace. Ms. Irfana Ahmed, Deputy Drug Controller, Kashmir shared the various initiatives of the department to thwart the danger of availability of spurious drugs and stated that in last few years, almost 23 drugs were found to be spurious in the UT and 70-80 percent cases were prosecuted. Mr. Laeeq Ahmad, Deputy Director Prosecution, Crime Headquarters, Jammu & Kashmir Police highlighted that during the year 2020, they have seized around 3 lakh 87 thousand intoxicated capsules, fake injections and syrups. Moreover, in the year 2018, 2019 & 2020, 15, 24 & 26 cases were also registered under the copyright act



at various police stations of Jammu & Kashmir UT. Mr. Arun Gupta, President, Chamber of Commerce and Industry Jammu urged that the enforcement agencies and government policies are further strengthened which will instill fear and deter the illicit operators to undertake such criminal activities. He also spoke on the need of adequate steps to check the sales of spurious and counterfeit products on e-commerce platforms.

Mr. Rajesh Sharma, Co - Chair, FICCI J&K State Council, CEO Skipper Overseas Ltd in his concluding remarks said, "while, arresting this menace is vital, encouraging the use of indigenous goods will also play a defining role to eliminate this socio-economic threat. Not only it will benefit Indian economy, reduce the demand of imported goods and avoid dumping of cheap products, it will also create jobs and deter cross border illicit trade".

As cases related to smuggling and counterfeiting rise steeply during the past few months, thus webinar was organized to discuss actionable, innovative solutions and strategies for curbing this menace. This initiative is a part of a series of such interactions which are being organized by FICCI CASCADE, across the country to highlight the problem of counterfeiting and smuggling and elicit response from different states.

<https://www.ficcicascade.in/webinar-on-policies-and-strategies-to-prevent-counterfeiting-and-smuggling-be-vocal-for-local-and-prevent-illicit-trade/>

## Webinar on Consumer Protection in the COVID age World Anti-Counterfeiting Day

08th June 2021

FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE) organised a webinar on 'Consumer Protection in the COVID Age' on the occasion of World Anti-Counterfeiting Day on 8th June 2021. This day enables national and international organizations involved in the fight against counterfeit products to increase consumer awareness of the risks and costs associated with buying fakes, and to encourage consumers to better understand the seriousness of the problem.

Mr. Anil Rajput, Chairman, FICCI CASCADE welcomed all the participants and stated, "the Covid-19 virus and illicit trade have a lot in common, both cause immense economic, social and individual distress." Applauding the enforcement officers who have relentlessly pursued the smugglers and counterfeiters; and seized many contraband and fake products during the current crisis, Mr. Rajput urged them to keep up the good work which would ensure that the perpetrators of crime did not see the covid-19 situation as a reason to exploit vulnerable consumers and organizations.

Mr. Hem Kumar Pande, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution, GoI chaired the session and observed that consumer awareness has become an important part of the anti-counterfeiting strategy in developed economies. On the flipside, in developing countries, it is still a major challenge. "The 'Jaago Grahak Jaago' campaign of the Indian Government has received reasonable success with urban consumers looking out for the safety and genuineness of the product. But we still have a long way to go to inculcate and develop a sense of responsibility amongst the rural consumer base", he added.

Mr. Shibesh Singh, Additional Commissioner (Crime), Delhi Police said, "there has been a significant rise of frauds against public during the second wave of the coronavirus". During the recent wave of the pandemic, he said, the Delhi police were able to block almost 550 fraud bank accounts, seized more than 1.25 crore rupees, and suspended

almost 1500 sim cards. Highlighting the problem of black marketing and selling of counterfeit, fake, spurious covid cure products, Mr. Singh said, "with the help of local enforcement agencies, Delhi police arrested more than 300 black marketeers and broke the backbone of COVID related crime syndicate".

Emphasizing the unwavering efforts of the DRI officers during the unprecedented coronavirus crisis, Mr. Rajesh Pandey, Principal Additional Director General, Directorate of Revenue Intelligence said, "during the pandemic year, DRI has seized 984Kgs of gold & illicit cigarette sticks worth more than Rs. 100 crores along with seizures a large amount of heroin, cocaine, hashish, opium, and synthetic drugs." He added that the Covid 19 pandemic impacted manufacturing and trade, and the gap was filled with counterfeit and smuggled products. Hence, law enforcement and trade & industry must work more closely so that illicit activities can be neutralized to a great extent. Commemorating this year's World Anti-Counterfeiting Day, the FICCI CASCADE's webinar marks a crucial milestone to further discuss how amid the COVID emergency, counterfeiting has changed over the past months, while looking at the anti-illicit efforts that are needed in the coming days. Industry panelists from Amazon, Johnson and Johnson and Underwriters Laboratories agreed that the ultimate goal should be to identify and sever illicit products and their sellers before they have a chance to create a negative experience for our consumers. Amazon, for example, have blocked 10 billion suspected sellers and seized more than 2 million products.

Moreover, it was agreed that a coordinated action is the need of the hour as no single company or sector can fight counterfeiting alone. While legitimate manufacturers hold the information necessary to distinguish their products from the fakes in the market, E-commerce platforms have information about the third-party sellers dealing in fake products. Likewise, search providers have a broad view of how actors can move across diff







erent platforms, while payment providers are a critical part in tracing illicit gains to counterfeiters and cutting off their access. Input from each of these sources is necessary to allow both the government and

private sector to have full insight into the paths of counterfeit and smuggled goods; and to track those who are responsible.

<https://www.ficcicascade.in/world-anti-counterfeiting-day-1/>

# AWARENESS THROUGH ART



## *In Conversation with* **Shri Rakesh Asthana, IPS** Director General, Border Security Force and Director General, Narcotics Control Bureau 23rd April 2021

“Smuggling activities generate large amount of money and the money generated is further funneled into various anti-social activities in our country”, said Mr. Rakesh Asthana, Director General, Border Security Force and Director General, Narcotics Control Bureau. Mr. Asthana was speaking at the 'In Conversation Series' an initiative of FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE) to share insights and deepen understanding on the various facets of illicit trade with subject matter experts. Speaking on the menace of drug smuggling, Mr. Asthana said, "according to a recent survey by Govt. of India, it is found that nearly 2.1% of the Indian population is addicted to heroin, and 1.44 lakh crore of illicit revenue is generated every year through it". He further added that in 2019, the MHA has constituted a 4 tier coordinated mechanism which is a robust system of inter-agency coordination led by DG, Narcotics Control Bureau to address the menace of smuggling.

Mr. Anil Rajput, Chairman, FICCI CASCADE in his address said, "In India, since the onset of the pandemic, our paramilitary forces and enforcement agencies have raided and seized smuggled, spurious and counterfeit sanitizers, masks, PPE Kits, toiletries and cosmetics, electronic goods, cigarettes, packaged food, spices, drugs, alcohol and several other items across various states". Speaking on the increasing number of seizures being reported every day, Mr. Rajput said, "it is highly possible that the total seizures may just be the tip of the iceberg of a much larger network. We cannot afford to lower our guard and therefore it is extremely important that our enforcement agencies keep up their already impressive work and ensure that such mischievous elements are kept at bay".

Mr. Anil Sinha, Former Director, CBI and Think Tank Member, FICCI CASCADE while in conversation with Mr. Asthana said, "On one hand, we have a raging pandemic where criminals have used it as an opportunity to increase their nefarious activities, causing significant damage on the economy of the nation, health, and safety of the consumers while on the other hand there is smuggling and how it is funding and terrorism and undermining the security of a nation". Strengthening of inter-agency coordination and the need for successful prosecution of criminals in smuggling and counterfeiting cases were also highlighted in his discussion with Mr. Asthana.

Border forces face key challenges in preventing illicit trade and disrupting transnational smuggling operations. It is certain that border officers are critical stakeholders in combating cross border illegal trading activities. As border control becomes challenging due to newer forms of cross border crimes it becomes vital that officers at the borders are prepared to identify possible suspects and their victims in such crimes. FICCI CASCADE, has been over the years working closely



with government, industry, enforcement officials, legal fraternity, consumer organizations and the youth to create awareness on the adverse impact of the problem of counterfeiting and smuggling. Among other activities, FICCI CASCADE has been regularly engaging with law enforcement agencies including police, customs and paramilitary organizations engaged in border protection in sensitizing them on the gravity of the problem.

<https://www.ficcicascade.in/in-conversation-with-shri-rakesh-asthana-ips-director-general-border-security-force-and-director-general-narcotics-control-bureau/>



# Capacity Building Programme for Police Officers on Prevention of Counterfeiting, Smuggling and Piracy

06th March 2021, Gurugram



FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) organized a capacity building programme on Prevention of Counterfeiting and Smuggling for the police officers of Gurugram on 6th March 2021. Mr. Maqsood Ahmed, IPS, Deputy Commissioner of Police, Gurugram in his address said, "Activities like smuggling and counterfeiting are causing huge damage to the society and the nation's economy. Gurugram has recently seen a spike in white collared crime hence increasing surveillance, creating awareness and coordination amongst law enforcement agencies are key to counter this menace effectively."

Mr. Deep Chand, Advisor FICCI CASCADE and Former Special Commissioner of Police, New Delhi during his presentation of the overview on Socio-Economic Impact of Counterfeiting, Smuggling & Piracy highlighted that the COVID19 provided an opportunity to criminals to exploit the current situation and found new ways to make money be it counterfeit or smuggled goods, fraud and cybercrime. Applauding the enforcement officers, Mr. Deep Chand said "even as the country is grappling with the coronavirus crisis, the resolve of officers to protect infiltration of illicit goods surreptitiously into our market-places while maintaining law and order is indeed laudable. However, continued thrust of enforcement activity is essential to keep the offenders at bay."

The programme was also addressed by Mr. Dharamveer Singh, Asst. Commissioner of Police, Gurugram Police. Sharing his wide experience on investigation of such cases, Mr.

Singh emphasized that how the increasing number of seizures may just be the tip of the iceberg of a much larger network and hence this calls for continued focus on tackling the widespread threat.

This capacity building programme aimed to sensitize the police officers and underscore the importance of continued awareness and seriousness of the impact of counterfeit and smuggled goods. It was emphasized that such illicit trading practices not only causes huge losses to the government and industry but is also causing significant economic and health & safety consequences for the society at large. Mr. Shashank Singh, Partner, K&S Partners informed the officers about the relevant laws and procedures to be followed while dealing with such cases. Industry representatives- Mr. Milind Palany, Global Brand Protection Lead, India & South Asia, Johnson & Johnson, Dr. Pravin Singh, Lead-Public Policy & Advocacy and Mr. Manish Bathri, Consultant, Brand Protection, Marico Ltd. and Mr. Rajiv Suri, Partner, RNA Technology & IP Attorneys who spoke on behalf of Puma discussed the collaborative role of police and industry in thwarting this menace.

FICCI CASCADE has been successful in stirring an active debate on the topic nationally through various awareness programmes. Among other activities, FICCI CASCADE has been organizing capacity building programs for police officers in various states, focusing on economic offences related to counterfeiting and smuggling, equipping the officers to understand the laws and take requisite action against the perpetrators.

<https://www.ficcicascade.in/capacity-building-programme-for-police-officers-on-prevention-of-counterfeiting-smuggling-and-piracy-6/>



## Capacity Building Programme for State Excise Officials on Prevention of Counterfeiting and Smuggling

Focus State: Odisha

22nd July 2021



FICCI's Committee Against Smuggling and Counterfeiting Activities (Destroying the Economy) organised a capacity building programme on Prevention of Counterfeiting and Smuggling for the excise officers of Odisha on July 22, 2021. Mr. PC Jha, Advisor FICCI CASCADE and Former Chairman, Central Board of Indirect Taxes and Customs gave an Overview on Socio-Economic Impact of Counterfeiting & Smuggling, he said that "The pandemic saw a huge setback for the manufacturing sector including the alcohol industry. This unfortunately resulted in less availability of licit products and the gap being filled by counterfeited substandard goods causing greater harm to the life and health of the people."

Mr. Anil Rajput, Chairman, FICCI CASCADE in his welcome address said that "Implementing effective solutions to the complex problems of counterfeiting and smuggling will require cooperation and innovation from the government, enforcement machinery and industry working closely together." Thanking the officers from the Odisha Excise Department, he stated that their presence is a testimony to the commitment of the Odisha Excise Department in dealing with the rising menace.

During the session, representatives from the alcohol industry highlighted the various challenges pertaining to counterfeit alcohol in

**UNDERSTANDING 'COUNTERFEIT'**

**COUNTERFEIT – Oxford Dictionary**

- Made in exact imitation of something valuable with the intention to deceive or defraud

**Legal Definition**

- Counterfeit".-- A person is said to "counterfeit" who causes one thing to resemble another thing, intending by means of that resemblance to practice deception, or knowing it to be likely that deception will thereby be practiced.

**Prakash**

India, be it in the form of refilled branded bottles or using counterfeit packaging or forged tax stamps. The workshop was also helpful in sensitizing the officers on the collaborative role which industry and enforcement can play in thwarting this problem.

Illicit markets have broad economy-wide effects on trade, investment, employment, innovation, criminality, environment, and most importantly, on the health and safety of the consumers. Over and above, it also has a negative impact on the brand image and loss of

revenue for industry and governments. In the alcoholic beverage industry, the industry is facing a huge issue of the production of alcohol under non-standard conditions which are much more harmful and life threatening. FICCI CASCADE in an earlier report has stated that the grey market of the alcohol industry is about 16.7%, incurring Rs 14,140 crore loss to industry and Rs 6,309 crore tax loss to the government.

<https://www.ficcicascade.in/capacity-building-programme-for-state-excise-officials-on-prevention-of-counterfeiting-and-smuggling/>

# An Uphill Battle

25th February 2021 | Millennium Post

**Anil Rajput**

Member - Corporate Management Committee & Senior Vice President - Corporate Affairs, ITC Limited  
Chairman, FICCI CASCADE



An age-old adage, in every adversity lies an opportunity was proved true by the enforcement agencies and their phenomenal work to arrest the menace of illicit trade during the COVID-19 period. While on one hand the world was struggling to cope with the health crisis which hit us last year, illicit operators on the other hand, found this to be an opportune moment to further their vicious plan by pushing smuggled, counterfeit, and spurious goods into the markets impacting national exchequer and damaging genuine manufacturers.

## An uphill battle

*Though enforcement agencies have offset attempts of illicit trade during the pandemic, the task still remains*



**The recent report by the Directorate of Revenue Intelligence states that 412 cases of smuggling were detected and seizure of contraband worth Rs 1,949 crore resulted in the year 2019-20**



**Smuggling worth around Rs 412 crore was seized in India between June and October 2020**

WCI's quarterly intelligence report, India saw a huge surge in illicit smuggling cases and continued to be a target for foreign smugglers. However, this was duly taken care of by the considerable work of our enforcement agencies. DR in its recent 'Smuggling in India' report, stated that 412 cases of smuggling were detected and seizure of contraband worth Rs 1,949 crore resulted in the year 2019-20. Through risk assessment, intelligence and data analysis, WCI was able to unearth 361 complex cases of illicit trade involving duty evasion amounting to Rs 2,145 crore. Smugglers, mainly, had been smuggling gold, silver, alcohol, and various other goods worth Rs 136 crore in 795 operations across the globe. In the country, another 1,000 cases of smuggling worth Rs 412 crore between June and October 2020 were detected. The value of smuggled goods in the year Rs 52 crore in 2019. Despite several restrictions, India saw a huge surge in illicit smuggling cases and continued to be a target for foreign smugglers. However, this was duly taken care of by the considerable work of our enforcement agencies. DR in its recent 'Smuggling in India' report, stated that 412 cases of smuggling were detected and seizure of contraband worth Rs 1,949 crore resulted in the year 2019-20. Through risk assessment, intelligence and data analysis, WCI was able to unearth 361 complex cases of illicit trade involving duty evasion amounting to Rs 2,145 crore. Smugglers, mainly, had been smuggling gold, silver, alcohol, and various other goods worth Rs 136 crore in 795 operations across the globe. In the country, another 1,000 cases of smuggling worth Rs 412 crore between June and October 2020 were detected. The value of smuggled goods in the year Rs 52 crore in 2019.



The grey market operations were getting murkier – the spike in the illicit trade of popular pandemic products such as sanitizers, face masks, PPE suits, disinfectants, medicines etc. along with the proliferation of such goods being sold online, including in the dark web was evidently seen. The criminals wanted to take advantage of what they thought was lowering of guard by the government and enforcement agencies because of their focus on COVID related pressing issues. This couldn't be further from the truth and proved to be an immense opportunity for our officers to quell the nefarious agenda and nab the offenders.

We saw that enforcement authorities world over reacted concertedly to heighten response against this global malaise. Be it Interpol's Operation Pangea XIII, which saw police, customs and health regulatory authorities from 90 countries take part in collective action against the illegal online sale of medicines and medical products or the global operation STOP by WCO against illegal trafficking linked to COVID-19; a strong counterstrike to thwart the ill-intentions was put in action.

In India too, as in many other countries our officers rose to push back the smugglers, tax evaders, traffickers and black marketeers leaving them bitterly disappointed. Intelligence and innovative strategies of Indian Customs, Directorate of Revenue Intelligence (DRI), Police and Paramilitary forces helped them to raid and seize astounding quantities of smuggled, spurious, and counterfeit products such as sanitizers, masks, PPE kits, disinfectants, toiletries and cosmetics, electronic goods, cigarettes, spices, alcohol, gold etc across states. For instance, in North East alone, the customs sleuths seized various goods worth Rs 110 crore in 710 operations since the pandemic hit the country. Another example that stands out is the seizure of illicit cigarettes worth around Rs. 412 crores between June and October 2020 across India, a raise from Rs. 52 crores in 2019. Despite several restrictions, India saw a huge surge in cigarette smuggling cases and continued to be a target for tobacco smugglers. However, this was duly taken care of by the commendable work of our enforcement agencies.

DRI in its recent 'Smuggling in India' report, stated that 412 cases of smuggling were detected and seizure of contraband worth Rs 1949 crores were resulted in the year 2019-20. Through risk assessment techniques and data analytics, DRI was able to unearth 761 complex cases of customs involving duty evasion amounting to Rs 2183 crores. Moreover, during this period, agencies actively participated in multilateral operations and have also proactively joined hands with

domestic agencies to curb this menace. DRI and BSF's joint operation in March 2020 seizing over 21 kg of smuggled gold at Indo-Bangladesh border or the close cooperation of customs with DRI, Assam Rifles and state police to make the task of a smuggler a difficult one in north eastern India are a testimony to this.

To my mind the COVID period tested the alertness of our enforcement teams and our officers have not been found wanting. I compliment the officers, who have not only adapted to the new challenges brought in due to change in the economic scenario arising out of COVID-19 but have also protected infiltration of counterfeit and smuggled goods into our marketplaces while plugging the leakage of government's tax revenue and maintaining law and order in the country. Moreover, their preparedness has also helped the country in anticipating and countering the new modus operandi adopted by organized crime syndicate across the globe especially in the COVID era.

Ultimately, neither the strict lockdown nor a pandemic could stop the perpetrators of illicit trade. In fact, with increasing number of seizures being reported every day, it is highly possible that the total seizures may just be the tip of the iceberg of a much larger network and hence this calls for continued focus on tackling the widespread threat. FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy, (CASCADE), has been over the years engaging the government with the aim of greater awareness and on how industry could play a collaborative role with enforcement agencies to address this problem. One of FICCI CASCADE's mandate is building capacities of law enforcement officers and to this it has worked extensively and intensively - organizing training programmes and continuous interactions with them across India sensitizing on the threats emanating from the spread of smuggling and counterfeiting.

India is today one of the fastest growing economies in the world, it is also a hot favourite of those indulging in illicit trade. With seizures at an all-time high, it demonstrates the resolve of government to contain smuggled and counterfeit trade. The pandemic compounded the problem of illicit trade and this continues to be a huge challenge for the nation. But the hands-on approach and alertness of our enforcement officers to check the growth of illicit trade during such unprecedented times is indeed laudable. However, we cannot afford to get complacent. It is important that we continue the thrust on enforcement activity. This will undoubtedly go a long way to keep the offenders at bay.

# FUEL FOR TERRORISM

19th March 2021 | Millennium Post

## Anil Rajput

Member - Corporate Management  
Committee & Senior Vice President -  
Corporate Affairs, ITC Limited  
Chairman, FICCI CASCADE



Terrorism is one of the greatest man-made threats to humanity. It is pure evil, and no country today is immune to this menace.

Disturbingly, during the past few decades, leading intelligence and law-enforcement agencies around the world have found conclusive evidence that illicit trade in terms of smuggling and counterfeiting is the fuel that drives some of the deadliest terror organisations. As per the United Nations Commission on Crime Prevention and Criminal Justice (UNCCPCJ), such illicit activities are the second largest source of income for criminal actions such as terrorism. Moreover, with rapid technology evolution, advent of bitcoins, dark net, fraudulent e-commerce websites, illicit trade and organised crime have found a ripe terrain to flourish thereby increasing the security threat and danger to nations worldwide.

Let us draw the attention to the long-established link between illicit trade and terrorism. The ACG (Anti-Counterfeiting Group), a UK based international association estimates that the global trade in illicit goods is a \$461 billion criminal business, run by organised international gangs and the proceeds of which are used by terrorist organizations to finance their evil agendas. Investigations around the world have found out that smuggling of varied products,



including cigarettes, oils, luxury goods, electronic items, arms & ammunition, gems & stones, drugs, wildlife etc. are the major contributors to financing of terrorism.

The FBI for instance had stated that Hamas has since long raised funds through very lucrative illegal activities including drug trafficking, counterfeiting of products among others. Hezbollah, the lethal militant group has been raising funds from smuggling of arms and counterfeiting operations to credit card fraud etc. Cigarette smuggling due to its low risk, high profit business operation, has been the choice for Al-Qaeda, Lashkar-e-Taiba, Taliban, Irish Republican Army, Boko Haram and many more to finance their activities. Douglas Bettcher, coordinator of the framework convention team of WHO's tobacco free initiative had warned, and I quote "I would say that EU is the worst

stands a well-oiled financial system and this is firmly established through illicit trade in a plethora of items as mentioned.

The finances which are attributed to illicit trade are clearly the jugular vein of the terror organizations and that needs to be cut. A deterrent environment where counterfeiters and smugglers are prevented to make profits by making use of the arbitrage opportunity is the need of the hour. For instance, increased taxation and duty rates on products lead to increased illicit trade and ultimately defeats the purpose of increase in taxation due to allocation of more funds in security expenditure to curb terrorist activities, a part of which is financed by illicit trade. It is therefore essential that a robust policy framework, supported by effective enforcement mechanisms to prevent this global scourge are in place.



sufferer at this point but any country including India could soon be a victim of this new development". Moreover, in India, The D-Company was identified as a terrorist organisation thriving on the black market of counterfeit and contraband goods. According to experts, the transformation of D-Company into a terrorist entity was believed to coincide with its entry into trade of illegal goods.

According to the Global Terrorism Index 2020, the past decade has seen the largest surge in terrorist activity in the past fifty years and in 2019 the Taliban, Boko Haram, ISIL and Al-Shabaab, were the four groups responsible for 7,578 deaths from terrorism, representing 55 per cent of total deaths in 2019. In India, as recent as November 2020, a drug smuggling case in Jammu was reported where the NIA had indicated that the money was likely being used for terror funding in the country. Hence, it is clear, that behind every terrorist organisation,

forces to check the growth of illicit trade and links between terrorism, organised crime and illicit trade; and moves to draw a balance between government revenue needs through taxation and the incentives illicit market gets through increased taxes on goods.

With each passing day the acts of terror organizations are causing great harm to human lives putting tremendous pressure on the security system - pressures that are financial, physical, and mental. With illicit trade being one of the most preferred means of criminal financing, choking its finances will be critical to foil the plan of these anti-social elements who aim to destroy the physical and economic security of a nation. Terrorism, internationally has reached an alarming scale and the fight against it, indeed demands a comprehensive response. Combating smuggling and counterfeiting must be a fundamental pillar of that response.

Global Institutions and enforcement agencies have been concertedly trying to disrupt and dismantle the crime networks. INTERPOL's Organized and Emerging Crime Strategy, EUROPOL's European Counter Terrorism Center, The Terrorism Prevention Branch (TPB) of the United Nations Office on Drugs and Crime (UNODC) among others have somewhat created the desired dent. In India, the government too has enacted laws and the enforcement agencies have been enabled to detect and prevent counterfeiting, smuggling, and financing of terror. Significant technological advancements have also been made by the industry and the government to tighten the infringement.

Apex industry body, FICCI's dedicated forum CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) which engages with the government, enforcement agencies, industry representatives and consumers to generate awareness on this issue in its report on 'Illicit Trade - Fuelling terror financing and organised crime released in 2017 had recommended better awareness about counterfeit and smuggled products through government initiatives; partnering of government and industry to run campaigns for reducing illicit markets; development of task

Article

# FOR A THRIVING ECONOMY

06th April 2021 | Millennium Post

**Anil Rajput**

Member - Corporate Management Committee & Senior Vice President - Corporate Affairs, ITC Limited  
Chairman, FICCI CASCADE



The year 2022 will mark 75 years of India's glorious independence. India plans to celebrate this milestone with an aim to create a new and prosperous India. To my mind, the first step to building a prosperous India would be where each and every citizen is a part of this nation building exercise. Our PM has rightly stated that economic transformation cannot happen without public participation and that development must become a 'Jan Andolan'. Therefore, it will be important that citizens fulfil their obligations and that government policies and its tax system be at the vanguard of this transformation.

As per recent government data only 1 per cent of the Indian population pays income tax and declares earnings above the exemption limit. It is unfortunate that in a country of 130 crore Indians, only 1.5 crore pay income taxes and millions evade taxes. Empirical studies document a strong relationship between high tax rates and high tax evasion. Unfortunately, this has over the years proved to be at the core of a low tax base in our country. Analysis on the data released by CBDT (Central Board of Direct Taxes, GoI) for the assessment year 2018-19 suggest that nearly two-third of personal income taxes in the country were paid by the richest 5% and nearly half of the total corporate taxes were paid by just the top 1% of companies. Thus, it is evident that the burden of taxes in India are on a small pool of taxpayers. Hence, to boost its economy, it is vital that the government take adequate steps to widen its tax net and check evasion.

Not only the direct tax, but indirect tax too is struggling with incidents of tax evasion. According to finance ministry reports,

the central GST (Goods and Service Tax) authorities have detected evasion of Rs 70,206 crore between July 1, 2017 launch of GST and January 2020. India has four non-zero tax slabs 5, 12, 18 and 28 while many countries have adopted a single tax rate while implementing GST. A World Bank paper of 2018 found India's GST relatively more complex with its high and multiple tax rates when compared with 115 other countries, where 49 have one rate, 28 have two and only 5 countries, including India, use four non-zero rates. Commenting on these, the paper said high and multiple rates make the system complex, add to the cost of compliance, and incentivise tax evasion. If we examine the tax regime of Singapore which is an important finance, commerce, and trading hub of Asia, we will see that it is simple, attractive, and efficient. With GST at 7% and personal tax (0-22%), Singapore's tax system is a fine balance which promotes commerce and ensures that sufficient revenue is collected to meet the country's social and economic objectives. Due to its reasonable and simplified tax policies, it also rates high on tax compliance.

According to the International Monetary Fund (IMF), India is projected to grow at 11.5 percent this year making it the only major economy of the world to register a double-digit growth in 2021. India too is pushing for the envisaged USD 5 trillion economy by 2024-25. To this end, revenue collections will play a key role to attain the much-anticipated growth trajectory. Ultimately, it is a well-established principle that enforcement machinery can deliver only with

limited success. It is self-compliance which can result in a quantum leap for our exchequer, and this can only be done by disincentivising the motive to evade tax. Positive actions in this area will undoubtedly have a lasting impact for generations to come.

In India, the Modi government has taken several steps to make large scale structural changes emphasising the need for a simple tax system. It has shown that it can think out of the box and be innovative in its approach.

The announcements by the Finance Minister in the budget this year clearly echo the need to shift focus to compliance than change in rates - a decisive way forward which demonstrates a stable tax structure without tinkering the rates.

Another area where Modinomics can focus on is the quantum of tax collection rather than rate of taxes. For years, India has struggled to increase its tax to GDP ratio and the only way to improve it is by ensuring that all citizens pay their share of taxes. Substantial numbers can be brought into the tax net by following the age-old Manu Smriti

and Arthashashtra teachings where the king collects tax without the taxpayer feeling the pinch. This will result in revenue buoyancy which will help government coffers to pool of resources for development work, create jobs in our country, ultimately creating a virtuous cycle. This most certainly will pave the way for a thriving national economy, drive growth and realize the vision of a prosperous India.

**For a thriving economy**

**A simpler tax structure is required to increase compliance which in turn will generate more tax-revenue to be used for developmental works**

**ANIL BAJAJ**

The year 2022 will mark 75 years of Indian independence. It is a time to reflect on the progress made with an aim to create a new and progressive India. To set the tone for building a progressive India would be to ensure that it is part of the nation building mission. The PM has rightly said that economic transformation (good) happens without public participation and that development must become a last function. Therefore, it will be important that citizens hold their government and the government policies and its tax system to be at the forefront of this transformation.

At present government data, only one per cent of the Indian population pays income tax and 10 per cent of the population pays GST. It is estimated that at a minimum 10 per cent of the population should pay income tax and 10 per cent of the population should pay GST. This is a strong relationship between high tax rates and high tax evasion. Unfortunately, this has been the main reason for the slow growth of the Indian economy. Analysis of the data released by CBCT (Central Board of Direct Taxes, Govt) for the assessment year 2018-19 suggests that nearly one-third of personal income tax in the country was paid by the elite 1 per cent and nearly half of the total corporate taxes were paid by just the top 1 per cent of companies. Thus, it is evident that the burden of tax in India lies on a small pool of taxpayers. Hence, to boost the economy the government must take adequate steps to widen the tax net and check evasion. Not only the direct tax but indirect tax too is struggling with incidence of tax evasion. According to Finance Ministry reports, the Central GST (Goods and Service Tax) authorities have detected evasion of Rs 70,206 crore between July 1, 2017 launch of GST and January 2020.

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In India, the Modi government has taken several steps to make large scale structural changes emphasising the need for a simple tax system. It has shown that it can think out of the box and be innovative in its approach. The announcements by the Finance Minister in the budget this year clearly echo the need to shift focus to compliance than change in rates - a decisive way forward which demonstrates a stable tax structure without tinkering the rates.

Another area where Modinomics can focus on is the quantum of tax collection rather than rate of taxes. For years, India has struggled to increase its tax to GDP ratio and the only way to improve it is by ensuring that all citizens pay their share of taxes. Substantial numbers can be brought into the tax net by following the age-old Manu Smriti and Arthashashtra teachings where the king collects tax without the taxpayer feeling the pinch. This will result in revenue buoyancy which will help government coffers to pool of resources for development work, create jobs in our country, ultimately creating a virtuous cycle. This most certainly will pave the way for a thriving national economy, drive growth and realize the vision of a prosperous India.

The writer is Chairman, FICCI CIIAISCIAIDIE and former IAS Officer, ITC Ltd. Views expressed are personal.



# MEDIA COVERAGE

लोकमत

English

## J&K govt to give priority to check smuggling, counterfeiting

By ANK | Updated: July 8, 2021 08:53 PM

New Delhi, July 9 Ranjan Prakash Thakur, Principal Secretary, Department of Industries and Commerce, Jammu and Kashmir government, ...



J&K govt to give priority to check smuggling, counterfeiting

New Delhi, July 9 Ranjan Prakash Thakur, Principal Secretary, Department of Industries and Commerce, Jammu and Kashmir government, said on Friday that illicit trade is a grave concern, which undermines the nation's economy, affects the health of the citizens and needs to be addressed on an urgent basis.

## 'Jammu & Kashmir govt to give priority to address menace of smuggling & counterfeiting'

By ANK | 9 July 2021 10:08 AM



NEW DELHI: Ranjan Prakash Thakur, Principal Secretary, Department of Industries and Commerce, Govt of Jammu and Kashmir on Friday said, "Illicit trade is a grave concern, it undermines the nation's economy, affects the health of the citizens and needs to be addressed on an urgent basis."

Addressing a webinar on 'Policies and Strategies to Prevent Counterfeiting and Smuggling' organized by FICCI CASCADE, Thakur said that adequate priority needs to be placed across the government department in J&K, be it enforcement, training, or consumer awareness while addressing the issue.

Mohd Akbar, Joint Director, Dept of Food, Civil Supplies and Consumer Affairs, Govt of J&K said, "Large scale consumer awareness through the help of print and electronic media needs to be created which will sensitize the public on this menace."

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Mon, 08-Mar-21; Millennium Post - Delhi: Size - 141 sq.cm.; Circulation-4166; Page | 10

## 'Surveillance, awareness & coordination among agencies key to counter smuggling menace'

**GURUGRAM:** Minister of Home Affairs, Deputy Commissioner of Police, Vigyanagar on Saturday said, "Activities like smuggling and counterfeiting are causing huge damage to the nation's economy."

Addressing the FICCI CASCADE Convention Against Smuggling and Counterfeiting, activities like smuggling and counterfeiting are causing huge damage to the nation's economy. He said, "Surveillance, awareness and coordination among agencies are key to counter smuggling menace."

Minister of Home Affairs, Deputy Commissioner of Police, Gurugram said, "Activities like smuggling and counterfeiting are causing huge damage to the nation's economy. He said, "Surveillance, awareness and coordination among agencies are key to counter smuggling menace."

## 'Jammu & Kashmir govt to give priority to address menace of smuggling & counterfeiting'

Ranjan Prakash Thakur, Principal Secretary, Department of Industries and Commerce, Govt of J&K said that adequate priority needs to be placed across government department in J&K

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ment department in J&K, be it enforcement, training, or consumer awareness while addressing the issue.

Mohd Akbar, Joint Director, Dept of Food, Civil Supplies and Consumer Affairs, Govt of J&K said, "Large scale consumer awareness through the help of print and electronic media needs to be created which will sensitize the public on this menace."

Laeeq Ahmad, Deputy Director Prosecution, Crime Headquarters, Jammu & Kashmir Police said, "During the year 2020, we have seized around 3 lakh 87 thousand intoxicated capsules, fake injections and syrups. In the year 2018, 2019 & 2020, 15, 24 & 26 cases have been registered under the copyright act at various police stations of J&K UT," he added.

Anil Rajput, Chairman, FICCI CASCADE said, "Illicit

products have infiltrated everyday avenues of commerce, making their way into supply chains and consumers' homes, thereby threatening manufacturers' competitiveness, undermining consumer confidence and posing a threat to individuals' health and safety."

Applauding the efforts of the enforcement authorities, he said, "While smugglers and counterfeiters are exploiting the current situation by supplying illicit alternative products, the alert enforcement authorities in J&K have uncovered and arrested people

engaged in illicit trade of liquor, cigarettes, currency, drugs, sanitizers and much more."

Irfan Ahmed Guju, Chairman, FICCI J&K State Council said, "Counterfeiting and smuggling are lucrative business that take advantage of unwitting consumers and simply exploits their financial position. An orchestrated strategy including communication, coordination and close cooperation amongst various govt agencies, law enforcement officials and private sector to combat this menace is imperative."



## दैनिक जागरण

### पुलिस, कस्टम्स एवं डीआरआई और उद्योग जगत के लोग आए साथ

नई दिल्ली, जेएनएन। दिल्ली पुलिस के अतिरिक्त आयुक्त (अपराय) शिवेश सिंह के अनुसार कोरोना महामारी को दूसरी लहर के दौरान धोखाधड़ी के मामलों के तेज उछाल आया है। महामारी को इस लहर के दौरान दिल्ली पुलिस ने करीब 550 फर्जी बैंक खातों को ब्लॉक किया, 1.25 करोड़ रुपए से ज्यादा को जब्त की और करीब 1500 सिम कार्ड ब्लॉक किए। श्री सिंह कोरोना काल में ग्राहकों को सुरक्षा को लेकर अर्थव्यवस्था को बरबाद कर रही तस्करी एवं जालसाजी की गतिविधियों के खिलाफ फिक्की की कमेटी (फिक्की कांसेट) की ओर से वर्ल्ड एंटी-फ़ॉर्जरीफ़िटिंग डे के मौके पर आयोजित वेबिनार में बोल रहे थे। कोरोना के इतान में प्रयोग होते वाले उत्पादों की

## Rajasthan Patrika

### डीआरआई ने जब्त किया 984 किलो सोना

नई दिल्ली, ग्राहकों की सुरक्षा को लेकर 'अर्थव्यवस्था को बरबाद कर रही तस्करी एवं जालसाजी की गतिविधियों के खिलाफ फिक्की की कमेटी' की ओर से वर्ल्ड एंटी-फ़ॉर्जरीफ़िटिंग डे के मौके पर आयोजित वेबिनार में दिल्ली पुलिस के अतिरिक्त आयुक्त शिवेश सिंह ने कहा, "कोरोना महामारी की दूसरी लहर के दौरान धोखाधड़ी के मामलों के तेज उछाल आया है। महामारी के दौरान डीआरआई ने 100 करोड़ से अधिक मूल्य का 984 किलोग्राम सोना और अवैध सिगरेट स्टिक्स जब्त की हैं। उन्होंने कहा, कानून प्रवर्तन और व्यापार जगत के अधिकारियों के साथ

## Dogra Herald

### K govt to address menace of smuggling & counterfeiting: Ranjan Prakash Thakur

Webinar on 'policies and strategies to prevent counterfeiting and smuggling' organized by FICCI's CASCADE

NEW DELHI: Ranjan Prakash Thakur, Principal Secretary, Department of Industries and Commerce, Govt of Jammu and Kashmir on Friday said, "Illicit trade is a grave concern, it undermines the nation's economy, affects the health of the citizens and needs to be addressed on an urgent basis."

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sumers' confidence and posing a threat to individuals' health and safety. Applauding the efforts of the enforcement authorities, he said, "While smugglers and counterfeiters are exploiting the current situation by supplying illicit alternative products, the alert enforcement authorities in J&K have uncovered and arrested people engaged in illicit trade of liquor, cigarettes, currency, drugs, sanitizers and much more."

# Media Coverage

**THE TIMES OF INDIA**

## Telangana nod for StaTwig's blockchain solution

TNN | Updated: Apr 1, 2021, 08:55 IST



HYDERABAD: To ensure safe delivery of Covid-19 vaccines, the Telangana government has recommended to the Union health ministry that it can explore the usage of Blockchain solution — Vaccine Ledger — by Hyderabad-founded startup, StaTwig.

Telangana industries principal secretary Jayesh Ranjan said on Wednesday.

**HOW IT WORKS**

- It can record journey of a vaccine from the manufacturer to the consumer
- The platform captures serial numbers, expiry dates as well as other manufacturing data using 2D Bar codes
- It uses them to scan the vaccines at various touch points along their journey

Telangana industries principal secretary Jayesh Ranjan recommends StaTwig's blockchain solution to Centre

**BW BUSINESSWORLD**

## Multiplier Effect Of Counterfeiting, And Smuggling Harms Society And Impacts Effective Governance: Jayesh Ranjan, Principal Secretary, Govt Of Telangana

Discussions on combating smuggling and counterfeiting are even more important in the context of COVID-19 which is impacting the economy and is endangering lives of people



01 April 2021

**Telangana Tribune**

## 'Fake COVID-19 vaccine taking toll on gov't efforts to pandemic'



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**Media News4U**

## FICCI CASCADE organizes capacity building programme on Prevention of Counterfeiting and Smuggling



New Delhi: FICCI's Committee Against Smuggling and Counterfeiting Activities Deterring the Economy (CASCADe) organized a capacity building programme on Prevention of Counterfeiting and Smuggling for the senior officers of Odisha state.

IC IIA, Advisor, FICCI CASCADe and former Chairman, Central Board of Indirect Taxes and Customs said, "The pandemic has a huge impact on the manufacturing sector including the clocked economy. This, unfortunately, results in low availability of jobs and the gap being filled by unorganised labourers providing greater harm to the life and health of the people."

**APN NEWS**

Thursday, April 1, 2021, Today's Justice, Tomorrow's Peace

INTERNATIONAL NEWS BUSINESS NEWS & OPINIONS ENTERTAINMENT NEWS SPORTS EDUCATION

## Multiplier effect of counterfeiting, and smuggling harms society and impacts effective governance: Jayesh Ranjan, Principal Secretary, Govt of Telangana

Based on April 1, 2021

NEW DELHI: Mr Jayesh Ranjan, Principal Secretary to Government of Telangana, Industries & Commerce, Information Technology, Electronics and Information Technology Department, said, "The multiplier effect of counterfeit and smuggling is very harmful to the society at large and to the effective governance."

He said, "Combating Counterfeiting and Smuggling during the COVID-19 pandemic and beyond, organized by FICCI's Committee Against Smuggling and Counterfeiting Activities Deterring the Economy (CASCADe) Mr Ranjan said that it is very unfortunate that some people are trying to take advantage of the pandemic and thinking of counterfeiting and selling the COVID-19 vaccines. "The Telangana government is extremely cautious in protecting the larger public interest and is using bioethics and AI technology to detect counterfeit and smuggled vaccines," he added.

T. Muralidharan, Chairman, FICCI Telangana State Council & Chairman, TIS Group said, "It is very unfortunate that some people are trying to take advantage of the pandemic and selling the COVID-19 vaccines. This is a very harmful to the society at large and to the effective governance."

**Media Brief**

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**Daiji World**

## TS govt using blockchain and AI to deter counterfeiting: Jayesh Ranjan



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**Telangana Today**

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**APN News**

## Increased surveillance, creating awareness, coordination amongst enforcement agencies key to effectively counter smuggling & counterfeiting menace: Dy Commissioner of Police, Gungam

GUWAHATI: Dy. Commissioner of Police, Gungam, said, "Increased surveillance, creating awareness, coordination amongst enforcement agencies key to effectively counter smuggling & counterfeiting menace."

He said, "Combating Counterfeiting and Smuggling during the COVID-19 pandemic and beyond, organized by FICCI's Committee Against Smuggling and Counterfeiting Activities Deterring the Economy (CASCADe) Mr Ranjan said that it is very unfortunate that some people are trying to take advantage of the pandemic and thinking of counterfeiting and selling the COVID-19 vaccines. "The Telangana government is extremely cautious in protecting the larger public interest and is using bioethics and AI technology to detect counterfeit and smuggled vaccines," he added.

## 1. Charges over £3 million worth of illicit cigarettes

6 February 2021 | Belfast Telegraph

A MAN has appeared in court accused of being involved in smuggling £3 million worth of illicit cigarettes. Daniel Thomas Ruddy faces three charges under the Customs and Excise Act following an HMRC seizure last May.

He is further accused of converting criminal property, namely money, on dates between May 27 and 30 last year.

<https://www.belfasttelegraph.co.uk/news/courts/charges-over-3-million-worth-of-illicit-cigarettes-40059084.html>

## 2. US govt seizes over 10M phony N95 masks in COVID-19 probe.

18 February 2021 | Outlook India

Federal agents have seized more than 10 million fake 3M brand N95 masks in recent weeks, the result of an ongoing investigation into counterfeits sold in at least five states to hospitals, medical facilities and government agencies.

The most recent seizures occurred Thursday when Homeland Security agents intercepted hundreds of thousands of counterfeit 3M masks in an East Coast warehouse that were set to be distributed, officials said.

<https://www.outlookindia.com/newscroll/us-govt-seizes-over-10m-phony-n95-masks-in-covid19-probe/2031768>

## 3. In 4 Days CBP Officers Seize Counterfeit Items Worth Over \$290K

10 March 2021 | CBP

ST. LOUIS—Since Friday, March 5, U.S. Customs and Border Protection officers at the port of St. Louis have seized a plethora of counterfeit items: six designer handbags, 21 designer outfits, 148 championship rings and 286 \$100 bills. If the items were real, they would have been worth over \$293,000.

On Friday, March 5, CBP officers seized two shipments that were arriving from Saudi Arabia and the Philippines.

<https://www.cbp.gov/newsroom/local-media-release/4-days-cbp-officers-seize-counterfeit-items-worth-over-290k>

## 4. \$1.64 million in counterfeit currency seized by Customs this year at O'Hare

6 April 2021 | Chicago Sun Times

Customs agents have seized more than \$1 million in counterfeit currency so far this year at O'Hare International Airport.

The fake cash and coins were seized in more than 100 different shipments that went through O'Hare, which processes about 20% of all international mail entering the U.S., according to U.S. Customs and Border Protection.

<https://chicago.suntimes.com/crime/2021/4/6/22370047/counterfeit-currency-seized-customs-ohare>

## 5. Gold smuggling case: Police rope in Interpol

12 May 2021 | The Herald

Police have widened investigations into the smuggling of 23 gold pieces worth US\$783 000 by a Zimbabwean who was arrested in South Africa, and are waiting for a detailed report from Interpol officials based in Pretoria, which will be critical in assisting their inquiry.

This comes as Parliament has summoned Home Affairs and Cultural Heritage Minister, Kazembe Kazembe, to give a ministerial statement on the security situation at the country's ports of entry and exit following a surge in cases of smuggling which are prejudicing the country of millions of dollars.

<https://www.herald.co.zw/gold-smuggling-case-police-rope-in-interpol/>



## 6. More than £170,000 worth of illegal cigarettes taken off the streets of Cardiff in one day

17 May 2021 | Wales Online

More than £170,000 worth of illegal cigarettes were taken off the streets of Cardiff in one day. Raids were carried out across the city on Thursday where officers confiscated illegal cigarettes, tobacco and cash.

One video shows a police officer smashing the window of a car to access goods stored inside as part of the operation. The Shared Regulatory Service and South Wales Police worked on the operation that also seized nitrous oxide canisters.

<https://www.walesonline.co.uk/news/wales-news/more-170000-worth-illegal-cigarettes-20602087>

## 7. Hong Kong Customs Seize Biggest Haul To Date of Smuggled Luxury Goods

14 June 2021 | Global Cosmetics News

Hong Kong's Customs and Excise Department has seized a cache of luxury goods worth some HK\$120 million from smugglers, according to a report published by France24.

The haul comprised watches, fashion accessories, cosmetics, alcohol and cigars, among others and was captured as part of it was being loaded on a speedboat.

Thanks to its favorable sales tax regime, Hong Kong is one of the cheapest places in the world to purchase luxury goods. Smuggling activity has soared over the course of the pandemic as a result of tourist activity being curbed by travel restrictions.

<https://www.globalcosmeticsnews.com/hong-kong-customs-seize-biggest-haul-to-date-of-smuggled-luxury-goods/>

## 8. KRA seizes Sh4 billion illicit goods in half year

15 June 2021 | Business Daily

The Kenya Revenue Authority seized goods worth more than Sh4 billion in six months as the multi-agency team set up by President Uhuru Kenyatta stepped up raids, arrests, and destruction of illicit goods.

Most of the goods impounded include assorted goods (28.47 percent), aircraft parts (18.12 percent), agricultural products (16.56 percent), motorcycles, and motor vehicle parts (7.20 percent), and metallic products (4.58 percent).

<https://www.businessdailyafrica.com/bd/economy/kra-seizes-sh4-billion-illicit-goods-in-half-year-3437954>

## 9. Fake Cialis Pills, Footwear and Wearing Apparel Worth Over \$12.7 Million Seized at LA/Long Beach Seaport

22 June 2021 | CBP

LOS ANGELES- U.S. Customs and Border Protection (CBP) officers assigned to the Los Angeles/Long Beach seaport in coordination with import specialists from the Consumer Products and Mass Merchandising (CPMM); Apparel, Footwear and Textiles (AFT) and the Pharmaceuticals, Health and Chemicals (PHC) Centers of Excellence and Expertise (Centers) seized 57,607 counterfeit products arriving in a containerized cargo shipment from China.

<https://www.cbp.gov/newsroom/local-media-release/fake-cialis-pills-footwear-and-wearing-apparel-worth-over-127-million>

## 10. Customs seizes P2.3-B in fake goods in Valenzuela

23 July 2021 | Manila Times

SOME P2.3 billion worth of counterfeit luxury-brand items and used clothings or "ukay-ukay" were seized by Bureau of Customs-Manila International Container Port (BOC-MICP) intelligence authorities from a warehouse in Valenzuela City.

The operation is part of the intensified anti-smuggling campaign directive of Commissioner Rey Leonardo Guerrero.

<https://www.manilatimes.net/2021/07/23/latest-stories/customs-seizes-p23-b-in-fake-goods-in-valenzuela/1808118>

## 1. Maharashtra: Raids conducted in Navi Mumbai, 21 lakh imported cigarettes worth Rs 4 crore seized

1 March 2021 | Times Now

On February 28, imported cigarettes worth Rs 4 crore seized from Jawaharlal Nehru Port Trust (JNPT) in Navi Mumbai. According to reports, officers of the Directorate of Revenue Intelligence (DRI) acting on specific intelligence, conducted a raid in the Navi region in the ongoing all-out war against drug syndicates.

<https://www.timesnownews.com/mumbai/article/maharashtra-raids-conducted-in-navi-mumbai-21-lakh-imported-cigarettes-worth-rs-4-crore-seized/726601>

## 2. Odisha Police seizes fake currency notes with face value of Rs 7.9 crore

2 March 2021 | Outlook India

Police on Tuesday seized counterfeit currency notes with a face value of Rs 7.90 crore and arrested three persons in Odisha's Koraput district during routine checking of vehicles, an officer said. The personnel of the motor vehicle checking team detained a private car with Chhattisgarh registration number at Sunki outpost under Pottangi police station limits, the officer said.

<https://www.outlookindia.com/newscroll/odisha-police-seizes-fake-currency-notes-with-face-value-of-rs-79-crore/2039344>

## 3. Liquor worth 39cr seized during polls

9 April 2021 | The Times of India

GUWAHATI: Assam's excise department has seized over 16 lakh litres of illegal liquor worth over Rs 39 crore during the just-concluded assembly elections in the state. An official source said the volume of the seized liquor in this election is 15 times more than the seizure in the previous assembly election in 2016.

<https://timesofindia.indiatimes.com/city/guwahati/liquor-worth-39cr-seized-during-polls/articleshow/81983878.cms>

## 4. Covid crisis boosts India's trade in fake medicines

28 April 2021 | Financial Times

As India is engulfed by a second wave of coronavirus infections, which is swamping big cities, its people have rushed to the black market to buy drugs for treatment. Neighbourhood WhatsApp groups in the capital city of New Delhi buzz with urgent pleas for sellers of everything from oxygen to remdesivir, an antiviral used in India to treat Covid-19.

<https://www.ft.com/content/1bb3c839-d796-46f8-a2cd-519122a5908c>

## 5. 7 arrested for running fake Remdesivir injection factory in Uttarakhand, already sold 2,000 injections

30 April 2021 | India Today

Seven people were arrested for running a fake Remdesivir injection manufacturing unit in Kotdwar in Uttarakhand. The accused were arrested after the Delhi Police conducted raids in Kotdwar, Roorkee and Haridwar. Police also recovered 196 fake "ready to sell fake Remdesivir injections" and 3,000 empty vials from the spot. Moreover, police found the accused have already sold 2,000 fake Remdesivir injections.

<https://www.indiatoday.in/coronavirus-outbreak/story/arrested-running-fake-remdesivir-injection-factory-in-uttarakhand-already-sold-2000-injections-delhi-police-1796597-2021-04-30>





## 6. Ludhiana customs seizes 29.84 lakh cigarettes worth Rs 3.08 crore

20 May 2021 | The Times of India

LUDHIANA: In a major anti-smuggling action customs commissionerate Ludhiana has seized 29.84 lakh sticks of cigarettes worth several crores which were being imported illegally under the garb of dry dates.

As per the declaration made by the importer the containers were said to have been containing only 1120 bags of dry dates but in actual there were lesser bags of dry dates than declared in the cargo and rest of the space was used to conceal huge quantity of cigarettes.

<https://timesofindia.indiatimes.com/city/ludhiana/ludhiana-customs-seizes-29-84-lakh-cigarettes-worth-rs-3-08-crore/articleshow/82801807.cms>

## 7. Mumbai: DRI busts ₹32 crore gold import racket

12 July 2021 | Hindustan Times

The Directorate of Revenue Intelligence (DRI) busted a gold import racket and allegedly seized a consignment of 100kg of gold potassium cyanide (GPC) worth 32 crores at the Air Cargo Complex in Mumbai. The agency arrested two persons on Saturday who were allegedly involved in the racket of exporting the material. Both were produced in court and remanded in judicial custody till July 21.

<https://www.hindustantimes.com/cities/mumbai-news/mumbai-dri-busts-32-crore-gold-import-racket-101626029798179.html>

## 8. ₹15 crore worth mobile phones, watches, gold seized by Mumbai Customs

23 February 2021 | Hindustan Times

A team from Indian Customs seized high-end mobile phones and other undeclared goods worth 15 crore over the weekend which were being smuggled through the postal service.

A total of around 180gm of gold, 1,470 mobile phones, 322 smart-watches, 64 drones, 41 Bluetooth earphones, 391 cigarette sleeves and 36 auto parts, collectively worth around 15 crore were seized by the Customs officers.

<https://www.hindustantimes.com/cities/mumbai-news/15-crore-worth-mobile-phones-watches-gold-seized-by-mumbai-customs-10161402229270.html>

## 9. iPhones worth \$134,000 seized, smuggled into India as 'garments'

7 July 2021 | Apple Insider

Delhi officials foil yet another smuggling attempt as they discovered 90 iPhones - all iPhone 12 Pro - in boxes labeled as "garments." Due to import taxes, it is very expensive to import devices like Apple's iPhone to India. Many people attempt to fool customs by smuggling the devices in through sketchy means.

<https://appleinsider.com/articles/21/07/09/iphones-worth-134000-seized-smuggled-into-india-as-garments>

## 10. PS5s, iPhones, Laptops Worth 2.5 Crores Seized By Delhi Customs, Items Were Misdeclared as Household Goods

9 June 2021 | My Smart Price

Delhi Customs ACC Export Commissioner has seized iPhones, PS5s, and laptops worth Rs 2.50 Crore.

PS5 was launched back in the fall of 2020 and it took its sweet time to hit the Indian market, even after launching in the country only a handful of users were able to grab the device. The restock of the gaming console is still uncertain and amid all this, a piece of jaw-dropping news surfaced on the web. Delhi Customs Twitter handle has shared a post suggesting that ACC Export Commissioner has seized gadgets and consoles worth Rs 2.50 Crore.

<https://www.mysmartprice.com/gear/ps5s-iphones-laptops-worth-2-5-crores-seized-delhi-customs/>

# SOCIAL MEDIA

# Campaign



## Campaign on Smuggled products

**MAJOR COMMODITIES SMUGGLED INTO INDIA**

- GOLD
- CIGARETTES
- NARCOTICS & PSYCHOTROPIC SUBSTANCES
- FOREIGN CURRENCY
- WILDLIFE FLORA AND FAUNA

Source: DBI Report 2019-20

**SAY NO TO SMUGGLED GOODS**

**LET'S BREAK THE CURSE OF SMUGGLING TOGETHER, IT'S POSSIBLE!**

## Campaign on Counterfeit Products

Would you let your baby drink this?

**KEEP A CHECK ON WHAT YOU'RE FEEDING YOUR BODY**

**SAY NO TO COUNTERFEIT**

**#BeGenuine #BuyGenuine**

**BEWARE OF COUNTERFEIT Mobile Phones**

**BE GENUINE BUY GENUINE**

**STAMP OUT ILLICIT TRADE**

## Campaign on Economy

**#TAKEASTAND #BEGENUINE**

Let's come together and join hands to curb the menace of **Smuggling and Counterfeiting**. Will you support us in **Making India a Better Nation?**

Let's reduce our dependence on foreign products & **Be Vocal for Local** to demotivate the smugglers and counterfeiters.

**VOCAL FOR LOCAL** **COMBAT ILLICIT TRADE**

Social Media

## Say No to Illicit Product Campaign

FICCI CASCADIA

Imagine a world where your life is not at risk due to **Counterfeit or Smuggled Electrical components.**



SAY NO TO ILLICIT PRODUCTS

FICCI CASCADIA

Buying **Smuggled and Counterfeit goods** are risky for your security, your health and your wallet.

**SO DON'T DO IT!**



FAKE

## REAL OR FAKE Campaign

**BUYING SMUGGLED OR FAKE?**

You're on the Menu for **Illicit Operators**



#BeGenuine #BuyGenuine

FICCI CASCADIA

**WORLD HEALTH DAY**

**REAL FAKE**

LET'S BUILD A HEALTHIER WORLD FOR EVERYONE

#BeGenuine #BuyGenuine

## Campaign on 2nd Wave of COVID

FICCI CASCADIA

**Stay Home, Stay Safe.**

Follow The Golden Rule. Wash Your Hands Frequently With Soap & Water Or Use Alcohol Based Hand-Rub




#StayHome #StaySafe

FICCI CASCADIA

**Stay Home, Stay Safe.**

If you show symptoms of COVID-19, self isolate yourself, wear a mask around others and seek medical advice.




#StayHome #StaySafe

## Counter the Counterfeit Campaign

FICCI CASCADIA

**Summer Sale For Illegal Activities**

The summer sale might be sailing for illegal activities. Are you a part of it? Illicit Trade might be funding unauthorized activities.



#BeGenuine #CounterTheCounterfeit #BuyGenuine

FICCI CASCADIA

**The Price For Your Health**

Sometimes You're Consuming The Products At The Cost Of Your Health. Do Double-Check The Product Before Buying It.



#BeGenuine #CounterTheCounterfeit #BuyGenuine

## NO TO SMUGGLING CAMPAIGN



## GO FOR GENUINE CAMPAIGN



## CAMPAIGN ON SPURIOUS HEALTHCARE PRODUCTS



## CAMPAIGN ON VERIFYING GENUINE GOODS



# NEWS FLASH

Millennium Post | June 8, 2021

## During pandemic year, DRI seized 984 kg of gold, illicit cigarette sticks worth over Rs 100 cr

*Consumer awareness has become an imperative part of the anti-counterfeiting strategy in developed economies: Hem Kumar Paunde*

### OUR CORRESPONDENT

**NEW DELHI:** Hem Kumar Paunde, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution, GoI on Tuesday said that given the economic condition of our country, consumer awareness has become a propeller of the anti-counterfeiting strategy.

Addressing the webinar on Consumer Protection in the COVID age organised by FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE) on World Anti-Counterfeiting Day, the former secretary said, the 'Jaago Grahak Jaago' campaign of the Indian Government has received reasonable success with urban consumers looking out for the safety and genuineness of the product. However, we still have a long way to go to inculcate and

**'Delhi police were able to block almost 550 fraud bank accounts, seized more than Rs 1.25 crore, and suspended almost 1500 sim cards'**

develop a sense of responsibility amongst the rural consumer base."

Shubesh Singh, Additional Commissioner (Crime), Delhi Police said, "there has been a significant rise of frauds against public during the second wave of the coronavirus. During the recent wave of the pandemic, he said, the Delhi police were able to block almost 550 fraud bank accounts, seized more than Rs 1.25 crore, and suspended almost 1,500 sim cards."

Highlighting the problem of black marketing and selling of counterfeit, fake, spurious covid cure products, Singh

said, "with the help of local enforcement agencies, Delhi police arrested more than 300 black marketers and broke the backbone of COVID related crime syndicate".

Emphasizing the unwavering efforts of the DRI officers during the unprecedented coronavirus crisis, Rajesh Pandey, Pr. Additional Director General, DRI said, "during the pandemic year, DRI has seized 984Kgs of gold & illicit cigarette sticks worth more than Rs 100 crores along with seizures a large amount of heroin, cocaine, hashish, opium, and synthetic drugs." He added that the Covid-19 pandemic

impacted manufacturing and trade, and the gap was filled with counterfeit and smuggled products. "Law enforcement and trade & industry must work more closely so that illicit activities can be neutralised to a great extent", he further urged.

Anil Rajput, Chairman, FICCI CASCADE in his welcome address said, "The Covid-19 virus and illicit trade have a lot in common, both cause immense economic, social and individual distress." Applauding the enforcement officers who have relentlessly pursued the smugglers and counterfeiters and seized many contraband and fake products during the current crisis, Rajput urged them to keep up the good work which will ensure that the perpetrators of crime do not see the covid-19 situation as a reason to exploit vulnerable consumers and organisations.

News 18 | July 23, 2021

## जानिए कैसे काम करता है नकली नोटों और स्मगलिंग के खिलाफ मुहिम चलाने वाला इकलौता गैर सरकारी फोरम- FICCI CASCADE



ये गौरवपूर्ण उपभोक्ताओं, आम लोगों की सुरक्षा और टेक्स की चोरी को बढ़ावा दे रहा है.

एक अनुमान के मुताबिक ये गैरकानूनी धंधे दुनिया की सबसे बड़े उद्योग के रूप में विकसित हो रहे हैं. कई स्टडीज में भी ये माना गया है कि ये व्यापार साढ़े छह सौ मिलियन डॉलर से लेकर 3 ट्रिलियन डॉलर के बीच है.

NEWS18HINDI

LAST UPDATED : JULY 23, 2021 23:34 IST

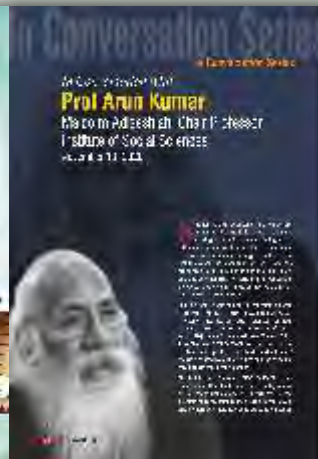
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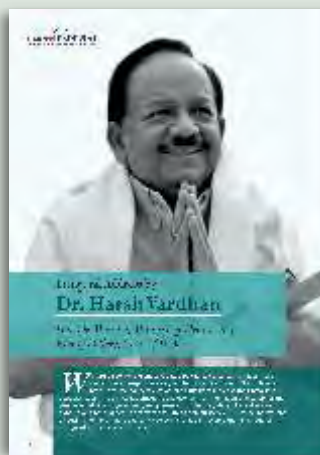
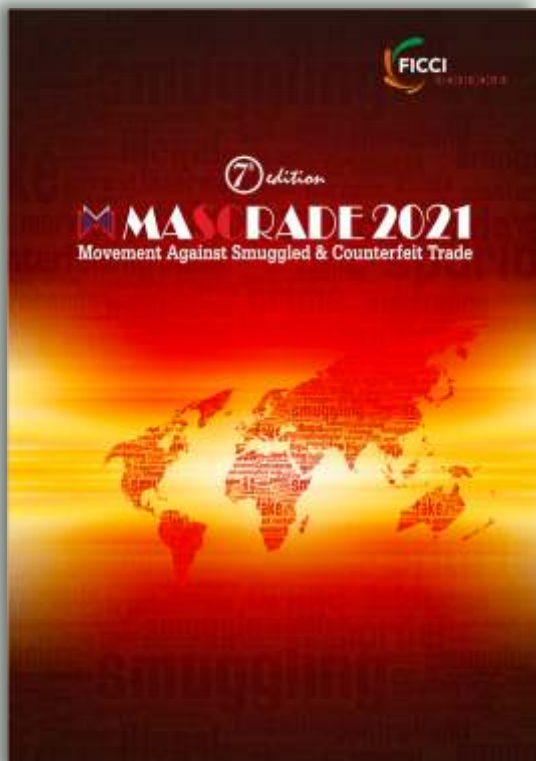
अमितभ सिन्हा

आज दुनिया भर में चल रहे गैरकानूनी व्यापार धंधे जिसमें स्मगलिंग और नकली नोटों से हेर फेर शामिल हैं वो फल फूल रहे कई बिलियन डॉलर के

# ANNUAL REPORT



# MASGRADE REPORT



# WHAT'S NEXT



**CAPACITY BUILDING PROGRAMME FOR POLICE OFFICERS ON PREVENTION OF COUNTERFEITING AND SMUGGLING**

**FOCUS STATE** **FOCUS STATE**



**JAMMU AND KASHMIR**  
20th August 2021



**MAHARASHTRA**  
September 2021




**Webinar on**  
**Policies and Strategies to Prevent Counterfeiting and Smuggling**  
**Be Vocal for Local and Prevent Illicit Trade**


**FOCUS STATE**



**ODISHA**  
September 2021



**In Conversation with**



**Lt Gen Pradeep Chandran Nair**  
**AVSM, YSM, Director General Assam Rifles**  
17 August 2021



**FICCI CASCADE online competition**  
**#MyCovidStory**  
**SHARE YOUR STORY- Speak Up and Make a Difference**  
August 2021



In the recent past India's economic growth story has attracted world's attention bringing new challenges for the domestic economy. One of the challenges currently faced is the growing illicit trade in counterfeits, pass offs and smuggled goods. These activities are also threatening brands not only in every region of the country but across the globe. Contraband and counterfeit products hurt the integrity of the brand, further diluting the brand owner's reputation. This not only results in erosion of sales of the legitimate product but further [CASCADE]s onto affect the consumers in the form of health and safety hazards. With the above insight the Federation of Indian Chambers of Commerce and Industry (FICCI) took the initiative to dedicate a forum by establishing the Committee Against Smuggling and Counterfeiting Activities Destroying the Economy - CASCADE on 18th January, 2011.

**Contact:**

FICCI CASCADE

Federation House, 1, Tansen Marg, New Delhi 110001, India

T: +91-11-23487528 | F: +91-11-23320714 | Email: cascade@ficci.com