



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

New Delhi, March 10 (IANS) Professor Bejon Kumar Misra, Founder, Consumer Online Foundation has 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' organised by FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE), Prof Misra on Wednesday 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 emphasised on the need to address the issue at the grassroots level and take immediate action against illicit traders.

Emphasising 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.

Hem Kumar Pande, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution and Think Tank Member, FICCI CASCADE said, "It is not only the responsibility of the consumers to be aware of the growing illicit trade. But it's time to go beyond & spread awareness amongst sellers about the adverse impacts of smuggled & counterfeit products."

Pande said challenge is

to unite consumers and voluntary consumer organisations can play an important role in bring them together.

FICCI CASCADE has been over the years working closely with government, industry, enforcement officials, legal fraternity, consumer organisations and the youth to create awareness on the adverse impact of counterfeiting and smuggling. FICCI CASCADE, in pursuance of its agenda, has been organising series of multi-stakeholder dialogues to tackle this adversary and spread awareness about the socio-economic impact of counterfeiting and smuggling.

International News and Views

Consumers can encourage change through their choices and behaviour

Updated on 10 Mar, 2022 01:15 PM IST BY Editor

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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,

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Social News.xyz

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

POSTED BY: GOPI MARCH 10, 2022



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CAN India

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

By NewsWire March 10, 2022

13 0



A real estate advertisement for Minnie Dandona. The text reads: "FIND YOUR DREAM PROPERTY! TORONTO MISSISSAUGA BRAMPTON OAKVILLE". Below the text is a photo of Minnie Dandona and her contact information: "Minnie Dandona 416-880-6625". There are also logos for "G.I." and "Real Estate" in the bottom right corner of the ad.

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"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.

India Education Dairy

Strong Consumer Movement In An Institutionalised Manner Required To Fight Counterfeiting And Smuggling Menace: Prof Bejon Misra

By India Education Dairy ... On Mar 11, 2022



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.

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

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Buziness Bytes

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

By **bbnews** March 10, 2022



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Prokerala

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

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Bejon Kumar Misra, Founder, Consumer Online Foundation.



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

19th Dec, 2020

NEW DELHI, 10 March 2021: Prof Bejoy Kumar Mera, 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' organised by FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCACE), Prof Mera added that to fight the growing menace of IITC 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 emphasised on the need to address the issue at the grassroots level and take immediate action against IITC traders.

Emphasising on the role of consumers in the fight against IITC trade practices, Mr Anil Rajgud, Chairman, FICCI CASCACE said, "Consumers can encourage change through their choices and behaviour. By highlighting some of the key items affected by 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 deters/keeps such IITC activities along with aggressive enforcement against the whims of this trade, sustained awareness campaigns for people and understanding general behaviour are critical in this fight," he added.

Mr Hari Kumar Pande, Former Secretary (Ministry of Consumer Affairs, Food and Public Distribution and Thrift, Town Vendors, FICCI CASCACE said, "It is not only the responsibility of the consumers to be aware of the growing IITC trade. But it's time to go beyond & spread awareness amongst sellers about the adverse impacts of smuggled & counterfeit products". Mr. Pande said challenge is to unite consumers and voluntary consumer organisations can play an important role in bring them together.

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