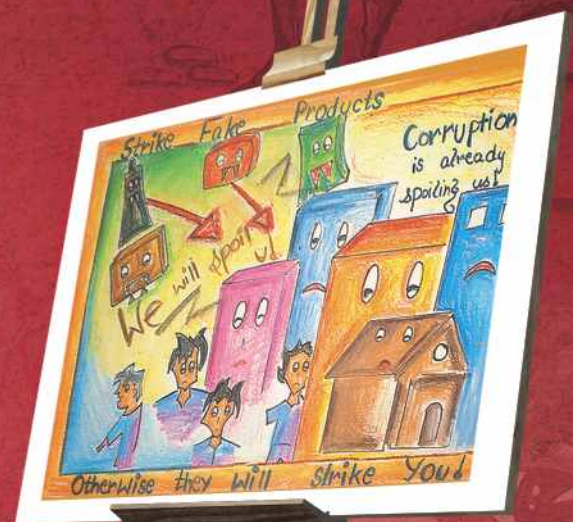


Fight Smuggling and Counterfeiting

Awareness
through Art by
FICCI-CASCADE



FICCI Committee
Against Smuggling and Counterfeiting
Destroying the Economy

66 काउन्टरप्रीटिंग और पायथेसी से
देश को हो रहा मुकसान,
ग्राहकों बनने जब जागरूक
वन्धी निकलेगा इसका समाधान



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Anil Rajput
Chairman
FICCI-CASCADE

Chair's Message

It is a pleasure for me to write this message on behalf of FICCI Committee against Smuggling and Counterfeiting Destroying the Economy (FICCI-CASCADE). FICCI-CASCADE has been on the forefront of the campaign against the menace of counterfeiting and smuggling for the last couple of years. Amongst our many initiatives, one is awareness through art. Art, not only provides creative and constructive space to peacefully vent the society's trapped emotions on important social issues, but also goads us to do something about this issue. In its true inspiring character, art also stimulates creative solutions to social problems and one hopes that it will do the same for the problem of smuggling and counterfeiting as well.

With this aspiration, FICCI-CASCADE decided to support, as a key sponsor, and then as exclusive publicist of the creative work produced by students of schools of the National Capital Territory, Delhi participating in the HUM KISHORE festival 2012 organised by the URIVI VIKRAM CHARITABLE TRUST. The creative work of the students has been so wonderful that we have felt compelled to publish some of the best ones in the form of this coffee table book. Since all the paintings could not be included in the publication, FICCI-CASCADE will also organise a travelling exhibition of these paintings on the theme "Fight Smuggling and Counterfeiting" in various cities in India. The first of these exhibitions is being inaugurated in Delhi on the marking of the World Anti-counterfeiting Day 2012. I sincerely thank the editors of this book for putting this together rather quickly and elegantly.

I also take this opportunity to extend my heartiest felicitations to all on the marking of the world anti-counterfeiting day. Let us all resolve to come together and raise our awareness as well as voices against the social menace of smuggling and counterfeiting that is causing huge losses the global economy. As will be evident through the collection of paintings and essays in this book, it is imperative that we join hands to work towards a society that does not witness deaths due to spurious drugs, accidents linked to fake automobile spare parts, hospitalisations due to duplicate food products etc.

With this thought, I invite you to enjoy the artwork collated in this book.





VIRUS DETECTED

Hussein

Being Human

RET

THIS IS A

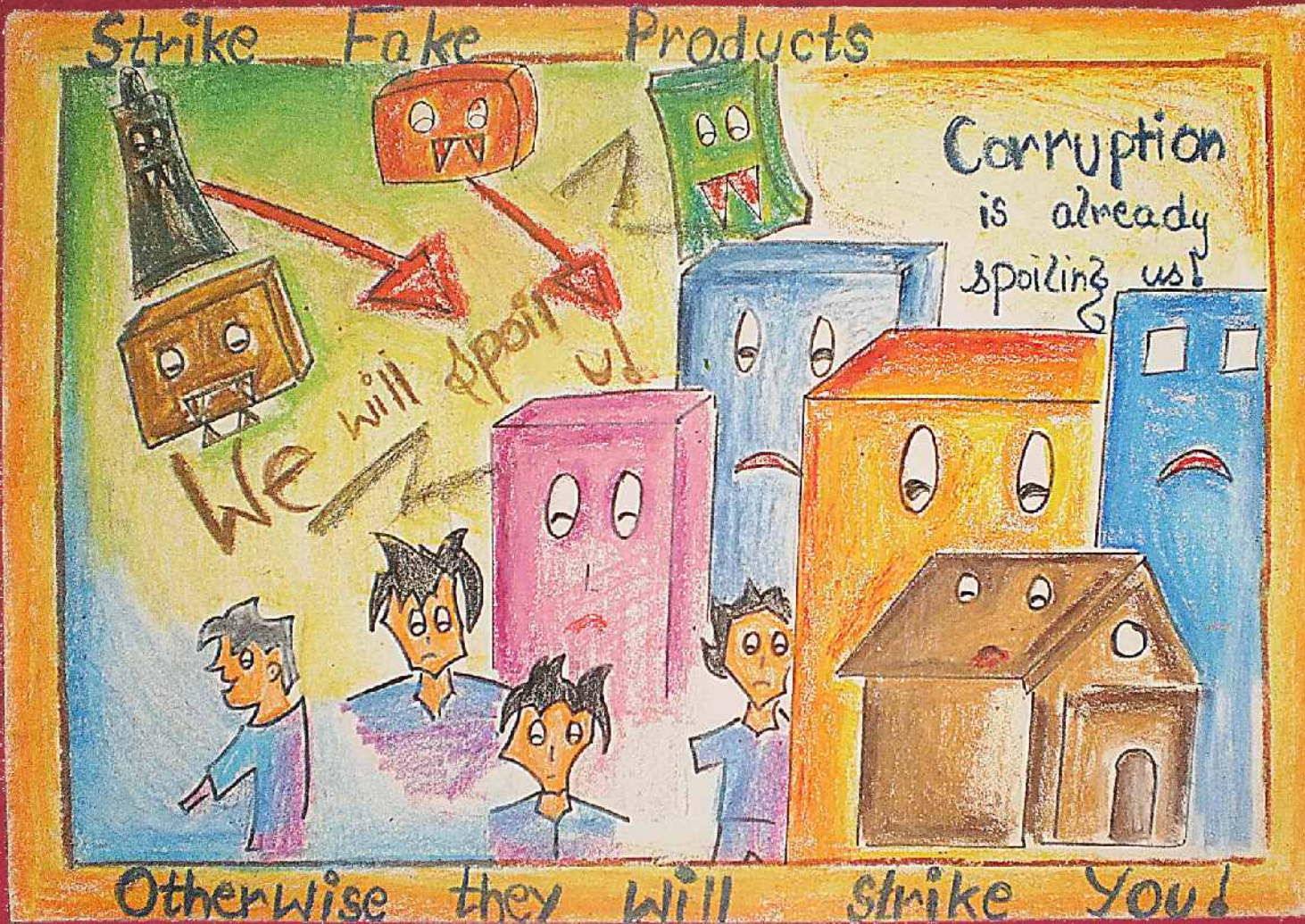
PUNISHABLE OFFENCE

WORLDWIDE

Stop Conspiracy
in our
Economy...



जागो रे जागो रे जागो,
 देश को लगे जागो
 धार चाहे हरेक सबल देश,
 तो पायेसी को ह्यारो
 नही समझे इस बात को
 तो काऊत्फीरिंग से देश को होगी हानि,
 मुत समझे इसे तुम मरविश,
 ये है हमारी धतावनी





पाथरेंसी ने कमर तैरु दी विश्व के अर्थशास्त्र की
अब कुछ करने की बारी है - आपकी, हमारी और सरकार की



STOP THIS DISEASE
STOP COUNTERFEITING
OF THE ECONOMY



REMOVE
COUNTERFEITING

SAVE US
FROM PIRACY

STOP!!



काउन्टरफिटिंग का अर्थ है चीजों को नकल करना। पायरेसी भी किसी चीज पर किसी व्यक्ति के स्वामित्व हक का हनन करने से संबंधित है।





A deadly nexus of pharmacy including medicines, drugs and vaccines has unearthed the risk and dangers of counterfeiting in this field. Consumers are exposed to precarious health and safety risks. These flawed drugs ubiquitously treat the diseases and amplify the symptoms. Severe side effects such as tumors and cancers are caused. For example, over hundred heart patients died after administration of fake drugs by the Punjab Cardiology Institute. More than finances and credibility, lives die at stake if such virility is unbridled.

The side we want to see and **THE BLIND SIDE** being a consumer what we generally overlook when we see that a high label outfit or accessories are in the market for the price one-fourth of the original value (Sometimes not even that). Yes, sure it provides a short term, momentarily happiness but in the long run, it affects the economy of a country in a huge way. Broadly, counterfeiting is the illegal imitation of a good or a commodity. The main motive behind this activity is often the intent to derive the utility which the genuine pieces attain. The imitations are a really big threat to the company's reputation and overall profits. The goods that are counterfeited almost everyday are works of arts, toys, machines, automobile parts, pharmaceuticals, food and drinks sector. These infringements and





HOLES IN
INDIAN
ECONOMY

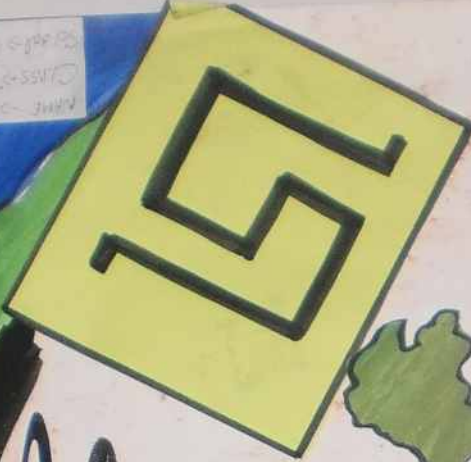


SMUGGLING

SMUGGLING SHOULD BE
BANNED
IT COST A LOT TO
COMMON MAN

8

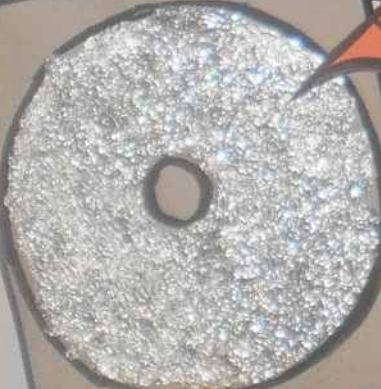
NAME - Smit
CLASS - 11th
DATE - 12/10/2019



Ye India Hai,
Sab Chalta Hai!!

PIRATED IS OUTDATED,
START SOMETHING NEW!

FAKE!



NO
GUARANTEE
OF
AUTHENTICITY



STOP PIRACY!
...

WAKE UP BEFORE IT

REACHES TO

Software

GRAVE
RISK... Piracy

Phishing...

SAY NO TO ADULTERATED GOODS



Exert your rights
against spurious
duplicate
articles.

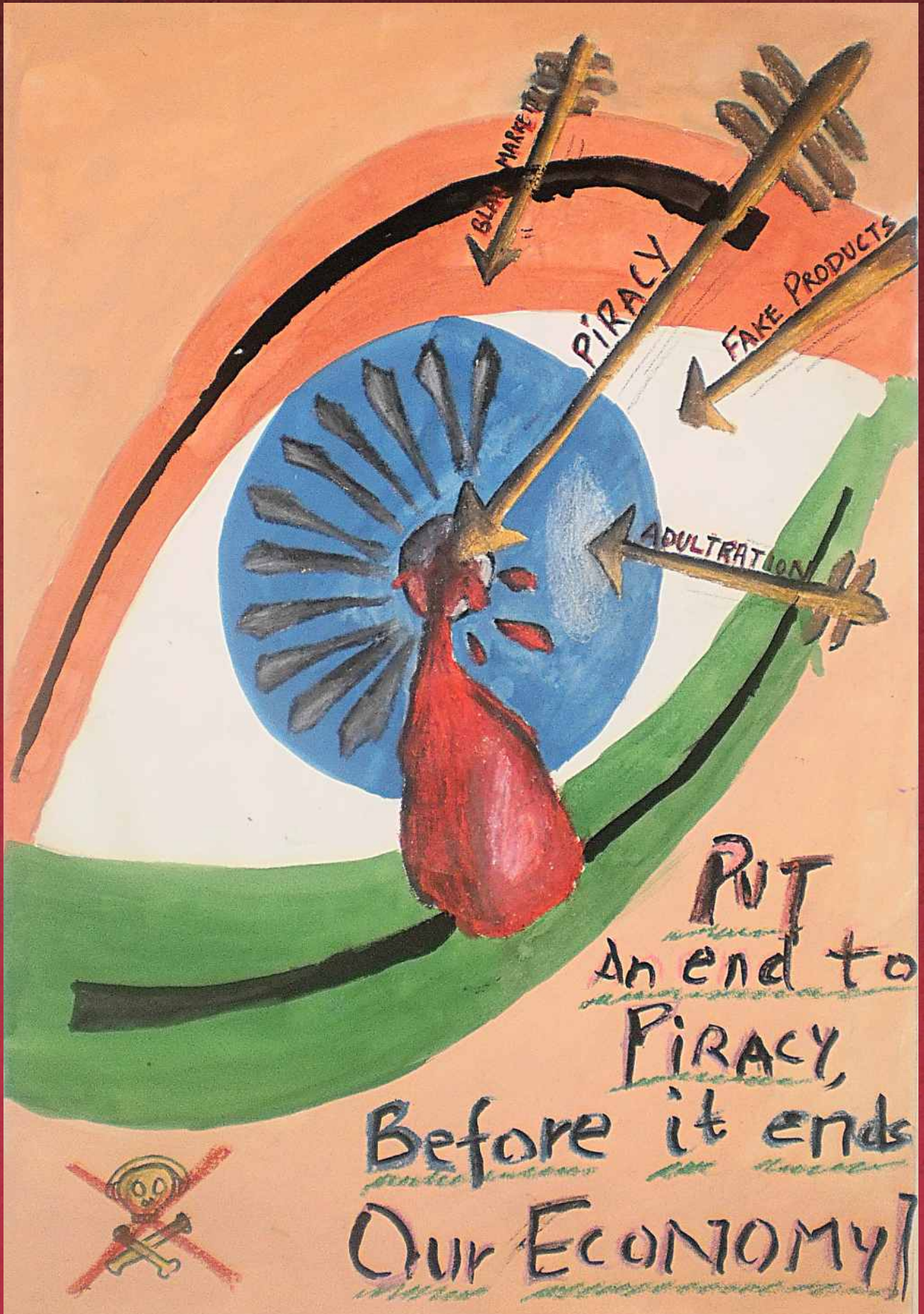


BUY GENUINE GOODS because
they are SAFE

NAME ->

CLASS ->

School -> CRPP Public School



BLANK MARKET

PIRACY

FAKE PRODUCTS

ADULTERATION

PUT
An end to
PIRACY,
Before it ends
Our ECONOMY!





DONT DESTROY YOUR OWN LIFE

WE ARE NOT EATING THEM, THEY ARE EATING US!!!
US!!!

NO-REAL OIL

WE ARE DESTROYING OUR ECONOMY OURSELVES

AVOID FAKE..... TO REMAKE YOUR ECONOMY...

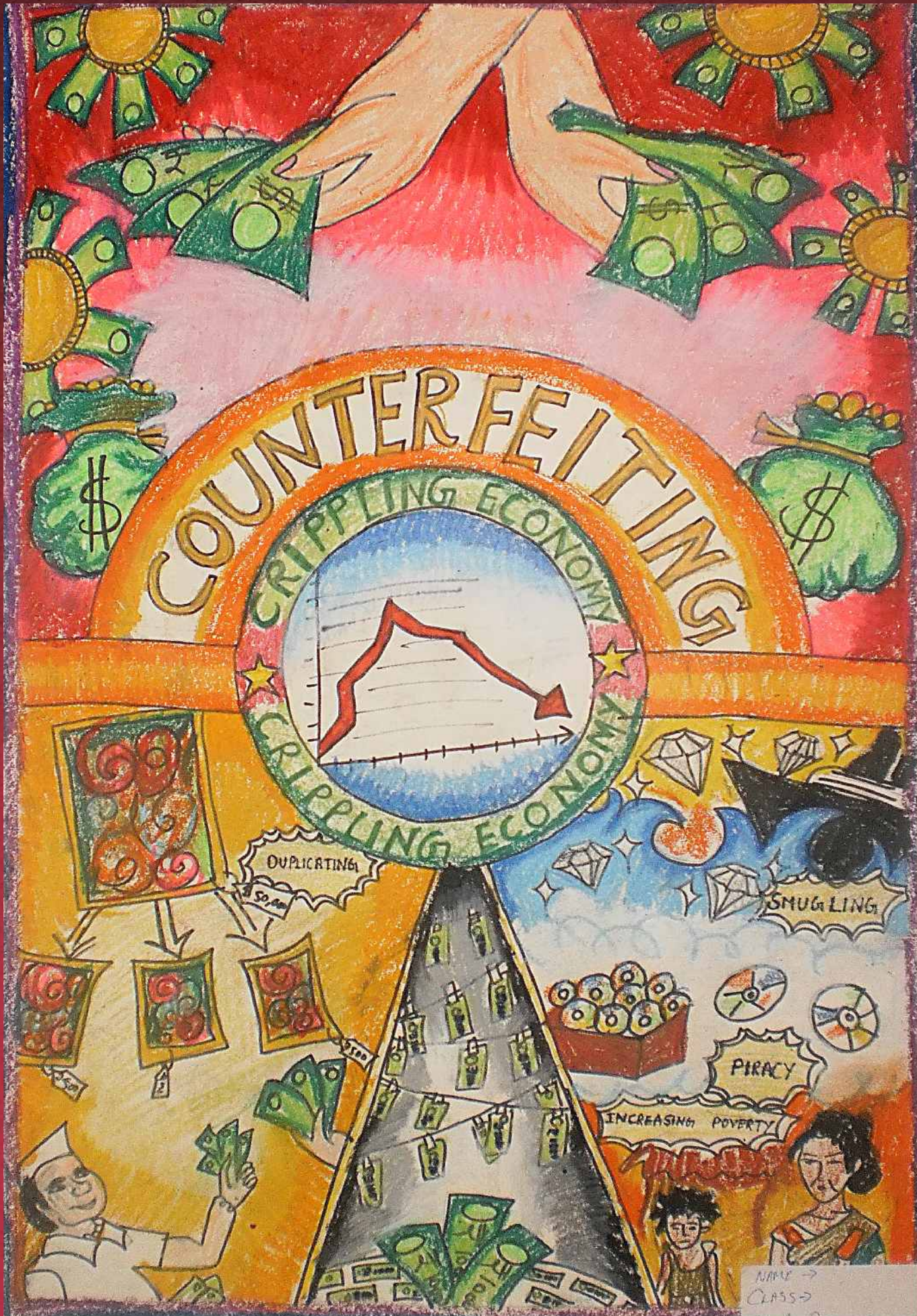
Po-oonDS

THEY MADE ME BEAST...

PIRATED DISC

PIRATED DISC

SAVE ECONOMY TO SAVE YOURSELF...



COUNTERFEITING



DUPLICATING

\$50,000



SMUGGLING



PIRACY

INCREASING POVERTY



NAME →
CLASS →

SOULS CO
ER CRY

RE
RY

STOP

PIRACX

NAME ->
CLASS ->
School -> S. S. Public School





GENUINE

Pirated



Don't Counterfeit
Gives Over Economy
Massive Losses
Fit Ast Et
only 0

NAME -> Kavita
CLASS -> VIII



DO NOT TAKE THE FAKE



SAVE INDIA
From
COUNTER FETTING

BE AWARE
CHOOSE WISELY

Artist: OHO
3rd Prize
Name: Tushar Rajan She
School: Santa DAV Public Sch

Death in Disguise

INDIAN ECONOMY



FAKE MOBILES



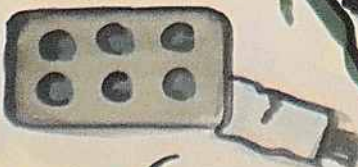
ADULTERATED FOOD



FAKE CURRENCY



MEDICINES



DAMAGED BUILDING MATERIAL



Artist: Dho
First Prize
Name: Roopal Kalra
School: Somerville School

About FICCI-CASCADE

One of the challenges currently facing the Indian economy today is the growing illicit trade in counterfeits, pass offs and smuggled goods. Contraband and counterfeit products hurt the integrity of the brands and considerably dilute the brand owner's reputation. This not only results in erosion of sales of the legitimate product but further cascades on to 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 on Anti-Smuggling and Counterfeiting Activities Destroying the Economy - C A S C A D E on 18th January 2011 at FICCI Federation House, New Delhi.

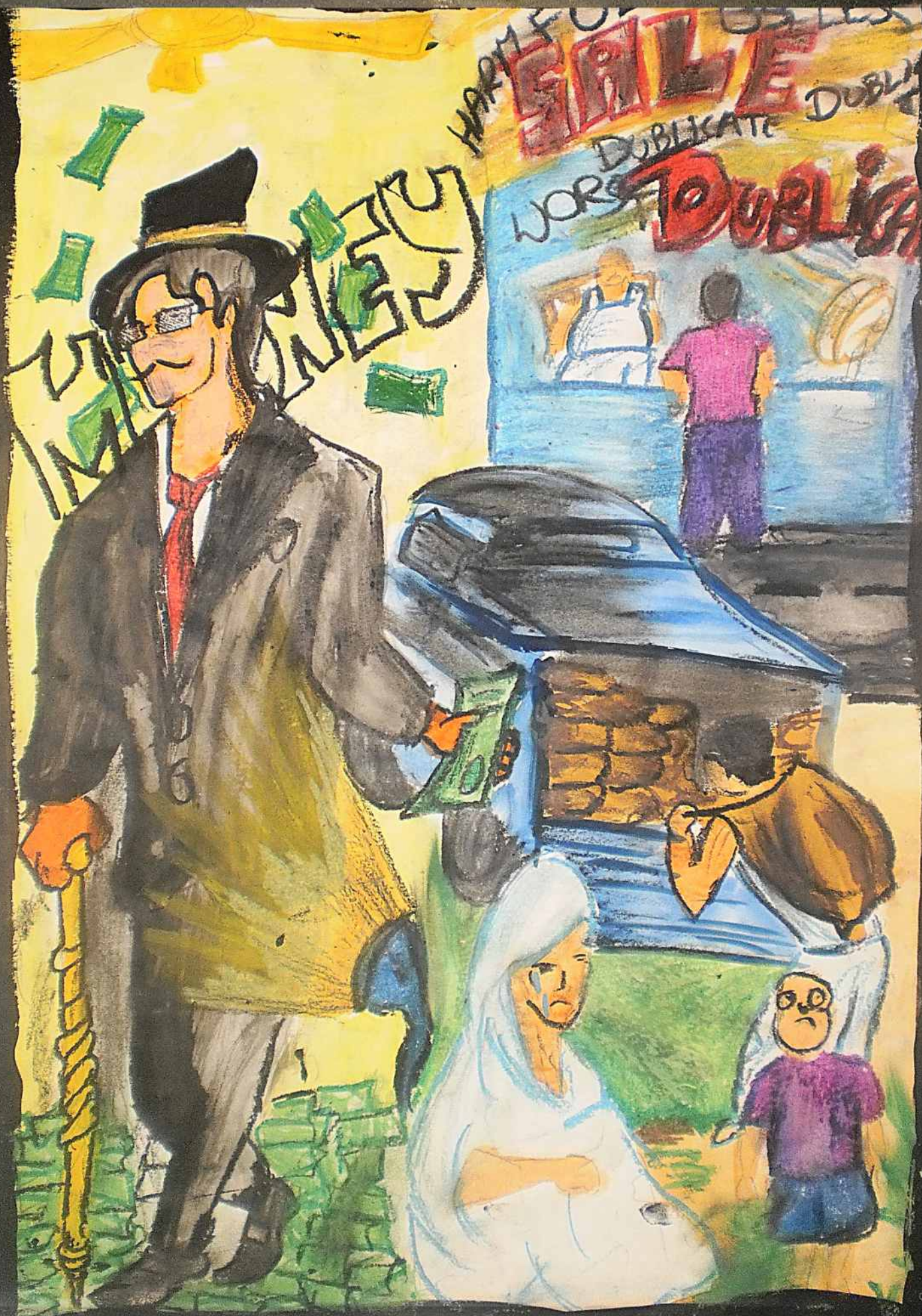
AIMS

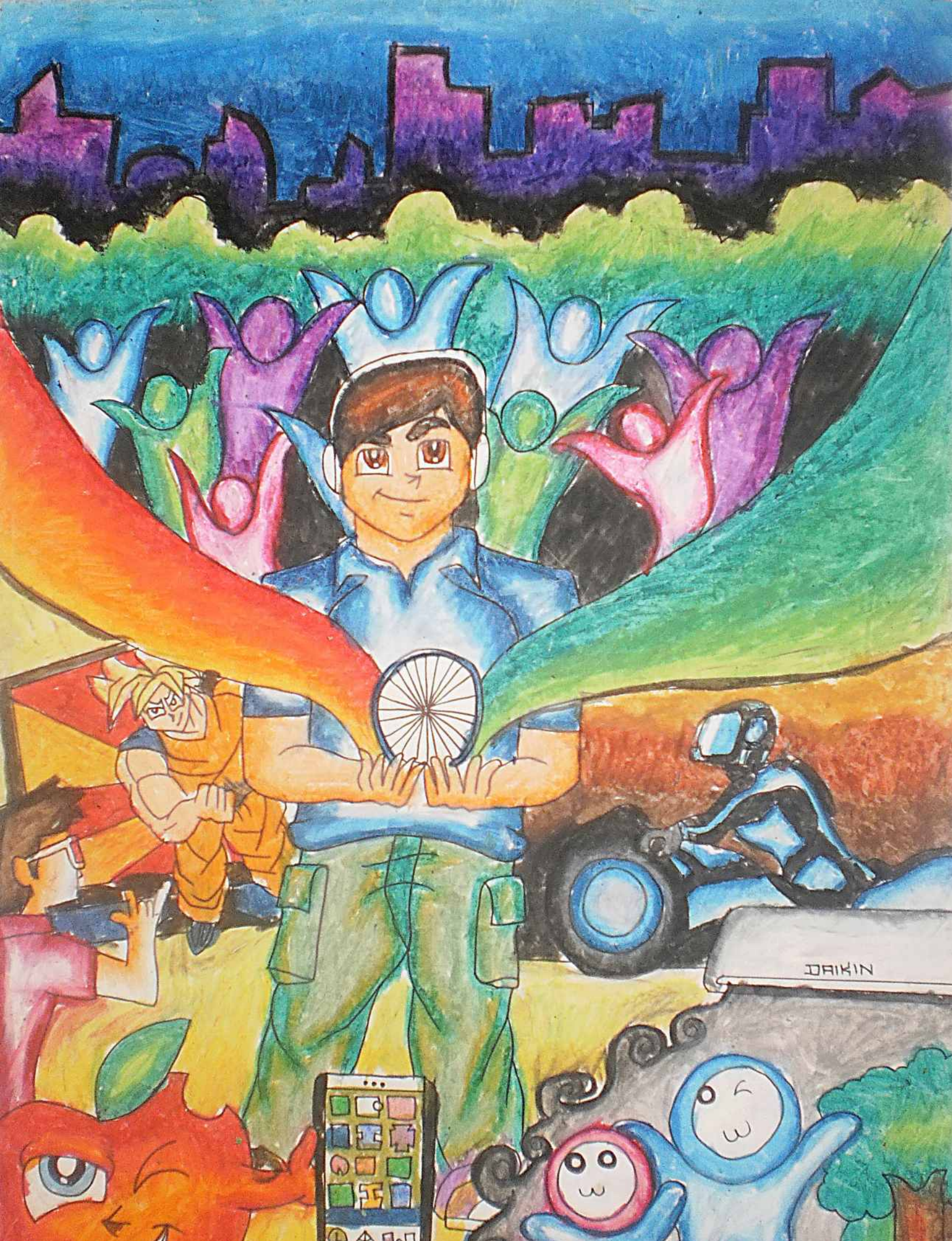
- Generating awareness on the hazardous impact of smuggled, contraband and counterfeit products amongst consumers and citizens
- Research and proposing law reforms
- Capacity building of law enforcement agencies including Judicial, Police and Customs Officers
- Systematic dissemination of enforcement techniques, procedures and strategy through regular workshops
- Sharing the best practices followed globally for combating contraband, smuggled and counterfeit products
- Provide knowledge support to industry members

ACTIVITIES

- Joint Publicity Campaign with Ministry of Consumer Affairs under their "Jago Grahak Jago" umbrella
- Awareness campaign with Delhi Government's "BHAGIDARI" initiative
- Supported "HUM KISHORE FESTIVAL 2012" amongst youth of NCR, Delhi (30 April- 4May 2012)
- **World Anti-counterfeiting Day** on 13 June 2012 on "Developing a Pro-Active Strategy to Curb Counterfeiting"
- Research to gather reliable information on the economic impact of illicit trade in counterfeit goods
- Interactions with Industry facilitating sharing of information, training sessions and best practices

Artist Oho
2nd Prize
Name: Tiru Sharma
School: Venkateshwar Int. Sch





DAIKIN