

FICCI CASCADE- 'In Conversation with Prof. Bejon Kumar Misra, Founder, Consumer Online Foundation'

9th March, 2022

The Avenue Mail

Strong consumer movement in institutionalised manner required to fight counterfeiting, smuggling menace: Bejon Misra

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Conversation Series' organised by FICCI's Against of consumers in the fight Committee Smuggling Destroying the Economy Chairman, (CASCADE), Prof Misra CASCADE menace of illicit trade, consumers must be able to report immediately if they

New Delhi, March 10 find a difference in the (IANS) Professor Bejon specified quality of the Kumar Misra, Founder, product, A platform must Online be created for the Foundation has said, "A consumers where they can strong consumer movement share their experiences of in an institutionalised encountering a smuggled, from the government is the counterfeit product. He need of the hour to fight the emphasised on the need to menace of counterfeiting address the issue at the grassroots level and take Speaking at the 'In immediate action against illicit traders.

and against illicit trade Counterfeiting Activities practices, Mr Anil Raiput, said. on Wednesday added that "Consumers can encourage to fight the growing change through their choices and behaviour. By

Emphasising on the role



counterfeit and smuggled goods, they can play an important role in raising awareness on just how highlighting some of the risky purchasing these

themselves and to the wider community."

"Apart from a policy framework disincentivises such illicit key harms attached to items can be both to activities along with

people and understanding them together. demand behaviour are added.

Former Secretary, Ministry enforcement officials, of Consumer Affairs, Food legal fraternity, consumer and Public Distribution organisations and the and Think Tank Member, youth to create awareness FICCI CASCADE said, "It on the adverse impact of is not only the counterfeiting responsibility of the smuggling. consumers to be aware of CASCADE, in pursuance the growing illicit trade. of its agenda, has been But it's time to go beyond organising series of multi-& spread awareness stakeholder dialogues to amongst sellers about the adverse impacts of smuggled & counterfeit socio-economic impact of products."

Pande said challenge is

aggressive enforcement to unite consumers and against the criminals of voluntary consumer this trade, sustained organisations can play an awareness campaigns for important role in bring

FICCI CASCADE has critical in this fight," he been over the years working closely with Hem Kumar Pande, government, industry, FICCI tackle this adversary and spread awareness about the counterfeiting smuggling.

International News and Views

Consumers can encourage change through their choices and behaviour

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Strong consumer movement in an institutionalised manner required to fight counterfeiting and smuggling menace: Prof Bejon Misra

INVC NEWS NEW DELHI,

Prof Bejon Kumar Misra, Founder, Consumer Online Foundation yesterday said, "A strong consumer movement in an institutionalised manner with leadership from the government is the need of the hour to fight the menace of counterfeiting and smuggling."

Speaking at the 'In Conversation Series' organized by FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE), Prof Misra added that to fight the growing menace of illicit trade, consumers must be able to report immediately if they find a difference in the specified quality of the product. A platform must be created for the consumers where they can share their experiences of encountering a smuggled, fake, defective, or counterfeit product. He emphasized on the need to address the issue at the grassroot level and take immediate action against illicit traders.

Emphasizing on the role of consumers in the fight against illicit trade practices, Mr Anil Rajput, Chairman, FICCI CASCADE said, "Consumers can encourage change through their choices and behaviour. By highlighting some of the key harms attached to counterfeit and smuggled goods, they can play an important role in raising awareness on just how risky purchasing these items can be both to themselves and to the wider community."

"Apart from a policy framework that disincentivises such illicit activities along with aggressive enforcement against the criminals of this trade, sustained awareness campaigns for people and understanding demand behaviour are critical in this fight," he added.

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POSTED BY: GOP! MARCH 10: 2022

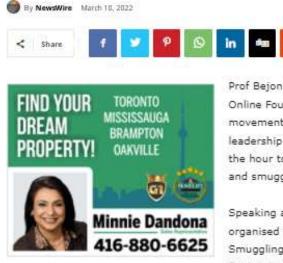


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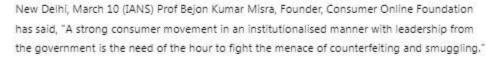
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Bejon Kumar Misra, Founder, Consumer Online Foundation.



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