

Detection, prevention and proliferation of counterfeit products through global stds



Authentication tools

Extrinsic Authentication Tools

Added for the *primary* purpose of authentication

Sensory tools

- Overt
- Covert
- Forensic (analysis)

Digital tools

- Serialization
- Bar Codes

Intrinsic Authentication Tools

Functional or aesthetic elements of the product *not primarily* intended for authentication

Could include:

- Specific materials
- Unique construction features
- Stitching

Hybrid Authentication

Combination of Digital & Sensory and / or Intrinsic & Extrinsic tools for enhanced brand protection purposes

Could include:

- Bar code + forensic feature embedded in bar code or on / in the product or packaging
- Bar code + Overt seal, label or hologram
- Bar code + Intrinsic feature + Covert mark
- Bar code + Covert feature

Anti-counterfeit strategy

Comprehensive Approach Is Needed



- A multi-layered approach
- Secure:
 - Product and packaging
 - Movement of products through the supply chain
 - Business transactions

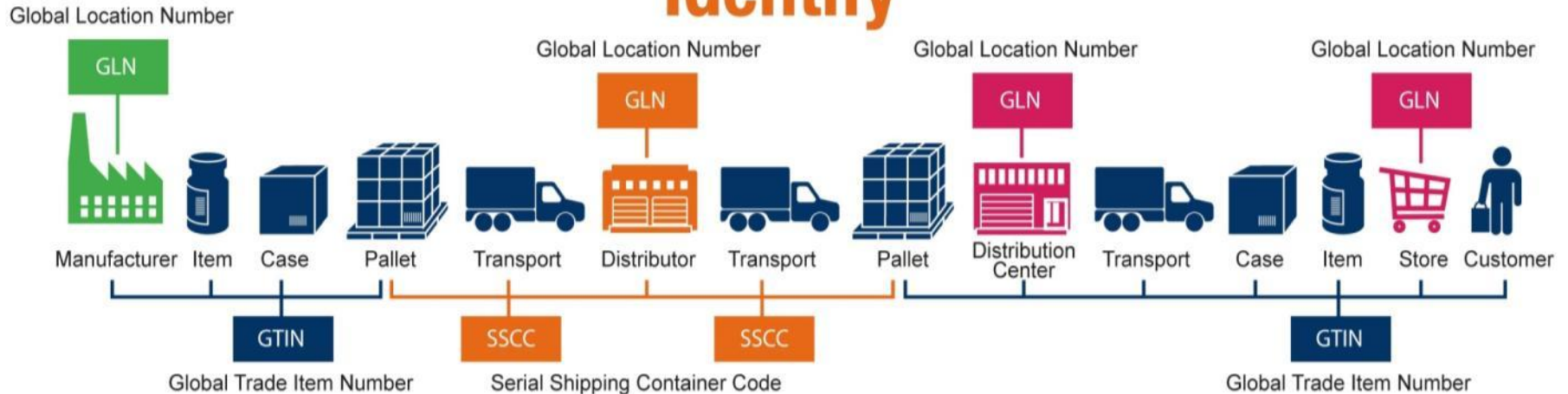
Maintaining universal and uniform electronic pedigree across all supply chain stakeholders

- Ensure appropriate regulations and enforcement.
- Increase penalties
- Heighten vigilance and awareness
- Increase int'l collaboration

*The introduction of a unique identification for products will enable **authentication and traceability systems which will make more difficult** for counterfeiters to intrude into legitimate supply chain.*

GS1 stds usage in global supply chains

Identify



Capture

GS1 System Data Carriers
Barcodes and EPC-enabled RFID tags



Share

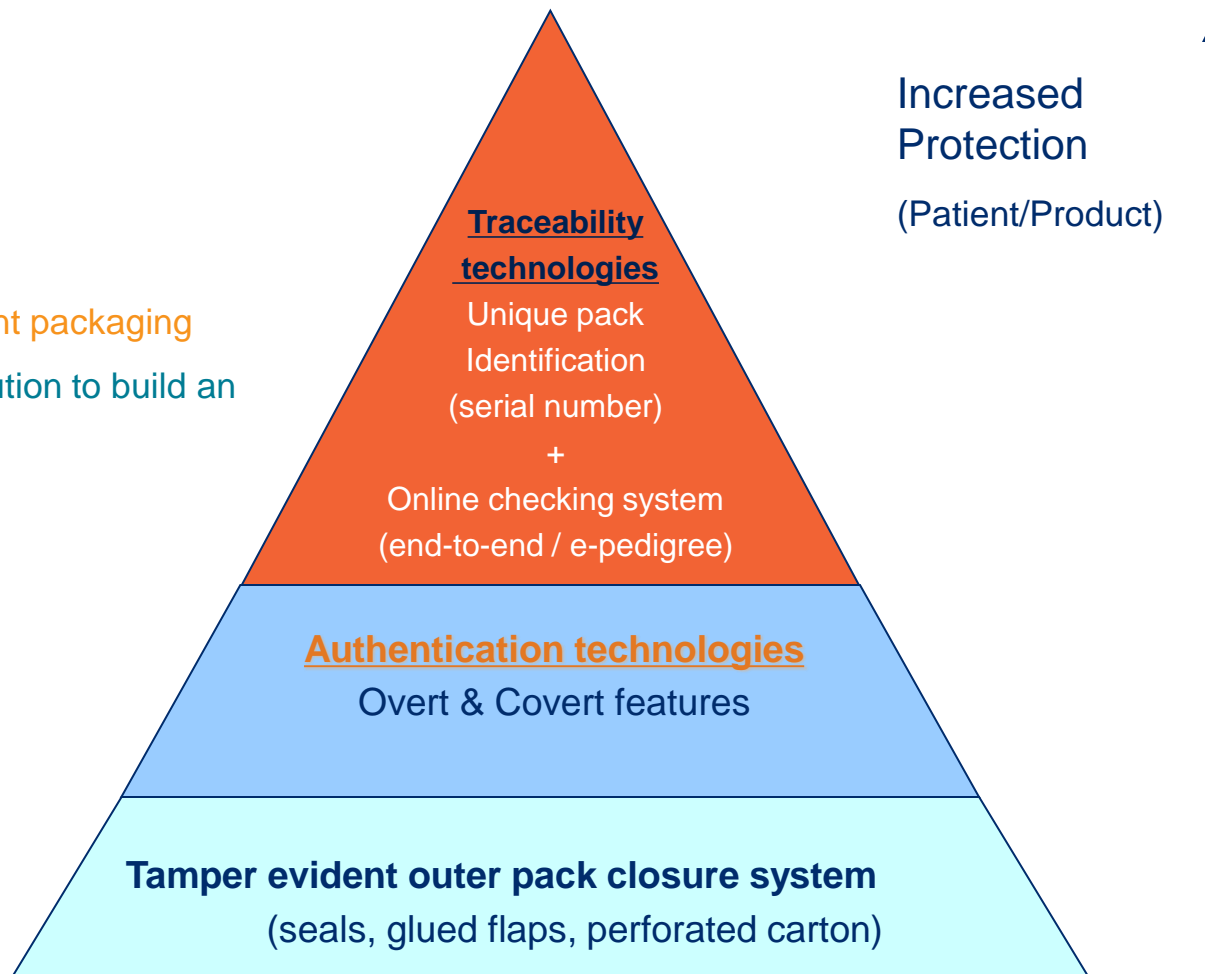


Master Data (GDSN) • Transactional Data (eCom) • Physical Event Data (EPCIS)



Key anti-counterfeiting technologies

Application of Technologies at different packaging levels can bring an important contribution to build an efficient anti-counterfeiting strategy



Mass serialisation & data capture

The introduction of a unique identification for drugs or medical devices, where appropriate, will enable **authentication and traceability systems**



This will **make it much more difficult** for counterfeiters to intrude into the Healthcare supply chain

Mass serialisation

SGTIN = Serialised Global Trade Item Number

SSCC = Serialised Shipping Container Code

A GS1 identification key providing access to information about that product held in computer files

Data capture

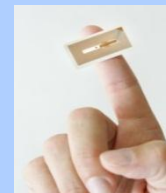
Bar Code

- Linear (if packaging permits)
- 2-dimensional

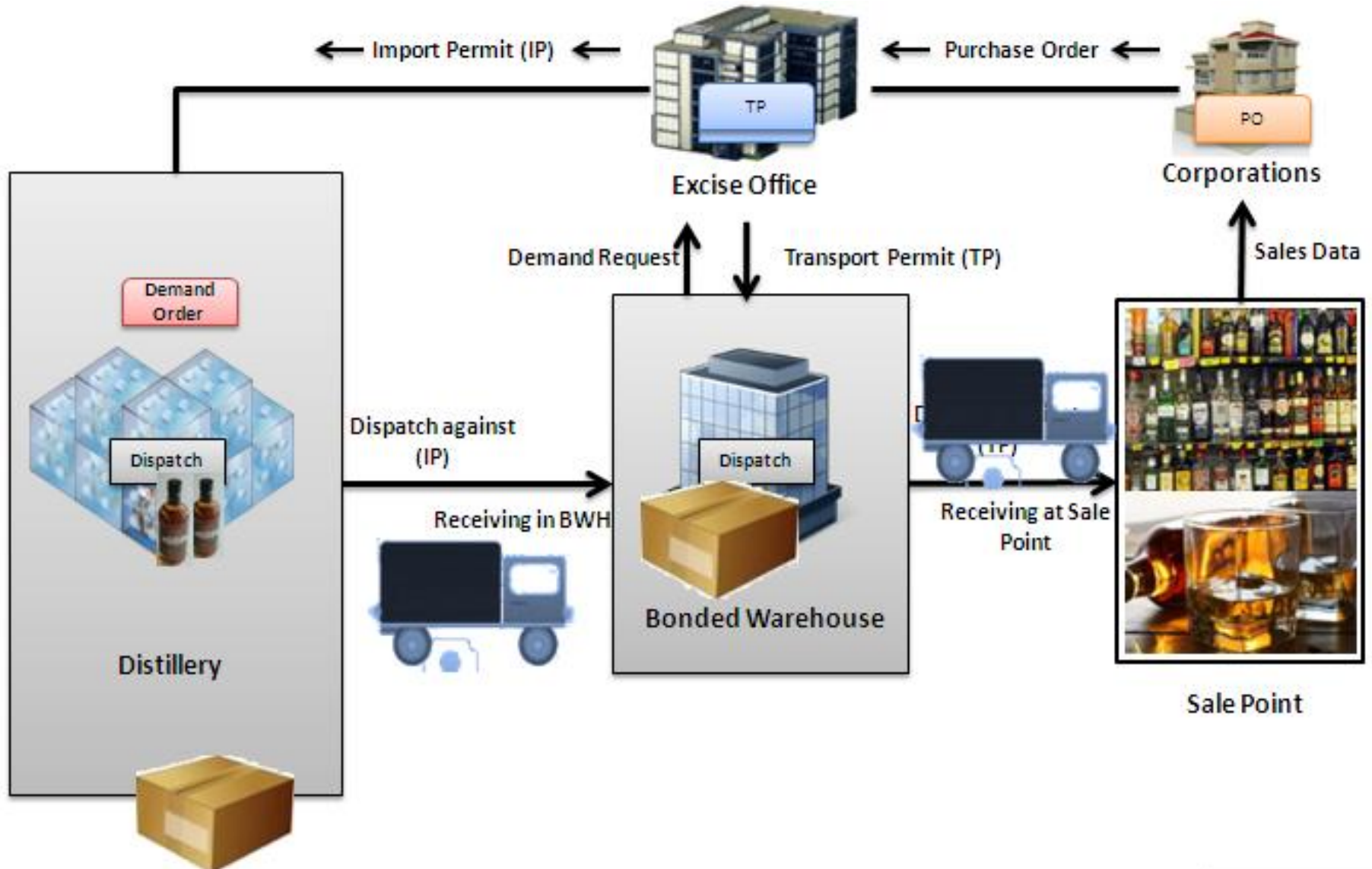


(01)08901107000011(21)abcd12345

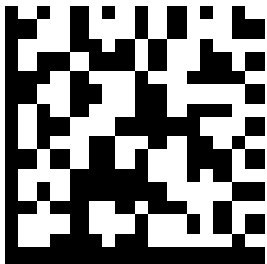
RFID tags



Implementation – Delhi State Excise



Implementation – Delhi State Excise



(01)08901107000011
(21)1223478423

AI (01) – Application Identifier for product code

08901107000011 – 14 digit unique product code for each retailed item type using company prefix allocated to each distiller (*already available with most distillers*)

AI (21) – Application Identifier for serial number

1223478423– Random 10 digit serial number, extendable upto 18 digits, if required.



Manufacture - Dispatch



Scan*

Upload

Internet

ESCIMS

Case GTIN	Batch No.	M Date	E Date	SSCC	Bottle GTIN	Unique Serial
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000001
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000002
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000003
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000004
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000005
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000006
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000007
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000008
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000009
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000010
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000011
18902967200012	BAT0001	120717	130116	089029670000000013	08902967200012	0000000012

Point of Sale



Scan*



Confirm authenticity





To be published in the Gazette of India Extraordinary Part-I, Section-I

Government of India
Ministry of Commerce and Industry
Department of Commerce
Directorate General of Foreign Trade
Public Notice No. 59(RE-2010)/2009-2014
New Delhi, Dated the 30th June, 2011

Sub: Deferment in the date of effect for implementation of bar-coding on export consignment of pharmaceuticals and drugs for tracing and tracking purpose.

In exercise of the powers conferred under Paragraph 2.4 of the Foreign Trade Policy, 2009-14, as amended from time to time, Director General of Foreign Trade hereby amends Public Notice No. 21 dated 10th January, 2011 and prescribes the following procedure for tracing and tracking of export consignments of pharmaceutical products.

2. (i) Exporters of pharmaceutical products will adopt a trace and track system and incorporate its features for exported medicines using barcode technology as per GS 1 global standards as detailed below:

a. Primary Level packaging requirement:

Incorporation of 2D (GS1 Data matrix) barcodes on medicines at strip/vial/bottle, etc. encoding unique product identification code (GTIN) and Unique Serial Number of the Primary pack.

b. Secondary Level packaging requirement :

Incorporation of barcodes (1D or 2 D) encoding unique product identification code (GTIN), Batch Number, Expiry Date and Unique Serial Number of the Secondary pack.

c. Tertiary Level packaging requirement:

Incorporation of barcodes (1 D) encoding unique product identification code (GTIN), Batch Number, Expiry Date and Unique Serial Number of the Tertiary pack (shipper/carton).

(ii) The trace and track technology as per serial number 2(i) above will come into effect as follows:

- (a) Primary Level packaging - With effect from 1st July, 2012
- (b) Secondary Level packaging - With effect from 1st January, 2012
- (c) Tertiary Level packaging - With effect from 1st October, 2011

3. In case the importing country has mandated a specific requirement, the exporter can adhere to the same and it would not be necessary to comply with the stipulations at serial number a, b & c of para 2 above.

4. Under the track and trace system, manufacturers would be required to maintain serialized record of exported pharmaceutical products for a minimum period of six months after the expiry date of the product.

5. Authentication features will be added in due course and integrated with the trace and track system.

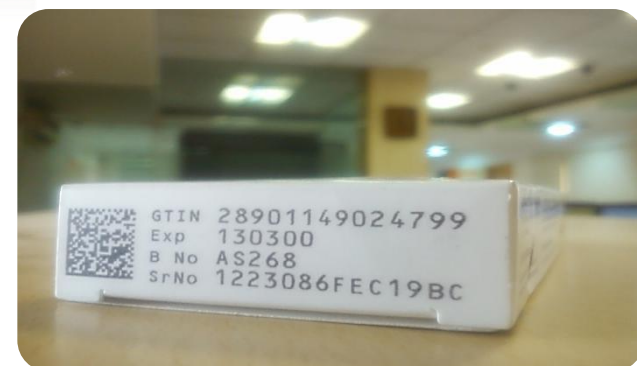
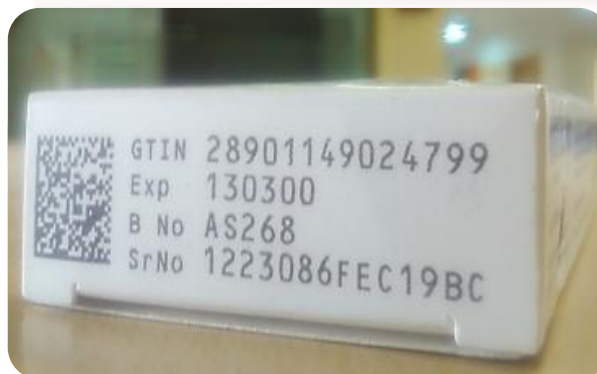
6. Government will set up a Central Portal for tracing and tracking exported pharmaceutical products.

7. Effect of this Public Notice:

Earlier the requirement of affixing barcodes was to come into effect from 01.07.2011. Now more time is being allowed.



Implementation by pharma exporters to enable authentication by consumers





WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

[Public](#)

[Members](#)

[Events](#)

[Learning](#)

[Bookshop](#)

[SW](#)

[CEN](#)

[IPM](#)

[About us](#)

[Nomenclature and Classification](#)

[Valuation](#)

[Origin](#)

[Enforcement and Compliance](#)

[Procedures and Facilitation](#)

[Capacity Building](#)

[Research](#)

[Media](#)



Customs capacity to fight counterfeits strengthened by WCO/GS1 cooperation agreement

The Secretary General of the WCO and the President and Chief Executive Officer of GS1 sign a cooperation agreement aimed at exploring ways to optimize the fight against counterfeiting and piracy

Brussels, 6 September 2012

[...more](#)

[...photo](#)



Search

This website

Global engagements



- Anti-Counterfeit stds (ISO/TC 246)
- Product Recall stds (ISO/TC 240)
- Product Safety stds (ISO/TC 243)
- WCO IPM tools
- GS1 visibility framework and identification standards
- Product safety portal for consumers, Industry and regulators
- Supply Chain visibility
- For traceability and recall
- G2G recall portal and counterfeit detection



GS1 India

A standards organisation set up by the Ministry of Commerce and Industry, Govt. of India with founder members comprising:

- Ministry of Commerce
- CII
- FICCI
- ASSOCHAM
- FIEO
- Spices Board
- BIS
- IMC
- IIP
- APEDA

Joint Government – Industry initiative



890 indicates India as country of origin

Affiliated to GS1 Global Office, Belgium alongwith 114 GS1 organisations worldwide.



In conclusion

An interoperable framework for anti-counterfeit & authentication services needs:

- Globally unique identification of products, companies, transactions etc.
- Traceability across Supply Chain involving multiple trading partners.

Global stds can assist in fight against counterfeit and illicit trade by:

- Describing the stds, processes and technologies that can uniquely identify objects and activities to enable interoperable traceability systems involving multiple organizations and supply chains.
- Documenting how std-based approaches facilitate more productive and mutually beneficial relationships among trading partners.

Thank You

