



Committee Against Smuggling and Counterfeiting Activities Destroying the Economy CASCADE

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 -
C A S C A D E** on 18th January, 2011 at FICCI Federation House, New Delhi.

AIMS

- Generating awareness on the hazardous impact of smuggled, contraband and counterfeit products amongst consumers and citizens
- Capacity building of law enforcement agencies including Judges, Police and Customs Officers
- Research and proposing law reforms
- Interactions with the law enforcement authorities to emphasize on the importance of continued awareness and seriousness of the impact of counterfeit goods
- Enforcement of IP related laws
- Systematic dissemination of enforcement techniques, procedure and strategy through regular workshops for the guidance of its members
- Sharing the best practices followed globally for combating contraband, smuggled and counterfeit product

- Provide knowledge support to the industry members

Our Activities

Joint Publicity Campaign with Ministry of Consumer Affairs under their “**Jago Grahak Jago**” umbrella to create awareness amongst the consumer. Released in more than 160 newspapers nationally on 2nd-3rd February, 2012

- “**Hum Kishore Festival 2012**” on theme “Fight Smuggling and Counterfeiting” amongst youth of NCR , Delhi (30th April- 4th May, 2012)
- **World Anti-Counterfeiting Day** on 13th June, 2012 on “**Building a Pro-Active Strategy to Curb Counterfeiting**” attended by over 150 stakeholders
- Training workshop with Custom officers at Delhi, Mumbai and Chennai 2nd -6th July, 2012
- **Sensitization and Awareness Seminar** at Lucknow on 25th July,2012 , Jaipur on 16th August , 2012, Srinagar on 13th September, 2012, Ahmedabad on 9th October, 2012; Bhopal on 26th November, 2012, Patna 15th January 2013, Chennai on 22nd February 2013 etc... to provide knowledge support to all the Stakeholders about the menace of counterfeiting and smuggling
- **National Consumers Rights Week, 2012** celebrated in collaboration with **Ministry of Consumer Affairs** to advocate socially responsible behaviour among the consumers
- Further seminar planned for Bangalore (5th August, 2014)
- In-depth research to gather reliable information on the impact of illicit trade in counterfeit goods in core sectors of industry on subject. To further gather information on the mode and magnitude of this threat on the economy.
- Interactions with Industry facilitating sharing of information, training sessions and best practices
- Interactions with media and journalist emphasizing on the seriousness of the issue. Further motivating and encouraging members of the media to give serious and extensive coverage through media
- Awareness campaign in 100+ schools in New Delhi, through interactions, creative competitions and rewards
- Consumer rally, Candle Light Congregation, Cyclothon, youth festival etc... organised at different parts of the nation.
- **International Conference on Trade in Counterfeit, Pirated and Smuggled Goods -A Threat to National Security and Economy**, organised in New Delhi on 19-20 September 2013 with ICC BASCAP to facilitate an international dialogue on the issue of counterfeiting and smuggling.