

The background of the cover is a dark, almost black, image. In the center, there is a glowing, ethereal image of a hand or a flame. The hand appears to be holding a bright, orange and yellow flame that rises upwards. The overall effect is one of intense heat and destruction, which directly relates to the title of the report.

Smuggling & Counterfeiting Activities Destroying the Economy

Annual Report

APRIL 2024 - MARCH 2025



Smuggling & Counterfeiting Activities Destroying the Economy

Annual Report
APRIL 2024 - MARCH 2025

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CASCADE

Committee Against Smuggling and Counterfeiting
Activities Destroying the Economy

Committee Against Smuggling and Counterfeiting Activities Destroying the Economy

Illicit Trade in terms of smuggling and counterfeiting is considered as one of the world's fastest growing 'industry'. It is an enduring problem that escalates each day in scope and magnitude and thus impacts industries, consumers, governments and economies. Smuggling and counterfeiting can have broad economy-wide effects on trade, foreign investment, employment, innovation, criminality, environment and most importantly on the health of the consumers.

8%-15% of global GDP is impacted due to illicit trade and criminal activities. It is estimated that the total economic and social costs globally due to counterfeiting and piracy world-wide stood between USD 737 to USD 898 billion in 2013 and this is expected to go up to USD 1.54 to USD 1.87 trillion by 2022, suggesting an increase of 108 per cent. In-addition the total employment losses globally due to counterfeit and piracy stood at 2 to 2.6 million jobs in 2013 and is expected to rise to 4.2 to 5.4 million jobs in 2022, suggesting an approximate increase of 110 per cent.

For some time now illicit trade is also known to provide the fuel that energizes the terror machine. Many prominent terrorist organisations like the Hezbollah, Lashkar-e-Taiba, Al-Qaida, ISIS, Irish Republican Army rely on illicit trade for financing 20 per cent of their operations. In Italy, the mafia are also known to run illicit trade supply chains and at times the foreign organized crime groups manage day-to-day operations with mafia authorization and oversight. The perpetrators of the Charlie Hebdo attacks in Paris were found to have actively indulged in the illicit trade of cigarettes. The list goes on and we are racing against time to effectively counter this multi-dimensional evil force that is going from strength to strength and has total disregard for human life.

With a growing economy, India also faces the challenge of countering illicit trade in smuggled & counterfeit goods. In India, the estimated loss to the industry, and just for 7 sectors only, which are automobile parts, FMCG personal goods, FMCG packaged goods, tobacco, alcoholic beverages, mobile phones and computer hardware, is about Rs. 105,381 Crs and a loss of revenue to government is about Rs. 39239 Crs for the year 2013-14. It is notable here that average increase in these loses have been as much as 45 %, and in just two years!!

Given the emphasis on India's economic development and the much anticipated growth trajectory; technology, invention, and innovation will play a key role in charting out India's growth strategy. However, illegal trade practices will prove to hinder this progression. India today has the potential to become a global manufacturing hub. However, in the absence of an adequate enforcement mechanism to stop counterfeiting and smuggling, can act as a dampener in achieving this goal.

Despite several efforts undertaken to curb smuggling, counterfeiting and piracy, the illicit markets continue to thrive across all industry segments. Hence, a proactive strategy should be in place to fight this serious menace to public health and safety, and to the national exchequer. Cooperation amongst stakeholders (including international and domestic regulatory and investigative agencies), streamlining of complex tax structures, stringent governance practices and enforcement of existing laws are required to curb this tumorous threat.

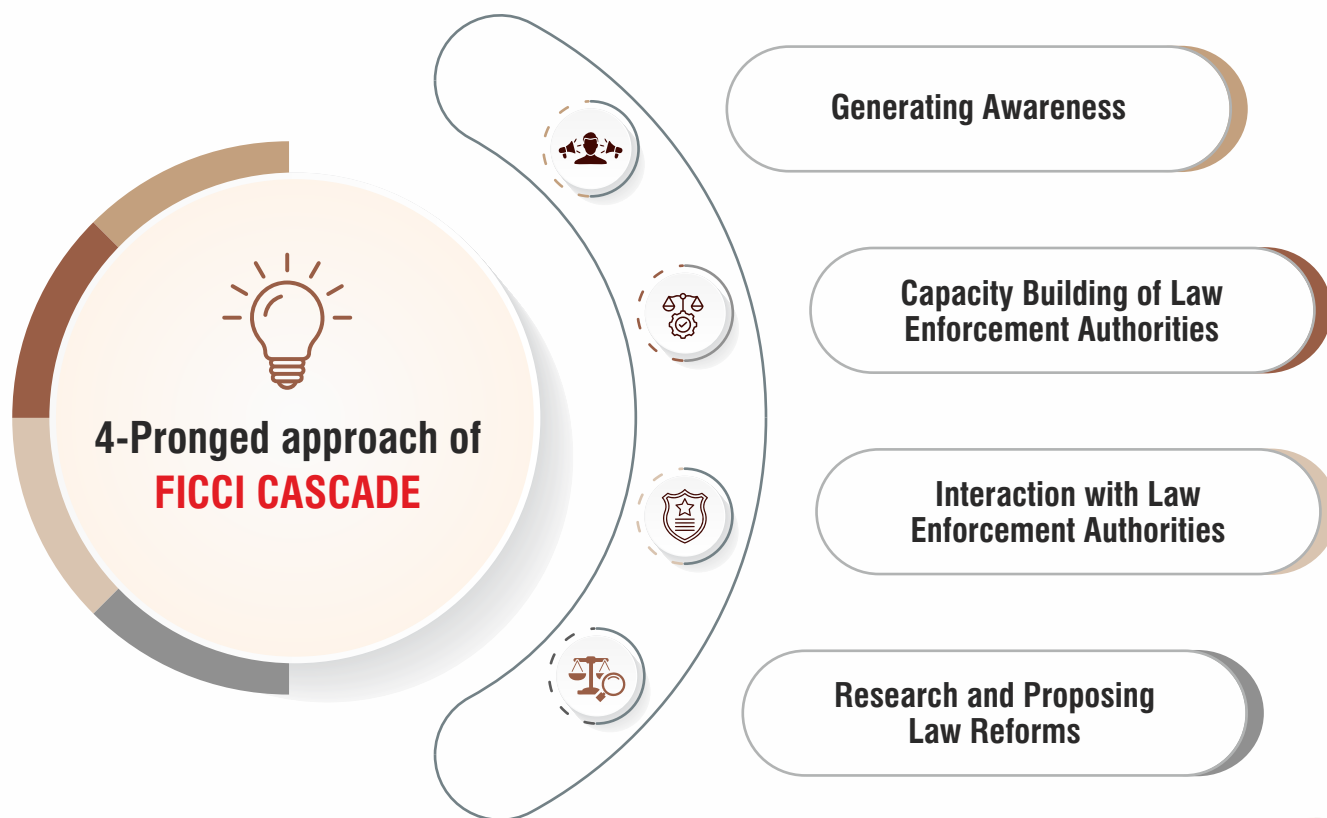
Major Issues/Concerns

- » The challenge of counterfeited and smuggled goods has emerged as a global problem
- » Low barriers to the market entry and infiltration, no country is immune from the impact of counterfeiting and smuggling and no single sector can be said to be an exception
- » The market for fake or counterfeit or smuggled products is one of the biggest challenges faced by Indian industry, impacting 'Brand India' globally
- » Consumers receive poorer quality products that are unregulated and unsafe
- » Businesses suffer lower income and damaged brands, they may have to cut jobs and reduce investment leading in turn to lower economic growth

Set up on 18th January 2011, '**Committee Against Smuggling and Counterfeiting Activities Destroying the Economy**' (**CASCADE**) by FICCI is a unique forum working towards facing and countering the challenge of growing illicit trade in counterfeits, pass offs and smuggled goods in the domestic economy.

FICCI CASCADE is pursuing the Agenda of Highlighting:

- » Legitimate industry is adversely affected
- » Consumers' health and safety is being jeopardized
- » Illegitimate industry is flourishing
- » Loss to the exchequer
- » Burden on welfare costs and enforcement cost
- » Black money being generated
- » Increased criminalization



Mandate

Awareness Generation



- » To put the issue of smuggled, contraband and counterfeit products high on the social agenda
- » To generate and spread awareness on the hazardous impact of smuggled, contraband and counterfeit products
- » To interact with the law enforcement authorities to emphasize on the importance of continued awareness and seriousness of the impact of smuggled and counterfeit goods
- » To achieve a high "issue recall" on anti-smuggling and anti-counterfeiting in the minds of consumers and to sensitize the supply chain personnel towards the harm that smuggled, contraband and counterfeit products cause and to emphasize the importance of their role in grappling with the social issue



- » To engage in systematic assimilation and dissemination of enforcement techniques, procedures and strategies for the guidance of its members through various interactive events
- » To commission research and propose law and policy reforms to Government and other relevant stakeholders through knowledge papers, report, studies on issues related to counterfeiting and smuggling
- » To provide a platform for sharing the best practices followed globally for combating contraband, smuggled and counterfeit products

To engage in capacity building activities for the benefit of law enforcement agencies and other CASCADE stakeholders including Judicial, Police and Customs Officers

- » To tap into initiatives of various international fora such as ICC BASCAP, WIPO Advisory Committee on Enforcement, WCO and others to identify existing gaps in India and building synergies in collaborative mode
- » To study and have full appreciation of the enforcement initiatives of developed countries as well as developing countries

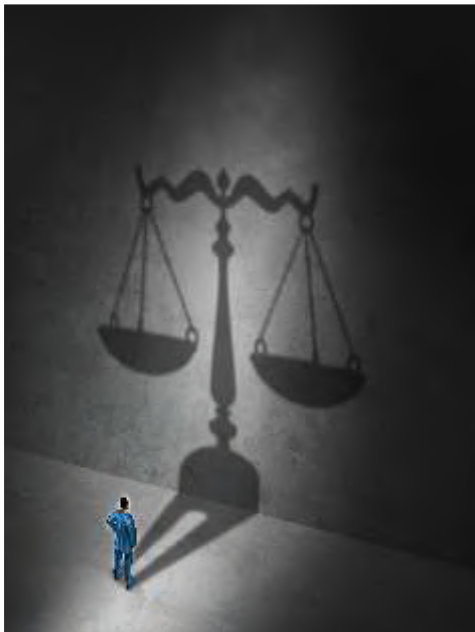


Knowledge Management

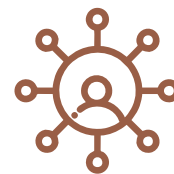
Policy Advocacy



- » To assist the Government in formulating its response to regional and multilateral agreements and model laws being proposed by international organizations such as INTA, WIPO, WCO etc
- » To assist the Government of India in formulating its position in ongoing bilateral negotiations having an impact on enforcement issues related to counterfeiting and smuggling



- » To work in synergy with other foreign institutions and bodies working in the realm of anti-counterfeiting and anti-smuggling
- » To identify and facilitate CASCADE stakeholders to network with legal services providers and investigators who have excellent relationships in the local law enforcement machinery and who have consistently delivered high yield counterfeiting raids across India



Networking



MASGRADE 2024



 **MASGRADE 2024**
MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE

345039.00

405745.50

639807.00

10th
EDITION

MASCRADE 2024

MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE

**Building Resilient Economies and Implementing Robust Measures from
a Global Initiative against Smuggling and Counterfeiting**

25-26 September 2024 | The Lalit, New Delhi

The global community is increasingly grappling with the detrimental effects of illicit trade which undermine economies worldwide. Their prevalence continues to expand in scale and severity, with smuggling and counterfeiting activities now constituting a formidable \$2 trillion shadow economy, equivalent to over 3% of the global GDP annually. There is today greater consensus on the point that illicit trade is a formidable force that unleashes all round social, economic and national destabilization.

FICCI CASCADE has been actively running

campaigns with the aim of generating awareness amongst the public about the hazardous impacts of smuggling and counterfeiting, as part of its broader agenda to drive change in the society. FICCI CASCADE successfully hosted the **tenth edition of its annual flagship conference, MASCRADE 2024 - Movement Against Smuggled and Counterfeit Trade** on 25th -26th September 2024 at The Lalit, New Delhi. The theme of this year's conference was "Building Resilient Economies and Implementing Robust Measures from a Global Initiative against Smuggling and Counterfeiting". The conference underscored



the imperative need to address the economic dimensions of combating illicit trade on a global scale.

Addressing the inaugural session as the Chief Guest, **Shri Ravneet Singh Bittu**, Minister of State for Food Processing Industries & Railways, Government of India, emphasized the importance of coordination between various enforcement agencies in the fight against illicit trade. He stated that such collaboration is crucial in countering the nefarious elements undermining the nation's economic growth. The Minister mentioned



that by working together and promoting global cooperation, we can build resilient economies and implement strong initiatives to combat these threats. "Let's join forces to safeguard Bharat's future," he urged.

Shri Bittu also highlighted the significance of FICCI CASCADE's report, noting that its insights would assist the government in taking decisive action against illicit trade. He stressed the importance of imposing harsh penalties, asserting that punishment is necessary to instil fear in those who engage in these illegal activities.

Mr. Rajiv Talwar, Special Secretary to the Government of India and Member (Compliance Management) of the Central Board of Indirect Taxes and Customs (CBIC), highlighted the CBIC's pivotal role in combating counterfeit goods and smuggling. He noted that the department has developed a highly capable, technology-driven risk management portal that helps predict potential smuggling operations.

He further mentioned that CBIC field officers are making an average of 60 detections per day with the help of this portal. Over the past 15 months, more than 3,000 individuals have been arrested, and foreign goods worth Rs. 40 crore have been seized.

In the video message **Mr. P K Das**, Director, Compliance and Facilitation Directorate,



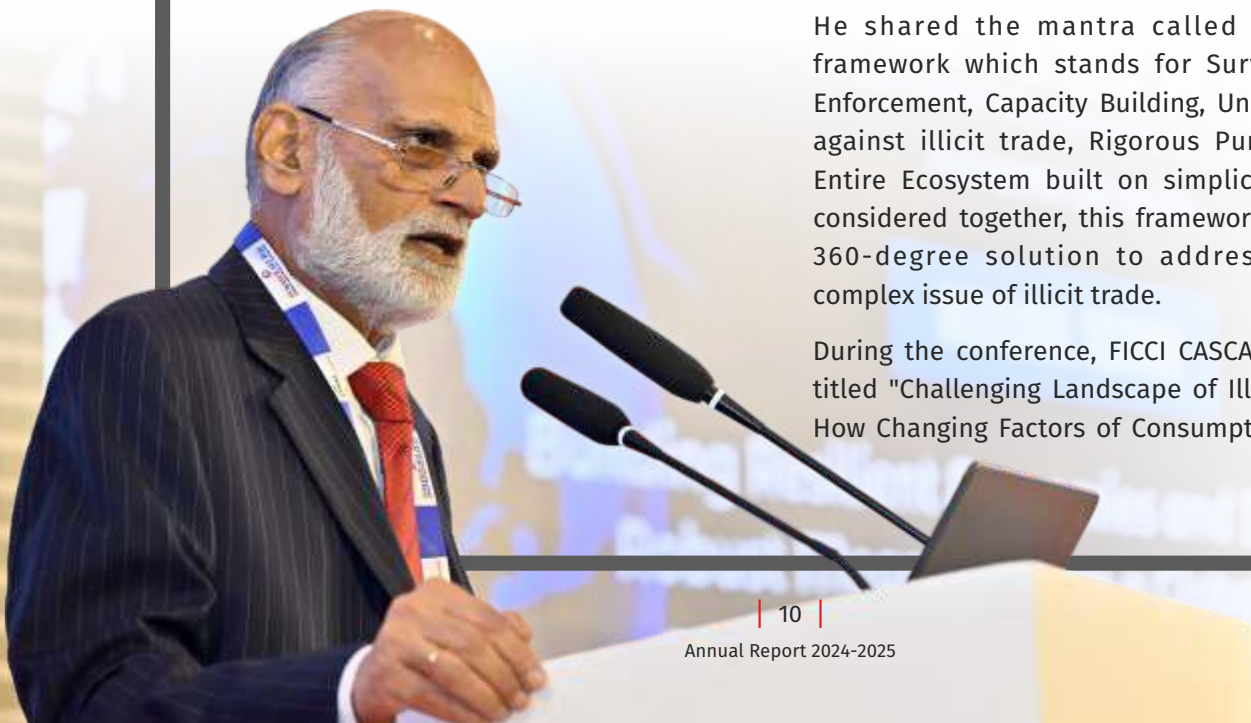


World Customs Organisation opined that the WCO's has a vital role not only in promoting legitimate international trade but also in combating fraudulent activities such as smuggling and counterfeiting. He highlighted that enforcement against illicit trade remains a key priority for customs, as it offers effective solutions and appropriate responses to dismantle criminal networks involved in such illegal activities. The WCO's efforts in this area are widely recognized on an international scale.

Mr. Anil Rajput, Chairman, FICCI CASCADE accentuated that consumers remain the prime focus group for both legal and illicit players. In today's technology-driven landscape, artificial intelligence has assumed great significance and its positive impact on businesses and society is evident. However, the possibility of rogue elements exploiting this technology looms large, potentially creating challenges that could lead to a significant disaster for both industry and society.

He shared the mantra called 'SECURE' framework which stands for Surveillance, Enforcement, Capacity Building, United Front against illicit trade, Rigorous Punishment, Entire Ecosystem built on simplicity. When considered together, this framework offers a 360-degree solution to addressing the complex issue of illicit trade.

During the conference, FICCI CASCADE report titled "Challenging Landscape of Illicit Trade: How Changing Factors of Consumption Affect





Illicit Markets in 5 Key Industries in India" was released. The report identifies key trends in the illicit market to enhance the framework for developing effective and efficient policies. The study served as a valuable resource in addressing the rise of illicit markets, which is crucial for safeguarding India's economic growth and ensuring consumer safety.

Mr. Arun Chawla, Director General, Indian Council of Arbitration (ICA), Former Director General, FICCI and Think Tank Member, FICCI CASCADE extended a warm vote of thanks and shared his perspective on the importance of

adopting both preventative and proactive measures to build resilient economies.

During the Fireside Chat with Dr. Ajit Ranade, Vice Chancellor of the Gokhale Institute of Politics and Economics, insightful discussions took place regarding factors influencing the rise in counterfeit goods. Dr. Ranade highlighted several conditions that contribute to this trend, including high taxation, weaker law enforcement, and the growing aspirations of individuals. These key points provide valuable perspectives for understanding and addressing the issue of counterfeit goods in our economy.

Addressing the Day-2 of FICCI CASCADE's MASCRAGE 2024, Mr. Vivek Johri, Former Chairman, Central Board of Indirect Taxes and Customs highlighted the critical issue of illicit trade





during his Fireside Chat on "Fostering Resilient Economies: A Fireside Discourse on Anti-Illicit Trade Strategies." He mentioned that illicit trade poses a multifaceted threat to societal resilience, weakening our ability to recover from crises. Its wide-ranging consequences include substantial revenue losses, compromised public health, biodiversity loss, and setbacks to sustainability efforts, ultimately undermining a nation's capacity to combat climate change.

During an insightful panel discussion titled "Harnessing Legal Power: The Judiciary's Role in Combating Smuggling and Counterfeiting", Hon'ble Mr. Justice Navin Chawla, Judge, Delhi High Court stated that smuggling and counterfeiting affect the day-to-day lives of citizens in various ways. These activities constitute a \$2 trillion shadow economy, resulting in significant economic losses for the nation. Justice Chawla stressed the need for a unified approach from the legislature, judiciary, and executive in addressing this





issue, assuring that all three branches are working diligently to combat it. He also urged consumers to recognize that while purchasing illicit products may offer short-term benefits, it ultimately leads to long-term harm, both for them and for the nation.

Delivering the valedictory address at the 10th edition of MASGRADE, Hon'ble Mr. Justice Sanjay Karol, Judge, Supreme Court of India and Former Chief Justice, Patna High Court and Tripura High Court underscored the debilitating impact of smuggling and

counterfeiting on the nation's economic and social fabric. He pointed out that smuggling and counterfeiting pose significant threats to economic stability, social security, and the integrity of the nation. These illicit activities often go undetected amidst various economic and social challenges, yet they continue to undermine substantial segments of legitimate businesses, leading to considerable economic and social damage. Justice Karol stressed the importance of leveraging technology to combat this issue and emphasized the need





for strong inter-state collaborations. He noted that utilizing QR codes can help protect consumers and effectively tackle the challenges of smuggling and counterfeiting.

Hon'ble Mr. Justice Manmohan Sarin, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu & Kashmir, Judge, High Court of Delhi and Think Tank Member, FICCI CASCADE opined that smuggling and counterfeiting now constitute a formidable shadow economy, equivalent to 3% of global GDP, surpassing the economic output of many

nations such as Brazil, Italy, and Canada. The synergy between law enforcement, customs, and the judiciary is essential in ensuring that the efforts to combat illicit trade translate into concrete results. There is a need for a robust legal framework coupled with strict enforcement mechanisms and technological solutions.

Anti-Counterfeiting and Anti-Smuggling Awards were given to enforcement officers, school children and journalists during the Valedictory session who have actively supported and contributed towards the





objective of combating the menace of illegal trade.

Throughout the two-day conference, renowned experts from both India and abroad delivered informative presentations and engaged in numerous enlightening panel discussions, underscoring the imperative for global collaboration in the fight against illicit trade by boycotting smuggled and counterfeit goods. The conference witnessed the presence of senior dignitaries from key organizations such as CBIC, Ministry of Law and Justice, Border Security Force, Directorate

of Enforcement, Department of Revenue, among others. Additionally, the conference featured representatives from 10 international organizations, including a distinguished lineup of speakers from prominent global entities like UNODC, EUIPO, WTO, GITOC, WCO, WIPO, DKPTO and U.S. Department of Homeland Security, amongst others.

The conference received an overwhelming response with over 700 attendees across both days of the conference and strong representation from 10 countries.







SOCIAL Media

10th MASCADA 2024
MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE
28th - 29th September, 2024 | The Loft, New Delhi

Inaugural Address By
SHRI RAVNEET SINGH BITTU
Minister of State for Food Processing Industries & Minister of State for Railways, Government of India

Partners: Institutional, Title, Platinum, Diamond, Associate

10th MASCADA 2024
MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE
28th - 29th September, 2024 | The Loft, New Delhi

INAUGURAL SESSION
Building Resilient Economies and Implementing Robust Measures from a Global Initiative against Struggling and Counterfeiting

Welcome Address by: **Mr. Anil Rajput**
Video Address by: **Mr. P.K Das**
Inaugural Address by: **Shri Ravneet Singh Bittu**
Special Address by: **Mr. Rajiv Talwar**
Vote of Thanks by: **Mr. Anur Chawla**

Partners: Institutional, Title, Platinum, Diamond, Associate

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MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE
28th - 29th September, 2024 | The Loft, New Delhi

“In-fact when it comes to the effective addressal of illicit trade, the ancient Indian philosophy of 'Vasudhaiva Kutumbakam' shows the way- It encourages people to consider the world as one family and transcend borders and ideologies. I believe this is the path that we need to follow where the world actually becomes borderless and utilizes its collective strength to overcome this challenge of monumental proportions.”

Anil Rajput
Chairman, FICCI CASCADE

Partners: Institutional, Title, Platinum, Diamond, Associate

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MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE
28th - 29th September, 2024 | The Loft, New Delhi

Dr. Ajit Ranade
Vice-Chairman, Board of Directors of FICCI

Partners: Institutional, Title, Platinum, Diamond, Associate

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28th - 29th September, 2024 | The Loft, New Delhi

Mr. Jaspal Singh
Special Commissioner of Police, Protective Security, Delhi

Partners: Institutional, Title, Platinum, Diamond, Associate

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Mr. Kenneth Wright
IP Enforcement, Crisis Alert, Control, Patent and Trademark Office (IPRPTC)

Partners: Institutional, Title, Platinum, Diamond, Associate

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MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE
28th - 29th September, 2024 | The Loft, New Delhi

Mr. Vivek Johri
Former Chairman, Central Board of Indirect Taxes and Customs

Partners: Institutional, Title, Platinum, Diamond, Associate

10th MASCADA 2024
MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE
28th - 29th September, 2024 | The Loft, New Delhi

Plenary Session 5
Analysing Trends and Strategizing Response: Defeating Borders Against A global Risk Address

Speakers: **Ms. Pooja Jain**, **Mr. S Parvath**, **Mr. Jaspal Singh**, **Ms. Ajayshree Tiwari**, **Mr. Rohit Gupta**

Partners: Institutional, Title, Platinum, Diamond, Associate

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Dr. Siang Hee TAN
Executive Director, CIPRA

Partners: Institutional, Title, Platinum, Diamond, Associate

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Mr. Shishir Priyadarshi
Former Director, WTO

Partners: Institutional, Title, Platinum, Diamond, Associate



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DR. ANJU RATHI RANA, ILS
SLLS, UJA, Ph.D. in Law
Additional Secretary, Department of Legal Affairs, Ministry of Law and Justice, Government of India.

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Mr. Anil Sinha
Former Director, Legal Bureau of Investigation and Think Tank Member, FICCI CASCADE

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Mr. P K Malhotra
Former Secretary, Ministry of Law & Justice, Govt. of India and Think Tank Member, FICCI CASCADE

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HON'BLE MR. JUSTICE NAVIN CHAWLA
Judge, Delhi High Court

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Shri Ayush Mani Tiwari
Inspector General, Border Security Force

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Rajiv Talwar
Member (Compliance Management), Central Board of Indirect Taxes and Customs

“ We are in a position to anticipate illicit trade to a large degree for actually predicting and anticipating the possible roots and modalities to be adopted in the course of smuggling and inclusive partnerships. ”

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Dr. Alka Chawla
Professor in charge, Campus Law Centre, Delhi University

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Mr. Anuj Bedi
Senior Counsel (Brand Protection) Indian sub continent and Middle East, Puma Sports India Pvt Ltd.

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HON'BLE MR. JUSTICE MANMOHAN SARIN
Former Judge, JSC of Delhi, Chief Justice, High Court of Jammu & Kashmir, Judge, High Court of Delhi and Think Tank Member, FICCI CASCADE

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MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE
25th - 28th September, 2024 | The Loft, New Delhi

Valedictory Session

Welcome and Introductory Remarks by 

Valedictory Address by 

Concluding Remarks by 

Hon'ble Mr. Justice Manmohan Sarin
Former Judge, JSC of Delhi, Chief Justice, High Court of Jammu & Kashmir, Judge, High Court of Delhi and Think Tank Member, FICCI CASCADE

Hon'ble Mr. Justice Sanjay Karol
Judge, Supreme Court of India and Former Chief Justice, High Court of Jammu & Kashmir

Mr. Sanjeev Tripathi
Former Chief of RAW and Think Tank Member, FICCI CASCADE

Individual Partner:     

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MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE
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Mr. Sanjeev Tripathi
Former Chief of RAW and Think Tank Member, FICCI CASCADE

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FICCI CASCADA emphasises global cooperation against smuggling for building resilient economies

New Delhi: FICCI Centre for Against Smuggling and Counterfeiting (CASCADE) has been launching its 10th edition of MASGRADE (Movement Against Smuggling and Counterfeiting) on Tuesday, September 25, in New Delhi.

The theme of this edition would be 'Building Resilient Economies and Implementing Robust Measures from a Global Initiative Against Smuggling and Counterfeiting'.

Also, a report titled 'Illicit Market in India: Assessment and Effect of Consumer Protection' would be presented.

India is the fastest growing major economy in the world and has been the sole 'bright spot' in an otherwise sagging economy. In an effort to protect its economic growth, the nation is becoming a global economic superpower.

Smuggling and counterfeiting threaten India's industries, hampering job creation and hindering economic growth, apart from depriving the government of tax revenue and hindering progress for infrastructure and public health measures.

Mr. Anil Rajput, FICCI Chairman, said, "The interplay of global and local illicit markets, transnational crime and terrorism poses a complex challenge that challenges the socioeconomic stability of various international organisations along with greater consumer participation and responsibility among citizens against illicit trade."

While the Indian Government has taken considerable steps to control illicit trade, and the enforcement agencies making steady gains, the fact remains that even today, these are only the tip of the iceberg. In this backdrop, intense, targeted and sustained all-round efforts are in the need of the hour."

The body has urged the institutional consumer and organisations to highlight and underline the hidden links between smuggling, counterfeiting and terrorism and organised crime.

It has also been organising awareness programmes on an ongoing basis, including inter-school competitions to educate the young in the nation.

MASGRADE is an inter-organisational initiative that brings together various organisations, including the World Customs Organization (WCO), World Intellectual Property Organization (WIPO), International Narcotics Control Board (INCB), INTERPOL, among others, and organisations from several countries to provide insights against smuggling and illicit trade.

MASGRADE also acts as a platform for various fields such as cyber law, artificial intelligence, intellectual property rights and consumer, along with similar efforts from the Government of India to lawmakers on the direction of coordination between various agencies, organised crime and terror financing.

Meanwhile, the MASGRADE discussions on solutions would revolve around consumer awareness, strict enforcement and enhanced government push on issues like taxation, trade deals etc.

These also need to be a multi-national collaboration to address the issue comprehensively. This collaboration effort could involve optimising intelligence sharing, creating joint investigations and enforcement actions, sharing best practices, establishing bilateral and multilateral agreements and enhancing mutual legal assistance, among other measures.

Additionally, the collaboration should leverage the power of tech-age and emerging technologies, such as AI and machine learning, to identify and analyse patterns of illicit trade, thereby enhancing detection and enforcement capabilities.

The 10th edition of MASGRADE last year was a two-day event organised on the theme "Tackling Illicit Trade: Socio-Economic Perspectives and Way Forward".

A 2022 FICCI CASCADE study titled 'Illicit Markets: A Threat to Our National Interest' revealed a staggering 50% increase in tax losses due to smuggling in India from 2016 to 2020. The assessment found a substantial financial impact, with losses reaching \$18,223 crore, compared to \$22,280 crore, spanning critical sectors such as alcohol, liquor, tobacco, FMCG (personal and household care goods), and tobacco products.

These industries collectively suffered an astounding 40% drop in sales losses, equating to \$2,670 crore in 2019 to \$2,670 crore in 2020, highlighting the gravity of the illicit trade issue.



Ravneet Singh Bittu during the FICCI-CASCADA's MASGRADE 2024 FICCI/MS01

Need to crack down on illicit trade: Bittu

NEW DELHI: Minister of State for Food Processing Industries & Minister of State for Railways Ravneet Singh Bittu on Wednesday emphasised the need of harsh penalties and cracking down heavily on the nexus of people engaged in illicit trade and activities.

Addressing the 10th edition of FICCI-CASCADA's 'MASGRADE 2024', Bittu asserted that co-ordination between various enforcement agencies is key to overcoming the battle against the nefarious elements ruining our economic growth. "Together, we build resilient economies, fostering global collaboration to combat these threats with robust initiatives. Let's safeguard Bharat's future together," he added. He further stated that the opinions and

views of FICCI CASCADA's report will help the government to come down heavily on illicit trade activities.

Rajiv Talwar, special secretary to the government, and member of the Central Board of Indirect Taxes and Customs (CBIC), said: "CBIC is serving as the fulcrum in the movement against counterfeit goods and smuggling. We have built a technology-driven risk management portal that help us predict possible smuggling operations. CBIC officers are making on an average 60 detections a day through this portal."

Chairman of FICCI CASCADA Anil Rajput, said: "Consumers have and will continue to remain the prime focus group for both legal and the illicit players." MS01

सोना समेत अन्य वस्तुओं की तस्करी पर अंकुश जरूरी : फिक्की कैस्केड

नई दिल्ली | फिक्की की तस्करी एवं जालसाजी गतिविधियों के खिलाफ कमेटी (कैस्केड) ने देश में सोना समेत अन्य वस्तुओं की तस्करी पर रोक के लिए वैश्विक सहयोग की जरूरत बताई है। संगठन की ओर से इस माह दिल्ली में मास्केड (तस्करी और जालसाजी के खिलाफ अंदोलन) का आयोजन भी किया जाएगा। इस अंतरराष्ट्रीय मंच में विश्व सीमा शुल्क संगठन (डब्ल्यूआईओ), विश्व बौद्धिक संपदा संगठन (डब्ल्यूआईपीओ), अंतरराष्ट्रीय नाकटिकस निर्वरण बोर्ड (आईएनसीबी), इंटरपोल आदि सहित प्रमुख अंतरराष्ट्रीय संगठन के अधिकारी

और देशों के प्रतिनिधि शामिल हैं। यह तस्करी एवं अवैध व्यापार की महत्वपूर्ण जानकारियां देते हैं। फिक्की कैस्केड के चेयरमैन अनिल राजपूत ने कहा कि अवैध बाजार, वित्तीय प्रवाह, संघटित अपराध और अलंकरण के बीच संबंधों का जाल है। यह राष्ट्र की सामाजिक-आर्थिक स्थिरता के लिए खतरा है। उपभोक्ताओं की भागीदारी, लोगों के बीच जिम्मेदारी के भाव के साथ अंतरराष्ट्रीय गठजोड़ इस अवैध कारोबार के खिलाफ प्रभावी कदम हैं। केंद्र सरकार ने अवैध कारोबार पर निर्वरण के लिए कदम उठाए हैं।

Illicit market in 5 key Indian industries:

Textiles and Apparel with an illicit market size of Rs 4,03,915 crore in 2022-23 accounts for over 50% of the total illicit market, as per FICCI CASCADE report



FICCI-CASCADA 2024: Urgent need for strict measures against illicit trade

DEEPAK KUMAR JHA ■ NEW DELHI

The Centre on Wednesday emphasised on the need of harsh penalties and cracking down heavily on the nexus of people engaged in illicit trade and activities across the country. "Enforcement is treatment, and it is important to instill fear in the minds of perpetrators that harsh penalties are in store for them if they engage in illicit trade activities," said Ravneet Singh Bittu, Minister of State for Food Processing Industries & Minister of State for Railways. Addressing the 10th edition of FICCI-CASCADA's 'MASGRADE 2024', Bittu asserted that co-ordination between various enforcement agencies is key to overcome the battle against the nefarious elements ruining our economic growth. "Together, we build resilient economies, fostering global collaboration to combat these threats with robust initiatives. Let's safeguard Bharat's future

together," he added. He further stated that the opinions and views of FICCI CASCADA's report will help the government to come down heavily on illicit trade activities. Special Secretary to the Government of India and Member (Compliance Management), Central Board of Indirect Taxes and Customs (CBIC), Rajiv Talwar, said, "CBIC is serving as the fulcrum in the movement against counterfeit goods and smuggling. We have built a technology-driven risk management portal with very wide capabilities that help us predict possible smuggling operations. CBIC field officers are making on an average 40 detections a day through this portal." Talwar added that over 3,000 people have been arrested in the last 15 months and foreign products worth Rs 40 crore were seized. FICCI CASCADA Chairman Anil Rajput said consumers



Illicit Market Size

Industry	Value (INR Crores) 2022-23
FMCG - Packaged Foods	223875
FMCG - Personal & Household Care Goods	73813
Textiles and Apparel	403915
Tobacco Products	30017
Alcoholic Beverages	64106
Total	797726

have and will continue to remain the prime focus group for both legal and the illicit players. In today's technology-dominated landscape, artificial intelligence has assumed great significance and at present we are witnessing the positive impact of this technology on our businesses and society. "I believe that my mantra called the 'SECURE' framework which stands for Surveillance, Enforcement, Capacity Building, United Front against illicit trade, Regulatory and Society Ecosystem built on simplicity when looked at in totality, will provide a 360 degree addressal of the complicated issue of illicit trade and will also add value and significantly strengthen our strategy against this global menace," he said. Director, Compliance and Facilitation Directorate, World Customs Organization Prashant Kumar Das, Director General, Indian Council of Arbitration (ICA) and former Director General, FICCI and

Think Tank Member, FICCI CASCADA - Aron Chavlis were present on the occasion. During the event, FICCI CASCADA, in association with the Thought Arbitrage Research Institute (TARI), launched a report 'Consuming The Illicit: How Changing Factors of Consumption Affect Illegal Markets in 5 Key Industries' which pegs the size of illicit market in India at Rs 7,97,726 crore in 2022-23. Considering 5 key industries - FMCG (packaged goods), FMCG (personal and household care), alcohol, tobacco, and textiles & apparel - where illicit trade is undermining legitimate businesses, distorting competition, and significantly eating into government tax revenues, the report attributes the burgeoning size of the illicit market to heightened consumption of high-value branded, luxury, high-end, taxed goods and services, especially among the expanding aspirational middle class, both in rural and urban India.

Event Coverage

Illicit market valued at ₹8 lakh cr in 5 industries

BY THE ECONOMIC BUREAU @ THE DAILY

THE ILICIT market in five Indian industries—FMCG (packaged goods), FMCG (personal and household care), alcohol, tobacco, and textiles & apparel—was valued at ₹7,97,726 crore in the financial year 2022-23, as per FICCI CASCADe's latest study which was released on Wednesday. Textiles and apparel with an illicit market size of ₹4,41,045 crore in 2022-23 accounts for over 55% of the total illicit market.

The 2022-23 market for FMCG (packaged foods) has grown from ₹1,12,474 crore in 2011-12 to ₹2,50,978 crore in 2022-23, marking a rise of 122%, said the report. The estimate for illicit market of FMCG (personal and household care goods) grew from ₹43,110 crore in 2011-12 to ₹53,815 crore in 2022-23 (124%).

The illicit market of alcoholic beverages saw a rise of 543.3% between 2011-12 and 2022-23. In current price value terms, the illicit market reached ₹65,100 crore for 2022-23, after 48,134 crore in 2021-22.

For tobacco products, between 2011-12 and 2022-23, the illicit market grew by 11.7%, from ₹3,845 crore to ₹42,015 crore. The report said the illicit market in these five categories expanded faster in rural India, especially among the growing classes of middle- and lower-income groups.



Illicit mkt for FMCG rises 99%

Illicit market for FMCG (packaged foods) has grown from ₹1,12,474 crore in 2011-12 to ₹2,50,978 crore in 2022-23, a rise of 122%, report says. Estimate for illicit market of FMCG (personal and household care goods) grew from ₹43,110 to ₹53,815 crore in 2022-23, a rise of 124%.

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Textiles, FMCG products account for 90% of illicit trade into India

ANI
NEW DELHI

The illicit market in textiles and apparel, packaged goods, personal and household care, alcohol, and tobacco has expanded faster in India and is undermining legitimate businesses, according to a report.

As per the report, textiles and apparel accounted for over 50 per cent of the total illicit market in 2022-23. FMCG (Packaged foods) and FMCG (Personal and Household Care Goods) accounted for nearly 37 per cent of the total size of the



illicit market. Industry body FICCI's Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADe), in association with the Thought Arbitrage Research Institute (TARI), has launched a comprehensive report titled 'Consuming The Illicit: How Changing Factors of Consumption Affect Illegal Markets in 5 Key Industries' that pegs the size of illicit market in India at Rs 797,726 crore in 2022-23.

Consumption Affect Illegal Markets in 5 Key Industries' that pegs the size of illicit market in India at Rs 797,726 crore in 2022-23.

Besides undermining the legitimate businesses, the report asserted that the illicit trade is distorting competition, and significantly eating into government tax revenues.

The report attributed the burgeoning size of the illicit market to heightened consumption of high-value branded, luxury, high-end, taxed goods and services, especially among the expanding aspirational middle class, both in rural and urban India.

The changing spending pattern—with rising disposable incomes—highlights consumers opting for products that are taxed more, such as products carrying tax rates of 28 per cent in case of beauty and cosmetic products and readymade garments which are taxed at 12-18 per cent, which give illicit players the opportunity to use arbitrage for economic gains.

The impact is far more profound in the case of industries that have historically been exposed to higher tax regimes—tobacco and alcohol. These two products are taxed at under the GST regime.

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'Need to crack down heavily on illicit trade'

AGE CORRESPONDENT
NEW DELHI, SEPT. 25

Union minister of State Ravneet Singh Bittu Wednesday pressed for the need of harsh penalties and cracking down heavily on the nexus of people engaged in illicit trade and activities.

Addressing the 10th edition of "FICCI-CASCADe's 'MASCRADE 2024'", Mr Bittu asserted that co-ordination between enforcement agencies is key to the battle against those nefarious elements ruining our economic growth.

Illicit trade in textiles, FMCG undermines India's economy: Report

TGG NETWORK
NEW DELHI

The illicit market in textiles and apparel, packaged goods, personal and household care, alcohol, and tobacco has expanded faster in India and is undermining legitimate businesses, according to a report.

As per the report, textiles and apparel accounted for over 50 per cent of the total illicit market in 2022-23. FMCG (Packaged foods) and FMCG (Personal and Household Care Goods) accounted for nearly 37 per cent of the total size of the illicit market. Industry body

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into government tax revenues. The report attributed the burgeoning size of the illicit market to heightened consumption of high-value branded, luxury, high-end, taxed goods and services, especially among the expanding aspirational middle class, both in rural and urban India. The changing spending pattern—with rising disposable incomes—highlights consumers opting for products that are taxed more, such as products carrying tax rates of 28 per cent in case of beauty and cosmetic products and readymade garments which are taxed at 12-18 per cent,

which give illicit players the opportunity to use arbitrage for economic gains.

The impact is far more profound in the case of industries that have historically been exposed to higher tax regimes—tobacco and alcohol. These two products are though not under the GST ambit. "India witnessed a surge in per capita income between 2011-12 and 2022-23. But, the mismatch between purchasing power and aspiration has increasingly fed into an ever-increasing space for illicit market and counterfeiting," the report said.

Bittu hits back at Rahul Gandhi amid Jammu and Kashmir alliance troubles



MoS Ravneet Singh Bittu Addressed FICCI's 10th Edition Of MASCRADE 2024 In New Delhi



तस्करी, जालसाजी से भारी आर्थिक और सामाजिक नुकसान हो रहा है: न्यायमूर्ति संजय करोल



MEDIA COVERAGE



ANTI-SMUGGLING DAY 2025



^{4th}
EDITION **ANTI**
SMUGGLING
DAY

4th EDITION ANTI SMUGGLING DAY

11TH FEBRUARY, 2025 | NEW DELHI

Smuggling is a widespread issue that transcends national borders, affecting countries and regions globally. Despite governments ongoing efforts to curb this illegal trade such as bolstering border security, enforcing stricter trade regulating, international cooperation to dismantle criminal syndicates-smuggling remains a persistent challenge that needs immediate attention. In line with our ongoing efforts, FICCI CASCADE organised its **4th edition of Anti- Smuggling Day on 11th February 2025 at Hotel Shangri-La Eros, New Delhi**. The conference provided a platform to the stakeholders to engage in meaningful discussions on the evolving nature of

smuggling and its impact on economies and societies.

Mr. Mohan Kumar Singh, Member (Compliance Management), Central Board of Indirect Taxes and Customs while addressing the conference emphasized the numerous challenges law enforcement agencies face in combating smuggling. These challenges include targeting criminal syndicates and identifying the key financiers behind the illegal operations, rather than merely apprehending the carriers. To effectively disrupt smuggling networks, it is crucial to have comprehensive data, specialized skill sets, and advanced tools for





data analysis, along with enhanced intelligence coordination.

He highlighted that DRI has taken the initiative to establish an anti-smuggling coordination platform, encouraging all agencies to collaborate, share relevant information, and work collectively to dismantle smuggling operations and apprehend the true masterminds. Furthermore, he mentioned that the United Nations' recognition of Anti-Smuggling Day will help raise international awareness, strengthening global efforts to combat this issue.

Highlighting the colossal nature of the problem of smuggling in the context of a rising Bharat, **Mr. Anil Rajput**, Chairman, FICCI CASCADE asserted that along with the government and enforcement agencies it is critical that the consumers increasingly come forward and play their part in the battle against smuggling and illicit trade. He underscored the necessity of educating children and youth by raising awareness about the hazardous impact of smuggling. Furthermore, Mr. Rajput emphasized the pivotal role of advanced technology in

combating smuggling and its related activities. The synergy of these efforts will pave the way for a strong and enduring response to this formidable challenge.

While speaking on the evolving challenges of smuggling, **Mr. Pankaj Kumar Singh**, IPS, Former Deputy National Security Advisor, Government of India highlighted how technology, particularly the use of drones, has enabled the creation of new smuggling models with substantial profit margins. He emphasized that the government's stance is unequivocal-smuggling and infiltration will not be tolerated. Although there have been multiple instances of drones carrying illicit goods being intercepted and shot down, he acknowledged that significant challenges remain due to the vast expanse of India's borders.





Mr. R.K. Pachnanda, Former Director General, National Disaster Response Force (NDRF) and Indo Tibetan Border Police acknowledged the significance of the fourth annual Anti-Smuggling Day and commended FICCI CASCADe for its dedicated efforts in combating smuggling. He accentuated that illicit trade poses a serious threat to national security, and the government has been actively addressing this challenge by considering the unique geographical and operational complexities of India's diverse border regions. Mr. Pachnanda mentioned

that the government's proactive approach has strengthened the response of border guarding forces and enforcement agencies, fostering greater coordination among administrative, security, diplomatic, intelligence, and economic bodies.

The panel discussion titled "**Unified Enforcement Against Smuggling: Strategies and Cross-Agency Synergies**" featured distinguished panellists who discussed the imperative role of technology in enhancing cross-agency collaboration, intelligence sharing, and joint efforts in the battle against





11th FEBRUARY, 2025 | NEW DELHI

PANEL DISCUSSION

BUILDING ALLIANCES WITH GLOBAL PARTNERS TO COMBAT SMUGGLING - INITIATIVES AND SOLUTIONS



smuggling. The panellists included **Dr. D P Dash**, Former Pr. Director-General, DRI, Former Chairman, Enforcement Committee, World Customs Organisation (WCO) and Think Tank Member, FICCI CASCADE **Mr. Amit Mohan Govil**, Director General, Central Economic Intelligence Bureau; **Mr. Vashishtha Chaudhary**, Commissioner of Customs, ICD PPG and other ICDs, Delhi Customs; Colonel

Deepankar Das, VSM, Col (Ops and Coord), Assam Rifles.

Another panel discussion titled "Building Alliances with Global Partners to Combat Smuggling - Initiatives and Solutions" brought together a panel of experts, including Ms. Sungita Sharma, Former Special Secretary & Member (Admin), Central Board of Indirect Taxes and Customs and Think Tank Member,





FICCI CASCADE; Mr. Jayant Misra, Expert & Consultant, UNODC; Mr. Yashvardhan Kumar Sinha, Former High Commissioner of India to the United Kingdom; Mr. Hiroyuki Nakano, Senior Director, Regional Intellectual Property Attached for South Asia, JETRO. The discussion focused on strategies for forming a cohesive global alliance to tackle the complex challenges posed by smuggling, including the use of advanced surveillance technologies, data analytics, and artificial intelligence, which can be deployed on a global scale.

In his valedictory remarks, Mr. Brij Bhushan Gupta, Pr. Additional Director General, Directorate of Revenue Intelligence, emphasized that with rapidly evolving threats such as cryptocurrency-based transactions, advanced concealment techniques, and maritime smuggling, enforcement alone is not sufficient. The trade community plays a crucial role in identifying risks, providing data insights, and developing cutting-edge detection technologies. A collaborative approach is the key to staying ahead of illicit





networks and ensuring a fair and transparent trade ecosystem.

Mr. P C Jha, Advisor, FICCI CASCADE and Former Chairman, Central Board of Indirect Taxes and Customs proposed the vote of thanks and urged the UN General Assembly to recognize a global 'Anti-Smuggling Day.' He underscored that by uniting governments, law enforcement, industries, and consumers, we can build a strong global movement to dismantle smuggling networks and safeguard economies, public health, and national security.

As a run-up to this year's Anti-Smuggling Day, and to sensitize the youth on the menace of smuggled goods, FICCI CASCADE had organized a Digital Art Competition on the theme, 'Stand Against Smuggling'. The competition received an overwhelming response, with an astounding 3,000 entries from across the country, showcasing their remarkable talent and creativity. The initiative seeks to inspire a deeper commitment among the youth to contribute to societal change by championing ethical consumer behaviour and thereby becoming responsible citizens.



The esteemed jury for the competition featured **Justice Manmohan Sarin**, Former Chief Justice, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu & Kashmir and Judge, High Court of Delhi; **Mr. Sanjeev Tripathi**, Former Chief, Research and Analysis Wing (RAW) and **Mr. P K Malhotra**, Former Secretary Law, Ministry of Law & Justice, Government of India. The winners of the competition were felicitated during the conference by the esteemed dignitaries.

The conference witnessed an overwhelming response by more than 350 industry captions, representatives from consumer forums, enforcement agencies, government officials, legal experts amongst others.



airtel

'7 LAKH CRORES LOSS HAS BEEN REPORTED BY FICCI IN 5 SECTORS'

COMMERCIAL

10th MARCH | NEW DELHI

SHANGHAI 3372.85

5:15 156.20 ShyamMetals 824.20 65.90 9.55

ACTIVE STOCKS NOW IOC 14.8m 124.84 1.00

ET NOW 6:02 PM

LEADERS OF TOMORROW

ANTTI SMUGGLING DAY 2025

ANTTI MOHAN GOYAL
Director General, Central Economic Intelligence Bureau

CATCH THE AWARDS LIVE ON
WWW.LEADERSOFTOMORROW.CO.IN

SENSEX 74332.58 0.01%

DattaCorp 91.80 0.54 GhansService 7.51

TataPower 351.45 2.60 TataSteel

ET NOW 6:02 PM

ANTTI SMUGGLING DAY 2025

PANEL DISCUSSION
BREAKING THE SMUGGLING CHAIN:
ADVANCING SECURITY AND ECONOMIC STABILITY

U.S. PRESIDENT
We're going to load up Michigan
with auto jobs

NIFTY 50 22552.50 0.1

SapphireFoods 107.75 11.45 Schneider 61.45

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ET NOW 6:02 PM

ANTTI SMUGGLING DAY 2025

ays he believes Putin; i have to know if
kraine wants to settle

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Schneider 632.70 4.35 SCI 157.69

IndianHotels 744.30 3.75

ET NOW 6:02 PM

ANTTI SMUGGLING DAY 2025

AWARDS TO WINNERS OF
DIGITAL ART/POSTER MAKING COMPETITION

ANTTI SMUGGLING DAY 2025

AWARDS TO WINNERS OF
DIGITAL ART/POSTER MAKING COMPETITION

ANTTI SMUGGLING DAY 2025

AWARDS TO WINNERS OF
DIGITAL ART/POSTER MAKING COMPETITION

DIGITAL ART WINNERS 2025



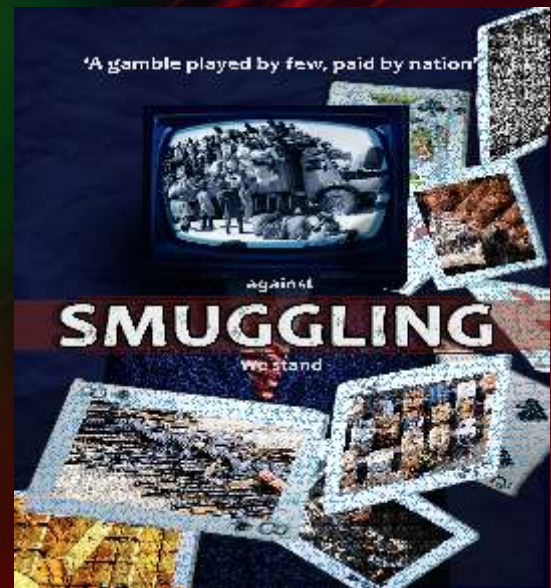
1st Winner-Aakansha Yadav



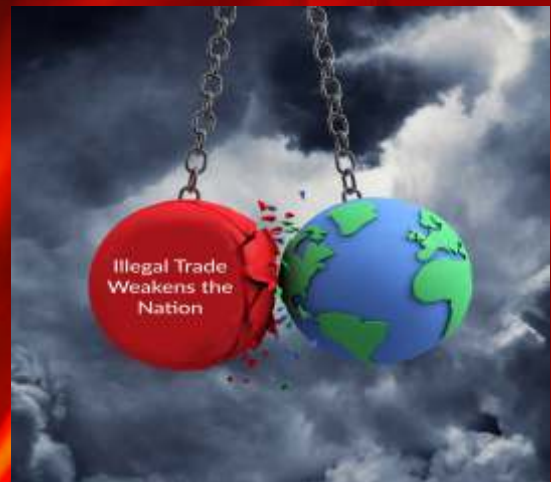
2nd Winner- Muaigathinbou Ch Niumai



3rd Winner-HARESH DHANU



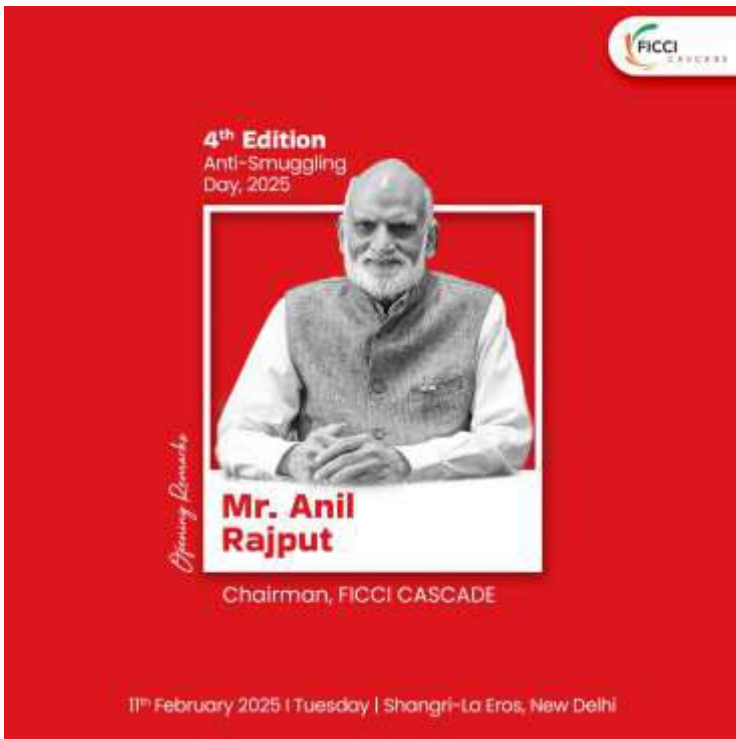
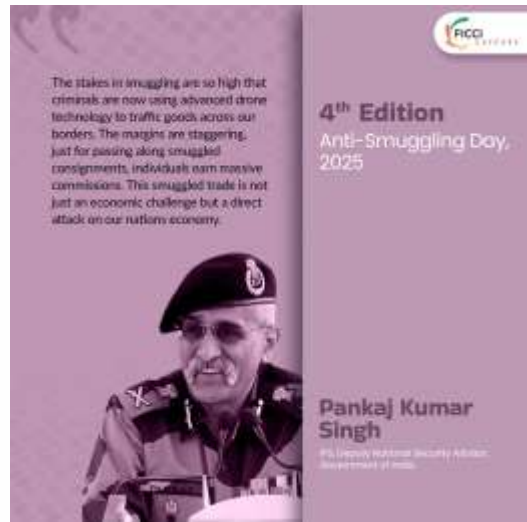
Consolation Prize - Aditi




Consolation Prize- Aman Singh Negi



SOCIAL *Media*



4th Edition
Anti-Smuggling
Day, 2025



Mr. Hiroyuki Nakano
Senior Counsel, Regional Intellectual
Property Attached for South Asia,
ITPO

3rd February 2025 | Tuesday | Shanti-101, New Delhi

4th Edition
Anti-Smuggling
Day, 2025




Ms. Sungita Sharma
Former Special Secretary, Customs, Training
and Academics of the Port, Town and Customs Board
(PTTC) (Retired), IIT Kanpur

3rd February 2025 | Tuesday | Shanti-101, New Delhi

The illicit trade of cultural property is another facet of smuggling that demands global attention. While international agreements exist, we need stronger resolutions and effective multilateral cooperation to ensure the rightful restitution of stolen artifacts to their countries of origin.

4th Edition
Anti-Smuggling Day,
2025



Yashvardhan Kumar Sinha
Former High Commissioner of India
to the United Kingdom

The fight against smuggling cannot be waged in isolation. To effectively address this challenge, nations must prioritize harmonized laws, seamless data-sharing platforms, standardized risk assessments, and globally integrated banking programs. Without a coordinated global response, enforcement gaps will continue to be exploited by criminal networks, undermining security and economic stability.

4th Edition
Anti-Smuggling Day,
2025



Jayant Misra
Expert & Consultant, UNODC

Managing an IoT requires more than just oversight. It demands a deep understanding of cargo profiling, risk assessment, and IT-driven intelligence. The ability to read data, extract meaningful insights, and take swift action ensures that illicit goods do not slip through, safeguarding not just revenue but the integrity of global trade.

4th Edition
Anti-Smuggling Day,
2025



Vashishtha Chaudhary
Commissioner of Customs, IIT-IMP
and other IITs, Delhi Customs

We envision the IoT Central Element, its integration and seamless flow in the global trade as 'Open Smuggling Day'. This will not only simplify processes but also serve as a crucial step toward the international collaboration, strengthening enforcement mechanisms, and reducing the reliance on customs to conduct their trade. By setting governments, law enforcement agencies, industries, and consumers, we can create a powerful global ecosystem to dismantle smuggling networks and protect economic, public health, and national security from the far-reaching consequences of illicit trade.

4th Edition
Anti-Smuggling Day,
2025



P C Jha
Advisor, ITC/CAS/ICE and
Former Chairman, Central Board
of Indirect Taxes and Customs

Protecting national borders is just one part of the fight against smuggling, securing financial systems, safeguarding industries, and ensuring consumer safety are equally vital. Through collective efforts, advanced technology, and strategic policymaking, we can effectively mitigate the risks posed by illicit trade.

4th Edition
Anti-Smuggling Day,
2025



Amit Mohan Govil
Director General, Central Economic
& Intelligence Bureau

From drug trafficking to arms, smuggling criminals exploit every possible loophole, utilizing sophisticated, digital platforms, and cryptocurrency. The fight against smuggling must be innovative and adaptive as the networks we seek to dismantle.

4th Edition
Anti-Smuggling Day,
2025



R.K. Pachnanda
Former Director General, National
Security Response Force (NSRF) and
Vice-Chief, Border Police

Smuggling is as old as civilization, but so is enforcement. The difference today lies in how we respond, with cutting-edge technology, integrated intelligence, and a strong policy framework that prioritizes national security and economic stability. Strengthening risk management systems and forging global partnerships will be key to staying ahead of illicit trade trends in the years to come.

4th Edition
Anti-Smuggling Day,
2025



D P Dash
Former IT Officer (General) IIT, Former
Chairman of National Commission,
World Customs Organization, ITC/ICE and
Vice-Chief, Border Police

4th Edition
Anti-Smuggling
Day, 2025



Mr. Vashishtha Chaudhary
Commissioner of Customs, ITC/ICE and
Other IITs, Delhi Customs

3rd February 2025 | Tuesday | Shanti-101, New Delhi

Smuggling, counterfeiting, and illicit trade do not just undermine legitimate businesses, they erode trust in the system, frustrate compliant traders, and fuel organized crime. By engaging all stakeholders, from policymakers to enforcement agencies, industry leaders, and consumers, we can create a united front against these threats and strengthen the integrity of global trade.

4th Edition
Anti-Smuggling Day,
2025



Brij Bhushan Gupta
P. Additional Director General,
Directorate of Revenue Intelligence

**Digital Art
COMPETITION 2025**

Congratulations to all our winners



Centre enhancing focus on inter-agency coordination to eliminate smuggling

PIONEER NEWS SERVICE ■ NEW DELHI

The Directorate of Revenue Intelligence has taken the lead to establish an anti-smuggling coordination platform so that all agencies come forward and share relevant information and work towards eliminating smuggling activities and catching the real culprits.

"There are various challenges that law enforcement agencies face in tackling smuggling including going after the criminal syndicates or the key persons who are financing such illegal operations; it is not enough to just catch the carrier. To put a big dent into the smuggling network, we need to



Mohan Kumar Singh, member (compliance management), Central Board of Indirect Taxes and Customs on FICCI CASCADe's Anti-Smuggling Day

have enough data, skill sets and tools to analyse the data and intelligence coordination," said Mohan Kumar Singh, member (compliance management),

Central Board of Indirect Taxes and Customs on the occasion of FICCI CASCADe's 'Anti-Smuggling Day' on Tuesday. Talking about the importance

of inter-agency cooperation, Singh said it is important to focus on operational readiness and coordination among agencies to tackle cross border smuggling. "Also, recognition by the United Nations of this anti-smuggling day will create more international awareness on the issue, thereby contributing to the efforts in stemming this malaise," said Singh.

Highlighting the colossal nature of the problem of smuggling in the context of a rising Bharat, Anil Rajput, Chairman, FICCI CASCADe, said, "Along with the government and enforcement agencies it is critical that the consumers increasingly come forward and play their part in the battle against smuggling and illicit trade.

It is critical that the dissemination of information and exposure to facts related to smuggling is extended to the children and the youth. Additionally, I cannot overemphasise the importance of using advanced technology to counter smuggling and its offshoots. I am confident that the coming together of all these elements will lead to an effective and sustained response against this formidable adversary."

Pankaj Kumar Singh, Former Deputy National Security Adviser, Government of India said there are now new models of smuggling that involves technology such as the usage of drones that enables the creation of huge margins for these illegal activities.

'Government enhancing focus on inter-agency coordination to tackle & eliminate smuggling'

NEW DELHI: Mohan Kumar Singh, Member (Compliance Management), CBIC, on the occasion of FICCI CASCADe's 'Anti-Smuggling Day' said, "There are various challenges that law enforcement agencies face in tackling smuggling including going after the criminal syndicates or the key persons who are financing such illegal operations; it is not enough to just catch the carrier. To put a big dent into the smuggling network, we need to have enough data, skill sets and tools to analyse the data and intelligence coordination. The Directorate of Revenue Intelligence has taken the lead to establish an anti-smuggling coordination platform so that all agen-

'It is critical that dissemination of information & exposure to facts related to smuggling is extended to children & the youth'

cies come forward and share relevant information and work towards eliminating smuggling activities and catching the real culprits."

Talking about the importance of inter-agency cooperation, Singh said, "We need to upgrade the use of technology

in effectively combating smuggling. It is important to focus on operational readiness and coordination among agencies to tackle cross border smuggling. Also, recognition by the UN of this anti-smuggling day will create more international awareness on the issue, thereby contributing to the efforts in stemming this malaise."

Anil Rajput, Chairman, FICCI CASCADe, also highlighted the 2023-24 DRG Smuggling in India report that stated the government seized more than 8000 kgs of narcotic drugs and psychotropic substances, apart from other contraband items in huge quantities. While the seizure rates have gone up considerably, it is only the tip of the iceberg.

extended to the children and the youth. Additionally, I cannot overemphasise the importance of using advanced technology to counter smuggling and its offshoots. I am confident that the coming together of all these elements will lead to an effective and sustained response against this formidable adversary."

During the programme, FICCI CASCADe also highlighted the 2023-24 DRG Smuggling in India report that stated the government seized more than 8000 kgs of narcotic drugs and psychotropic substances, apart from other contraband items in huge quantities. While the seizure rates have gone up considerably, it is only the tip of the iceberg.

फिक्की के चौथे एंटी-स्मगलिंग डे समारोह का आयोजन

संवाद मधु एजेन्सी



समारोह में मौजूद अधिकारी। आर.एस.

नई दिल्ली: फेडरेशन ऑफ इंडियन पैपर्स और पब्लिशर्स एसोसिएशन (फिक्की) के संस्कार के तहत एक कार्यक्रम में चौथे एंटी-स्मगलिंग डे समारोह का आयोजन किया गया। इसका उद्देश्य स्मगलिंग के खिलाफ एकजुट होने और समाज को जागरूक बनाने के लिए विभिन्न संस्थाओं को एक साथ पर लक्ष्य रहा। कार्यक्रम के अखंड अंश डेलाइन में स्मगलिंग के बढ़ते खतरे पर प्रकाश डाला और इसके खिलाफ एकजुट होने की आवश्यकता पर जोर दिया। इसके बाद प्रेसिडेंट एंटी-स्मगलिंग डेन विजय पर एक पैरस पढ़ा गया। इससे पहले उन्होंने स्मगलिंग के खिलाफ युवाओं और अधिकारियों को जागरूक करने की बात कही। इस दिन में उपस्थित युवा समूहों का प्रकाश डाला गया, क्योंकि प्रत्येक युवा और युवा समूहों के पास समाज में जागरूक और जागरूक होना एक ज़रूरी है। उन्होंने कहा कि स्मगलिंग के बढ़ते खतरे को रोकना और समाज को जागरूक बनाने के लिए स्मगलिंग डे का आयोजन करना अत्यंत महत्वपूर्ण है।

इसके बाद एक और पैरस पढ़ा गया, जिसमें स्मगलिंग के खिलाफ एकजुट प्रयासों पर जोर था। इस दिन में विभिन्न अधिकारिक अधिकारियों के सहभागिता के अलावा, विभिन्न क्षेत्रों और आम जनता के बीच (अपने एंटी-स्मगलिंग) के लिए जागरूकता के लिए स्मगलिंग डे का आयोजन किया गया। फिक्की के संस्कार के अखंड अंश डेलाइन में अगले सातवें शताब्दी में स्मगलिंग के

तस्करी से निपटने के लिए एजेंसियों के बीच समन्वय पर ध्यान दे रही है सरकार

नई दिल्ली, (पंजाब केसरी) : केंद्रीय अल्पसंख्यक कर एवं सीमा शुल्क बोर्ड के सदस्य (अनुपालन प्रबंधन) मोहन कुमार सिंह ने फिक्की कास्केड के 'तस्करी विरोधी दिवस' (एंटी-स्मगलिंग डे) के अवसर पर कहा, 'तस्करी की समस्या से निपटने में कामगम प्रवर्तन एजेंसियों को कई चुनौतियों का सामना करना पड़ता है। आपराधिक सिंडिकेट या ऐसी अवैध गतिविधियों को बित्त पोषित करनेवाले प्रमुख लोगों के खिलाफ कार्रवाई करना ऐसी ही चुनौती है। इस मामले में केवल बीच के कुछ लोगों को पकड़ना ही पर्याप्त नहीं है। तस्करी के नेटवर्क में बढ़ी संधि लगाने के लिए हमारे पास पर्याप्त डेटा होने, ऐसे डेटा के विश्लेषण के लिए कौशल एवं टूल्स होने और रूढ़िगत तंत्र के बीच समन्वय की जरूरत है। राजस्व खंड विभागा निदेशालय ने एक तस्करी विरोधी समन्वय गंच स्थापित करने का बौद्धा उठाया है ताकि सभी

एजेंसियां अग्रे आएँ, प्रासंगिक जानकारी साझा करें और तस्करी की गतिविधियों को खत्म करने एवं वास्तविक अपराधियों को पकड़ने की दिशा में काम करें।"

एजेंसियों के बीच सहयोग के महत्व पर बात करते हुए सिंह ने कहा कि हमें तस्करी से प्रभावी रूप से निपटने के लिए प्रौद्योगिकी के उपयोग को बढ़ाने की आवश्यकता है। सीमा पर से होने वाली तस्करी से निपटने के लिए एजेंसियों के बीच परस्पर सहयोग और समन्वय पर ध्यान देना ज़रूरी है। तेजी से विकास करते भारत के संदर्भ में तस्करी की खपत का प्रकाश डालते हुए फिक्की कास्केड के चेयरमैन अनिल राजपूत ने कहा, 'संस्कार और प्रवर्तन एजेंसियों के साथ-साथ यह महत्वपूर्ण है कि उपभोक्ता भी अग्रे आएँ और तस्करी एवं अवैध व्यापार के खिलाफ लड़ाई में अपनी भूमिका निभाएं।



Delhi: FICCI Cascade observed Anti-Smuggling Day today, highlighting the significant harm caused by counterfeit goods and smuggling to the country and society

Anil Rajput, FICCI Cascade Chairman, says, "Four years ago we decided that Anti Smuggling day should be observed all over the country. For spreading awareness United Nations have decided so many days but regarding smuggling and terror funding today has been announced. Hence from India, four years ago we announced this day and we request United Nations to accept this day and spread awareness in the world."

MEDIA COVERAGE

‘तस्करी से निपटने को ठोस कदम जरूरी’

नई दिल्ली। केंद्रीय अप्रत्यक्ष कर एवं सीमा शुल्क बोर्ड के सदस्य (अनुपालन प्रबंधन) मोहन कुमार सिंह ने फिक्की कास्केड के ‘तस्करी विरोधी दिवस’ के अवसर पर कहा, ‘तस्करी की समस्या से निपटने में कानून प्रवर्तन एजेंसियों को कई चुनौतियों का सामना करना पड़ता है। आपराधिक सिंडिकेट या ऐसी अवैध गतिविधियों को वित्तपोषित करने वाले प्रमुख लोगों के खिलाफ कार्रवाई करना ऐसी ही चुनौती है। उन्होंने कहा कि इस मामले में केवल बीच के कुछ लोगों को पकड़ना ही पर्याप्त नहीं है। तस्करी के नेटवर्क में बड़ी संघ लगाने के लिए हमारे पास पर्याप्त डाटा होने, ऐसे डाटा के विश्लेषण के लिए कौशल एवं टूल्स होने और खुफिया तंत्र के बीच समन्वय की जरूरत है। राजस्व खुफिया निदेशालय ने एक तस्करी विरोधी समन्वय मंच स्थापित करने का बीड़ा उठाया है ताकि सभी एजेंसियां आगे आए, प्रासंगिक जानकारी साझा करें और तस्करी की गतिविधियों को खत्म करने एवं वास्तविक अपराधियों को पकड़ने की दिशा में काम करें।’

Need synergy between tech, human intelligence to curb smuggling: Former Dy NSA

FTI / Updated: Feb 22, 2025, 23:06 IST



New Delhi, A synergy between technology and human intelligence is needed to check smuggling of weapons and narcotic drugs into the country, former Deputy National Security Advisor Pankaj Kumar Singh said on Tuesday. He also said that enforcement agencies are scanning the “dark net” to get leads on those involved in illegal trade of narc substances, he said.

“Today a lot of drugs and weapons are being traded on the dark net... Law enforcement agencies are looking at dark net for all this information so that these people can be caught... Technology will have to be adopted but at the end of it, the creative part, the human part will have to be there. Technology plus human intelligence that’s the way out (to catch smugglers),” Singh said at the Anti Smuggling Day event organised by FICCI CASCAD here.

According to the Smuggling in India Report released by the Directorate of Revenue Intelligence (DRI) in December last year, DRI officers seized about 8,224 kg of contraband in the 2023-24 fiscal worth Rs 2,242 crore, with the seizure of cocaine seeing an increase over the past five years.

During the 2023-24 financial year, DRI seized 1,319 kg of gold and smuggling through India’s porous eastern borders, particularly with Bangladesh and Myanmar, has also emerged as a major concern for law enforcement agencies.

Tackling Smuggling: The Tech-Intelligence Synergy

Former Deputy National Security Advisor Pankaj Kumar Singh addresses the need for a synergy between technology and human intelligence to combat weapons and narcotic smuggling. He emphasises the importance of enforcement agencies utilising the dark net for leads, and the role of inter-agency cooperation and information exchange.



In a recent call to action, former Deputy National Security Advisor Pankaj Kumar Singh emphasised the necessity of fostering technology and human intelligence to effectively counter the smuggling of weapons and narcotics into the country. Speaking at an event marking Anti Smuggling Day, Singh highlighted the role of inter-agency cooperation and information exchange in tackling the dark net.

अवैध कारोबार पर अंकुश के लिए तस्करी विरोधी समन्वय मंच : सिंह तस्करी के लिए ड्रोन का उपयोग बढ़ा

नई दिल्ली। ‘तस्करी विरोधी दिवस’ पर फिक्की कास्केड के कार्यक्रम में केंद्रीय अप्रत्यक्ष कर एवं सीमा शुल्क बोर्ड सदस्य मोहन कुमार सिंह ने कहा कि तस्करी की समस्या से निपटने के लिए पर्याप्त डेटा, डेटा विश्लेषण के लिए टूल और खुफिया तंत्र के बीच समन्वय की जरूरत है। यह देखते हुए राजस्व खुफिया निदेशालय ने तस्करी विरोधी समन्वय मंच स्थापित किया है, ताकि सभी एजेंसियां जानकारी साझा करने के साथ तस्करी को खत्म करने की दिशा में काम करें।

उन्होंने कहा कि संयुक्त राष्ट्र के तस्करी विरोधी दिवस को मान्यता से इस मुद्दे पर अंतरराष्ट्रीय जागरूकता पैदा होगी।

फिक्की कास्केड के चेयरमैन अनिल राजपूत ने कहा कि उपभोक्ता भी तस्करी एवं अवैध व्यापार के खिलाफ लड़ाई में भूमिका निभाएँ। सभी पक्षों के साथ आने से तस्करी के खिलाफ प्रभावी कदम उठाना संभव होगा। पूर्व उप राष्ट्रीय सुरक्षा सलाहकार पंकज कुमार सिंह ने कहा कि में ड्रोन के उपयोग समेत नए-नए तरीके अपनाए जा रहे हैं, इससे अवैध गतिविधियों का मार्जिन बढ़ा है।

FTI

‘एंटी स्मगलिंग डे’ पर हुई तस्करी पर चर्चा, फिक्की अध्यक्ष बोले- इसका समाधान ढूंढना जरूरी

By SONI BALLESHWAR February 22, 2025



नई दिल्ली। केंद्रीय अप्रत्यक्ष कर एवं सीमा शुल्क बोर्ड (इन्फो) फिक्की कास्केड द्वारा आज हुई स्मगलिंग के विरोधी दिवस पर। इस अवसर पर नई दिल्ली में दो एक कार्यक्रम का आयोजन किया गया, जिसमें नवनील शर्मा और नवनील के.एस. को जे.ए.ए.ए. के बारे में चर्चा की गई।

तस्करी से निपटने के लिए एजेंसियों के बीच समन्वय पर ध्यान

फिक्की न्यूज नेटवर्क
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नई दिल्ली। केंद्रीय अप्रत्यक्ष कर एवं सीमा शुल्क बोर्ड के सदस्य (अनुपालन प्रबंधन) मोहन कुमार सिंह ने फिक्की कास्केड के ‘तस्करी विरोधी दिवस’ (एंटी-स्मगलिंग डे) के अवसर पर कहा, ‘तस्करी की समस्या से निपटने में कानून प्रवर्तन एजेंसियों को कई चुनौतियों का सामना करना पड़ता है। आपराधिक सिंडिकेट या ऐसी अवैध गतिविधियों को वित्तपोषित करने वाले प्रमुख लोगों के खिलाफ कार्रवाई करना ऐसी ही चुनौती है। उन्होंने कहा कि इस मामले में केवल बीच के कुछ लोगों को पकड़ना ही पर्याप्त नहीं है। तस्करी के नेटवर्क में बड़ी संघ लगाने के लिए हमारे पास पर्याप्त डाटा होने, ऐसे डाटा के विश्लेषण के लिए कौशल एवं टूल्स होने और खुफिया तंत्र के बीच समन्वय की जरूरत है। राजस्व खुफिया निदेशालय ने एक तस्करी विरोधी समन्वय मंच स्थापित करने का बीड़ा उठाया है ताकि सभी एजेंसियां आगे आए, प्रासंगिक जानकारी साझा करें और तस्करी की गतिविधियों को खत्म करने एवं वास्तविक अपराधियों को पकड़ने की दिशा में काम करें।’



फिक्की कास्केड ने मनाया एंटी स्मगलिंग डे

MEDIA
 COVERAGE



TWITTER SPACE SESSIONS



Twitter Space with **Mr. Suvashis Choudhary**

**Former Joint Commissioner of Police, Chief Security Commissioner,
Delhi Metro Rail Corporation and Think Tank Member, FICCI CASCADE**

Need for a consumer voice to combat illicit trade

May 16, 2024 | New Delhi

FICCI CASCADE organized a X (Twitter) Space programme featuring Mr. Suvashis Choudhary, Former Joint Commissioner of Police, Chief Security Commissioner, Delhi Metro Rail Corporation and Think Tank Member, FICCI CASCADE on the "Need for a consumer voice to combat Illicit Trade" on Thursday, 16th May 2024. The discussion, led by Mr. Choudhary, provided valuable insights into the global landscape of illicit trade, emphasizing the impact of advancing technologies such as cryptocurrency, cyber threats, and artificial intelligence (AI), alongside public awareness campaigns and collaborative initiatives to curb illicit activities.

Mr. Choudhary adeptly underscored the detrimental consequences of consuming counterfeit goods, which pose severe risks including accidents, injuries, and fatalities. He delineated the jurisdictional hurdles faced by enforcement agencies, elaborating on how these transnational criminal networks exploit encrypted communication channels and dark web marketplaces to evade detection. Moreover, he provided a comprehensive analysis of the role of Information Technology (IT) and AI, highlighting their dual functionality in both detecting and enabling illicit trade, while spotlighting the challenges cryptocurrency presents in tracing illegal activities.

The discourse illuminated the imperative for robust international cooperation and inter-agency collaboration, stressing the indispensable role of social media influencers in amplifying public awareness. He lauded



initiatives such as FICCI CASCADE for their pivotal role in safeguarding public safety and economic stability. Furthermore, Mr. Choudhary emphasized the criticality of consumer vigilance, advising consumers to patronize reputable vendors and validate product authenticity directly with manufacturers when uncertainties arise.

The session facilitated a dynamic exchange of ideas and strategies among participants, fostering constructive dialogue aimed at mitigating the scourge of illicit trade and fortifying socio-economic interests on a global scale.

The virtual program garnered exceptional enthusiasm, drawing participation from an impressive cohort of 19,000 attendees worldwide.

Overall, the session served as a catalyst for collective action, galvanizing stakeholders towards concerted efforts in combating illicit trade and fortifying global resilience against its pernicious impacts.

Twitter Space with Mr. P K Malhotra

Former Secretary, Ministry of Law and Justice and
Think Tank Member, FICCI CASCADE

Legal Insights & Strategies to Combat Counterfeiting and Smuggling

May 31, 2024 | New Delhi



FICCI CASCADE organized a X (Twitter) Space program featuring Mr. P K Malhotra, Former Secretary, Ministry of Law and Justice and Think Tank Member, FICCI CASCADE on "Legal Insights & Strategies to Combat Counterfeiting and Smuggling" on 31st May 2024. Mr. Malhotra shed light on the current global scenario of smuggling and counterfeiting, elucidating their substantial impacts on national economies, and lawful enterprises.

During the discussion, Mr. Malhotra highlighted the widespread prevalence of smuggling globally, emphasizing its detrimental impact on both national and international economies. He underscored the complex interconnection between counterfeiting, smuggling, and organized crime, which presents significant challenges for law enforcement and regulatory agencies. Furthermore, Mr. Malhotra emphasized how

illicit trade practices contribute to the erosion of tax revenues, impeding government initiatives aimed at fostering economic growth. He also elucidated the adverse consequences of counterfeiting and smuggling on legitimate businesses, including the loss of market share, harm to reputation, and risks to consumer safety. Mr. Malhotra delved into specific laws outlined in the Indian Penal Code and consumer protection legislation aimed at preventing smuggling and counterfeiting. Additionally, he explored how smuggling intertwines with terrorism, highlighting its role as a funding source, facilitator, and tool for exploitation in terrorist activities. This connection amplifies security risks and hampers counterterrorism efforts.

To conclude, Mr. Malhotra proposed essential steps, such as enhancing international collaboration and sharing information to dismantle cross-border smuggling networks. He also stressed the significance of raising public awareness and conducting consumer education programs to reduce the desire for counterfeit goods.

Furthermore, participants were able to participate in a productive discussion,

exchanging thoughts and methods to reduce illicit trade and protecting socio-economic interests worldwide.

The online session attracted eager engagement from a global audience of over 15,000 participants.

Twitter Space with **Ms. Sungita Sharma**, Former Special Secretary & Member (Admin), Central Board of Indirect Taxes and Customs Think Tank Member, FICCI CASCADE

Unmasking Illicit Trade: Global Trends and Impacts on Economy and National Security
July 16, 2024 | New Delhi

FICCI CASCADE hosted an engaging Twitter Space programme, featuring Ms. Sungita Sharma, Former Special Secretary & Member (Admin), Central Board of Indirect Taxes and Customs, Think Tank Member, FICCI CASCADE on 16th July 2024. The session, titled "Unmasking Illicit Trade: Global Trends and Impacts on Economy and National Security," provided a deep dive into the pressing issue of illicit trade. Ms. Sharma led the discussion, shedding light on the global trends shaping this menace and its profound impact on national economies and security frameworks.

The session highlighted the multifaceted challenges posed by illicit trade, including revenue losses, threats to legitimate businesses, and the erosion of public trust in regulatory systems. Ms. Sharma emphasized the need for enhanced collaboration among governments, international organizations, and the private sector to counter this pervasive threat effectively. She also underscored the role of technology in tracking and mitigating these activities, stressing the importance of innovation in enforcement strategies.

Ms. Sharma mentioned that empowering consumers with knowledge about the dangers of counterfeit and smuggled goods can significantly reduce demand, thereby weakening the networks that sustain these illegal activities. Furthermore, she advocated



for stringent penalties and a robust legal framework to deter offenders, ensuring that enforcement efforts are supported by strong judicial backing.

The discussion concluded with a call to action for greater awareness and a collective approach in addressing the economic and security challenges arising from this global issue. The program reinforced FICCI CASCADE's commitment in fostering dialogue and solutions to safeguard economic integrity and national security.

Moreover, participants engaged in a productive dialogue, sharing ideas and strategies to combat illicit trade and protect socio-economic interests on a global level.

The virtual program garnered enthusiastic participation from 10,000 attendees worldwide.

Twitter Space with Mr. P C Jha

Advisor, FICCI CASCADE & Former Chairman
Central Board of Indirect Taxes and Customs

Combating Illicit Trade through Effective Enforcement

December 18, 2024 | New Delhi



FICCI CASCADE organized a thought-provoking Twitter Space programme, featuring Mr. P C Jha, Advisor, FICCI CASCADE & Former Chairman, Central Board of Indirect Taxes and Customs, on 18th December 2024. The session, titled "Combating Illicit Trade through Effective Enforcement" served as a dynamic forum to discuss the critical role of enforcement agencies in addressing the challenges posed by illicit trade. Mr. Jha highlighted how effective enforcement and strong deterrence mechanisms are pivotal in curbing the spread of illegal trade activities, which undermine legitimate businesses and the economy. The discussion emphasized the need for capacity building among enforcement officers, the adoption of advanced detection technologies, and the formulation of stricter punitive measures to deter offenders.

The session also explored the importance of public awareness in combating illicit trade effectively. Mr. Jha emphasized the need to

educate consumers about the wide-ranging consequences of purchasing counterfeit and illegal goods, including revenue losses for governments and potential risks to consumer health and safety. Additionally, he explored the connection between taxation rates and the prevalence of illicit trade, pointing out that excessively high taxes on certain products could incentivize smuggling and illegal trade. He recommended a balanced approach to taxation, coupled with strong enforcement and widespread public awareness campaigns, as a crucial strategy to comprehensively address this complex issue.

Furthermore, the session emphasized the need for cross-border collaboration and intelligence sharing among nations. Illicit trade is a global issue that transcends national boundaries, requiring coordinated efforts to disrupt supply chains and dismantle organized criminal networks. By adopting harmonized policies and leveraging global partnerships, countries can create a unified front against these illegal activities. The discussions underscored the importance of fostering innovation in enforcement mechanisms, such as utilizing blockchain technology and digital authentication tools, to enhance traceability and accountability across supply chains.

In conclusion, the session fostered a dynamic exchange of ideas among participants, paving the way for collaborative strategies to combat illicit trade and safeguard the economy.

The virtual program garnered enthusiastic participation from 5,000 attendees worldwide.

Twitter Space with

Mr. Hem Pande, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution, Government of India, and Think Tank Member, FICCI CASCADE

National Consumer Day: Fight Against Smuggled and Counterfeit Goods

December 24, 2024 | New Delhi

In recognition of National Consumer Day and the collective responsibility to safeguard consumers and promote ethical trade practices, FICCI CASCADE hosted an engaging Twitter Space session titled "National Consumer Day: Fight Against Smuggled and Counterfeit Goods" on 24th December 2024. The session featured Mr. Hem Kumar Pande, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution, Government of India, and Think Tank Member, FICCI CASCADE. Drawing from his vast experience and expertise, Mr. Pande provided valuable insights into the ongoing fight against counterfeit and smuggled goods, shedding light on the challenges and strategies to address this pressing issue.

The interactive session highlighted the grave threat counterfeit and smuggled goods poses to consumer health and safety, emphasizing the critical risks associated with these illicit products. It underscored the importance of raising public awareness to empower consumers to make informed choices, thereby safeguarding public well-being. The session also shed light on the essential role of governments and law enforcement agencies in intensifying efforts to combat smuggling and sale of counterfeit goods. Collaboration between policymakers, enforcement authorities, and organizations like FICCI CASCADE was emphasized as essential for



building a more robust framework to counter such illicit activities effectively. Furthermore, the discussions explored how fostering public awareness can create a more consumer-conscious society that actively rejects counterfeit products, contributing to a safer and more secure marketplace.

The discussions not only illuminated the multifaceted impacts of smuggled and counterfeit product on consumer health and safety but also delved into their broader economic and social repercussions, emphasizing the need for robust policies, enhanced enforcement mechanisms, and widespread public awareness campaigns.

The virtual programme garnered enthusiastic participation from 19,000 attendees worldwide.

STAKEHOLDER CONSULTATION





WORLD ANTI-COUNTERFEITING DAY 2024

June 6, 2024 | New Delhi

Counterfeiting and contraband pose significant global challenges, impacting both developing and developed nations, including India. Despite India's rapid economic growth creating opportunities across sectors, it has also inadvertently fostered an environment conducive to counterfeiters and smugglers. On June 6, 2024, FICCI CASCADE organized a stakeholder consultation in commemoration of World Anti-Counterfeiting Day, themed "Securing the Digital Frontier: Cooperation, Collaboration, and Best Practices." The consultation garnered extensive participation from government bodies, industry leaders, law enforcement agencies, and civil society. Distinguished figures from various sectors shared insights on combating counterfeiting, focusing on themes such as enhancing enforcement measures, leveraging technology for authentication, strengthening regulatory frameworks, and increasing public awareness. Participants underscored the importance of forging partnerships among government



entities, industry stakeholders, and civil society to effectively address these pervasive challenges.

Mr. B. Shankar Jaiswal, IPS, the Joint Commissioner of Police (Tech, Cyber, and Licensing) from the Delhi Police, brought attention to the multifaceted nature of counterfeiting and its wide-ranging impacts during the discussion. He highlighted the





significant loss of government revenue and trademark rights violations resulting from counterfeiting, particularly emphasizing the challenge posed by counterfeit currency notes. Mr. Jaiswal also addressed the global issue of counterfeit drugs, outlining strategies such as stricter regulations and public awareness campaigns to combat this problem. He proposed adjustments in the risk-

reward scheme for counterfeiters and suggested leveraging blockchain technology for supply chain security while cautioning against overreliance on it. Additionally, Mr. Jaiswal emphasized the importance of countering deepfake technology in social media platforms through the adoption of anti-deepfake tools. Overall, his insights underscored the pressing necessity for a





comprehensive approach integrating technological innovation, regulatory interventions, and public awareness initiatives to effectively combat counterfeiting and safeguard economies, industries, and public trust.

Mr. Amit Goyal, IPS, Deputy Commissioner of Police - Crime, Delhi Police, emphasized the pervasive threat posed by counterfeiting, labeling it as one of humanity's oldest crimes. He pointed out the dangers it poses to financial systems, national security, and

public trust, citing the exploitation of vulnerabilities in security measures such as fake identities on social media and manipulation of e-commerce platforms. Mr. Goyal stressed the imperative of addressing these challenges to protect consumers and maintain the integrity of online transactions. Additionally, he discussed the rising trend of impersonation for fraudulent purposes, highlighting the necessity for improved training and awareness among stakeholders to effectively combat these deceptive practices.





Mr. Anil Rajput, Chairman of FICCI CASCADE, stressed the need for a comprehensive strategy to tackle counterfeiting. He highlighted the importance of legal measures, enforcement actions, consumer awareness, and industry cooperation. According to him, the Government, law enforcement agencies, businesses, and global organizations must enhance collaboration and innovate methods and technologies to combat counterfeiting effectively. The aim is to protect consumers, support genuine businesses, and maintain

the integrity of global supply chains.

Dr. G R Raghavender, a senior consultant at CIPAM and former Joint Secretary of DPIIT, highlighted the profound economic and health repercussions of counterfeiting. He urged stakeholders to adopt robust strategies to combat this issue effectively. He shared the risks associated with counterfeit medicines and stressed the need for stringent measures to protect patient safety. Dr. Raghavender also discussed India's proactive





efforts in combating counterfeiting and protecting intellectual property rights through participation in WIPO treaties. Additionally, he underscored India's commitment to biodiversity conservation as a signatory of the Convention on Biological Diversity, emphasizing the importance of collaborative efforts and public awareness initiatives in addressing counterfeiting.

During the consultation, Dr. Debi Prasad Dash, former Principal Director General of DRI and

Chairman of the Enforcement Committee at WCO, who also serves as a distinguished member of the think tank at FICCI CASCADE, led an insightful panel discussion. Dr. Dash highlighted a nuanced perspective: smuggling activities are not solely confined to counterfeit goods; even genuine products can be subject to illicit smuggling practices. He highlighted FICCI CASCADE's role in combating both smuggling and counterfeiting by bringing together various stakeholders. The discussion also touched upon the importance





of TRIPS in tackling counterfeiting.

Various industries members put forward strategies to combat counterfeiting, emphasizing the importance of stronger legislation and robust laws. Collaboration is seen as highly effective, with stakeholders across the supply chain, consumers, and authorities working together to identify counterfeit products, share information, and prosecute offenders. Additionally, raising consumer awareness is deemed essential. Educating consumers about the risks of counterfeit

goods empowers them to make informed choices and support genuine brands. There's a call for increased consumer education on recognizing counterfeit goods, with consumer organizations playing a pivotal role.

The session attracted cyber-law experts and representatives from various organizations, including USPTO, JETRO, British High Commission India, Embassy of Denmark in India, Proctor & Gamble, Amazon, HUL, Diageo India, Marico, Pernod Richard, Asian Paints, and Western Digital.



Mr. Deep Chand, IPS, former special commissioner of police and advisor to FICCI CASCADE, wrapped up the event by summarizing the fruitful discussions that took place. During the session, participants delved into various strategies to combat counterfeiting, focusing on leveraging advanced technologies like authentication systems, track-and-trace solutions, and blockchain. The gathering highlighted global best practices in tackling counterfeiting, underscoring the proactive measures adopted across different parts of the world.

नकली सामान की समस्या से निपटने के लिए टैक्स में कमी और सप्लाई बढ़ाना कारगर उपाय: विशेषज्ञ

Rishabh Srivastava | नई दिल्ली

बजार में बिकने वाले नकली वस्तुओं की समस्या को कम करने के लिए विशेषज्ञों का कहना है कि सरकार को टैक्स में कमी देनी होगी और सप्लाई बढ़ाने की जरूरत है। वे कहते हैं कि नकली सामान की समस्या को नियंत्रित करने के लिए सरकार को टैक्स में कमी देनी होगी और सप्लाई बढ़ाने की जरूरत है। वे कहते हैं कि नकली सामान की समस्या को नियंत्रित करने के लिए सरकार को टैक्स में कमी देनी होगी और सप्लाई बढ़ाने की जरूरत है।

Delhi Police Advocates Tech Solutions Against Counterfeiting and Unlicensed Hotels

At a FICCI-organized presentation, the Delhi Police highlighted the urgent need for emerging technologies like blockchain and biometrics to combat counterfeiting and unlicensed hotels in the digital age. Officials stressed collaborative efforts and advanced training to address the evolving issues of these crimes.



It is a call to action during a FICCI-organized stakeholders' consultation on World Anti-Counterfeiting Day. The Delhi Police underscored the necessity for a concerted effort to tackle counterfeiting and unlicensed hotels.

दिल्ली पुलिस ने जालसाजी और बिना लाइसेंस वाले होटलों के खिलाफ कार्रवाई का आह्वान किया



MORE VOLUME AND LESS TAXES. BEST WAY TO COUNTER COUNTERFEITING: JOINT COMMISSIONER, DELHI POLICE (TECH, CYBER & LICENSING)

Counterfeiting both physical and digital has become pervasive, impacts the individual, community, society and the nation.

THE COMMISSIONER OF Police (Tech, Cyber & Licensing), Delhi Police stated that counterfeiting is not just a crime but a threat to the economy and the nation. He emphasized the need for a concerted effort to tackle counterfeiting and unlicensed hotels.

जालसाजी से निपटने का तरीका, अधिक मात्रा और कम टैक्स: फिक्की कैस्केड

नई दिल्ली@पत्रिका. फिक्की कैस्केड (कमेटी ऑफ़ स्ट्रॉंगिंग एंड काउंटरफ़ेटिंग डेस्ट्रॉयड इकोनॉमी) हितधारक परामर्श की ओर से आयोजित 'सेक्यूरिंग डिजिटल फ्रंटियर- कोऑपरेशन, कोलैबोरेशन एण्ड बेस्ट प्रैक्टिसेज' विषय पर चर्चा में दिल्ली पुलिस के संयुक्त पुलिस आयुक्त वी शंकर जायसवाल ने कहा कि जालसाजी को जालसाजों के लिए कम जोखिम और अधिक लाभ वाली गतिविधि नहीं बनने देना चाहिए। भौतिक और डिजिटल स्थान में जालसाजी व्यापक हो गई है और उपभोक्ताओं, सरकारी राजस्व, कंपनियों और यहां तक कि शोधकर्ताओं को भी प्रभावित करती है। उन्होंने कहा कि ब्लॉकचेन जैसी तकनीकों को बढ़ाने और अधिक सुलभ और डिजिटल जालसाजी के खिलाफ अपनी सुरक्षा को मजबूत कर सकते हैं। फिक्की कैस्केड के चेयरमैन अनिल राजपूत ने कहा, फिक्की कैस्केड को विश्व जालसाजी विरोधी दिवस 2024 के अवसर पर इस महत्वपूर्ण चर्चा की मेजबानी करने का सम्मान मिला है। जालसाजी न केवल उपभोक्ताओं के लिए बल्कि दुनिया भर के देशों के स्वास्थ्य, प्रगति और विकास के लिए भी एक बड़े खतरा है। जालसाजी से निपटने के लिए कानूनी कार्रवाई, मजबूत प्रवर्तन उपाय सहित बहुआयामी दृष्टिकोण की आवश्यकता है।

Latest News | Delhi Police Calls for Action Against Counterfeiting, Unlicensed Hotels in Digital Era

Get latest articles and stories on Latest News at LatestLY. The Delhi police called for a concerted effort by all stakeholders to tackle the issue of counterfeiting and unlicensed hotels in the digital era, with the use of emerging technologies like blockchain and biometrics.



Ficci कास्केड ने किया एंटी-काउंटरफेटिंग कॉन्फ्रेंस का आयोजन ||



MEDIA COVERAGE



SEMINARS



SEMINAR ON GLOBAL CHALLENGES OF ILLICIT TRADE AND THE WAY FORWARD

June 20, 2024 | New Delhi

Smuggling and illicit trade are complex global threats undermining society, harming legitimate economies, and reducing government revenues. Apart from this, these operations now use advanced technologies and global supply chains to evade detection, funding criminal enterprises and terrorist organizations, and compromising national security. In response, FICCI CASCADE organized a seminar on June 20, 2024, titled "Global Challenges of Illicit Trade and the Way Forward," to address these issues and foster collaboration against this universal threat. With extensive participation from government bodies, industry leaders, law enforcement agencies, and civil society, the seminar



facilitated a comprehensive discussion. While various perspectives were shared, the primary focus remained on formulating effective strategies to combat this growing menace.

"Combating such expansive networks demands a coalition of government bodies and non-state actors," remarked

Mr. Mohan Kumar Singh, Principal Director General of the Directorate of Revenue Intelligence (DRI). He vividly illustrated the profound threat of illicit trade and highlighted how smuggling and counterfeiting erode legitimate economic activities, deplete government revenues, and fuel organized crime. With striking statistics, Mr. Singh revealed that in the 2023-24 financial year alone, the DRI uncovered 623 cases, averaging nearly two per day, resulting in the seizure of contraband worth Rs. 3500



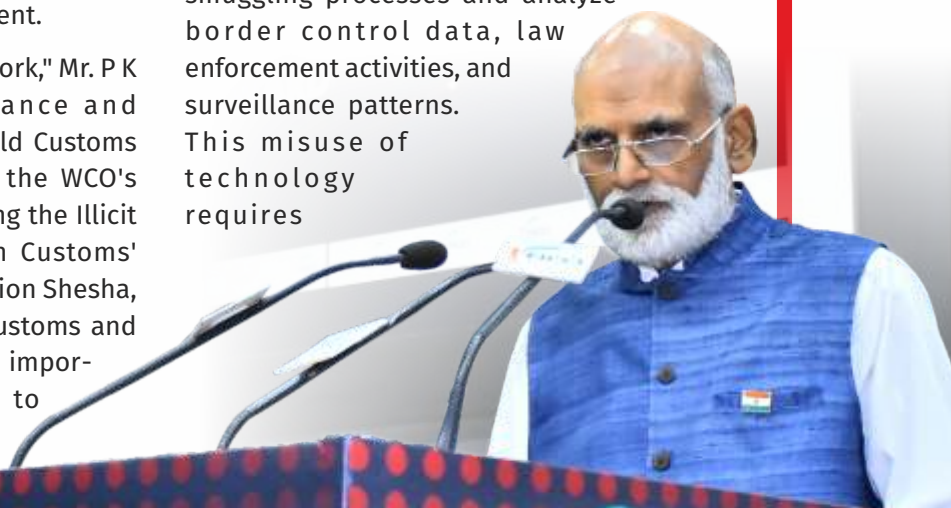


crores. These included narcotics, gold, fake currency and a variety of other illicit goods like cigarettes and wildlife products. Mr. Singh advocated for global cooperation to tackle this menace, highlighting the success of international cooperation efforts giving the example of WCO-led Operation TIN CAN in seizing contraband within legitimate cargo. He praised FICCI CASCADE's relentless campaign against illicit trade and the seminar for fostering essential dialogue and collaboration. He emphasized the urgent need to involve relevant stakeholders, noting that many DRI investigations reveal troubling infiltration of supply chains and insider involvement.

"It takes a network to defeat a network," Mr. P K Das, Director of the Compliance and Facilitation Directorate at the World Customs Organisation (WCO), highlighted the WCO's efforts against illicit trade, including the Illicit Trade Report. He praised Indian Customs' support, especially through Operation Shesha, a collaboration with Hong Kong Customs and the WCO. Mr. Das highlighted the importance of a networked approach to dismantle illicit networks, calling for coordinated efforts in

analysis, interdiction, investigation, prosecution, and penalties. He concluded by promoting trade integrity and commending FICCI for its support to Indian Customs in this fight.

Mr. Anil Rajput, Chairman of FICCI CASCADE, delivering the welcome address at the seminar, said, "In India, DRI and other enforcement agencies have been playing a significant role in combating illicit trade through increased seizures of illicit products like gold, cigarettes, currency, and cosmetics at airports, seaports, and border points. Today, illicit trade operatives exploit AI to automate smuggling processes and analyze border control data, law enforcement activities, and surveillance patterns. This misuse of technology requires





our unabated focus." "I must emphasize that despite the increase in seizures, these represent only the tip of the iceberg. The problem's magnitude is significantly higher and continues to grow exponentially. Hence, it is imperative to enhance global cooperation in combating illicit trade. One proposed solution is establishing a 'Global Forum' of enforcement agencies worldwide, supported by a dedicated secretariat. FICCI CASCADE stands ready to collaborate with the government and enforcement agencies to develop a comprehensive strategy," Mr. Rajput added.

"Illicit trade lurks in the underbelly of the economy" **Mr. P C Jha**, Advisor to FICCI CASCADE and former CBIC Chairman, stressed the need

for technology, and international cooperation to combat illicit trade. He noted significant economic impacts and highlighted FICCI CASCADE's role in promoting responsible behaviour among consumers and youth.

"There are no immediate shortcuts that we can apply but we have to think of the long run and within that structure the short run," said, **Prof. Arun Kumar**, Author & Retd. Professor of Economics at Jawaharlal Nehru University. He highlighted the extensive reach of illicit trade, linking it to the black economy and black income generation. He stressed the critical role of the international financial system in addressing this issue and identified a corrupt nexus-comprising businessmen, politicians, and executives-as key to perpetuating illicit trade. Prof. Kumar mentioned that combating this, requires political will and accountability at all governance levels. He referenced India's 1950s development, which focused on resource management to alleviate poverty and illiteracy. Prof. Kumar advocated dismantling the corrupt nexus and called for honesty in implementing technological mea-





asures like digitization and cryptocurrency. He also highlighted the importance of social and cultural factors in international collaboration and urged independent regulatory agencies to drive positive privatization.

"Recognizing that a border is more than just a line is crucial in addressing these complex issues of illicit trade and smuggling effectively." **Brigadier Girish Upadhya SM, VSM, DIG-23rd Sector Assam Rifles** briefed on the role of Assam Rifles in ensuring national security and preventing smuggling and illicit trade. He highlighted the challenging terrain of the northeast, noting the difficulties of guarding inaccessible borders with limited resources. Brigadier Girish explained the existence of both legal and numerous illegal crossing points and emphasized the collaboration with stakeholders like Customs and DRI at various checkpoints. Brigadier Girish also discussed the implementation of measures such as biometric checks and regular monitoring to mitigate risks, enhance compliance, and support national security efforts.



Mr. Najib Shah, Former Chairman of the Central Board of Indirect Taxes and Customs and a FICCI CASCADE Think Tank Member, highlighted the increased quantum of seizures, stressing that the visible figures of seizures by Customs are only a fraction of the actual illicit inflow. Mr. Shah raised a crucial point about right holders' reluctance to engage in the process, possibly due to concerns over credibility or lengthy destruction procedures. He urged the CASCADE committee to address this issue, stressing the necessity for right holders to be actively involved in safeguarding their counterfeited products from being smuggled.

Indian Customs is implementing evolving strategies to combat illicit trade, mentioned





Mr. Sanjay Bansal, Commissioner (Import & Exports). He emphasized the use of data analytics to enhance intelligence, enabling the targeted capture of high-risk consignments. Praising platforms like the Economic Intelligence Council, he noted their role in fostering inter-agency collaboration to strengthen investigations. Mr. Bansal spoke about the importance of a multi-agency approach and international partnerships to disrupt illicit financial flows. He detailed the repetitive nature of strategies used by customs, driven by continuous feedback and intelligence sharing, ensuring adaptive responses to evolving threats. His insights depicted proactive measures at India's borders, safeguarding national security and economic stability amid a complex global trade landscape.

Mr. B. Shanker Jaiswal, IPS, Joint Commissioner of Police (Tech, Cyber & Licensing), Delhi Police highlighted the need of urgency and innovation in combating illicit trade through advanced technology and the need for skilled personnel capable at navigating the dark web and digital transactions. Mr. Jaiswal encouraged for using government databases and employing AI for proactive data mining,



enabling law enforcement to anticipate and disrupt illicit activities effectively. His vision of data-driven monitoring reflects future-oriented approach, where AI simplifies precise irregularity detection and targeted investigations. His insights portrayed a forward-thinking strategy, leveraging technology to bridge the gap between current capabilities and the goal of eliminating illicit trade, ensuring robust enforcement in an increasingly digital landscape.

"Educating the public about the dangers associated with smuggling and its consequences is crucial." **Mr. Robin Gupta**, Joint Director of the Enforcement Directorate, emphasized the importance of public education in combating smuggling. He noted that increased awareness deters smuggling, especially when combined with severe punishments. Mr. Gupta stressed the need for community engagement and stakeholder involvement, promoting the reporting of suspicious activities and cooperation with law enforcement. He also highlighted the crucial role of artificial intelligence and analytics in predicting and identifying smuggling activities, underscoring their importance in the strategy against illicit trade.



Ms. Sungita Sharma, Former Special Secretary of the Central Board of Indirect Taxes and Customs, while concluding the seminar, emphasized the urgent need for unified action against illicit trade, highlighting the importance of a networked strategy to disrupt these networks and promote ethical conduct. The discussions stressed the necessity for decisive political leadership, transparent accountability, innovative technological solutions, and collaborative frameworks to enhance border security. These insights offer a roadmap for future efforts, reinforcing our commitment to upholding global commerce integrity and

collective prosperity.

The seminar on global illicit trade and the way forward was attended by over 200 industry stakeholders. Insights gleaned from the discussions, underscores the vital role of a networked approach, transparent accountability mechanisms, Global Forum, Resource Management, Consumer Awareness and innovative technological solutions in combating illicit trade. As we navigate the complexities of this challenge, the shared commitment of diverse stakeholders will be pivotal in safeguarding the integrity of global commerce and fostering sustainable prosperity.



DRI seizes contrabands worth ₹3,500 crore in FY24, narcotic drugs & gold major contributors

NEW DELHI: Revenue Intelligence officers have seized contrabands worth Rs 3,500 crore in 2023-24 fiscal, with narcotic drugs and gold seizures constituting a major chunk, a top official said on Thursday.

Directorate of Revenue Intelligence Principal DG Mohan Kumar Singh said infiltration of supply chains has emerged as a significant challenge in curbing smuggling.

Also, growing use of air passenger, courier and postal cargo for smuggling of drugs and other contrabands remains a concern.

"In FY 2023-24, DRI detected 623 smuggling cases, almost an average of 2 cases per day, with seizure of contrabands



of Rs 3,500 crore. The seizure of narcotic drugs and psychotropic substances constitute a major part of it, followed by seizure of gold," Singh said at a Ficci seminar on global chal-

lenges of illicit trade and way forward.

According to sources, DRI has seized 1,658 kg of gold in 2023-24 fiscal, about 35 per cent more compared to a year ago.

Singh was delivering the inaugural address at a seminar organised by FICCI Committee Against Smuggling and Counterfeiting Destroying the Economy (CASCADE) in New Delhi.

Singh said during the fiscal, DRI has also kept a watch to curb smuggling of cigarettes, red sanders, fake and foreign currency, and wildlife products.

He said since illicit border trade is transnational, global cooperation with enforcement agencies and international organisations is one of the way forwards to deal with it.

Also, involving relevant stakeholders would help in detecting and curbing smuggling. **HP/ST**

DRI seizes contraband worth ₹3,500 cr in FY24, drugs major contributor

NEW DELHI, 20 JUNE

Revenue Intelligence officers have seized contrabands worth Rs 3,500 crore in 2023-24 fiscal, with narcotic drugs and gold seizures constituting a major chunk, a top official said on Thursday. Directorate of Revenue Intelligence Principal DG Mohan Kumar Singh said infiltration of supply chains has emerged as a significant challenge in curbing smuggling. Also, growing use of air passenger, courier and postal cargo for smuggling of drugs and other contrabands remains a concern. "In FY 2023-24, DRI detected 623 smuggling cases, almost an average of 2 cases per day, with seizure of contrabands of Rs 3,500 crore. The seizure of narcotic drugs and psychotropic substances constitute a major part of it, followed by seizure of gold," Singh said at a Ficci seminar on global challenges of illicit trade and way forward.

Gold, narcotics among ₹3,500-cr contraband seized by DRI in FY24

ANURAG KUMAR

NEW DELHI, JUNE 20

IMPORT RESTRICTIONS ON GOLD JEWELLERY
Cases of gold smuggling have been on the rise since the 11 per cent duty and 10 per cent import tax were introduced in FY23. The government earlier had imposed import restrictions on gold jewellery and parts thereof as a significant threat. Customised international trade routes and evasion of taxes, both as the World Customs Organisation (WCO) indicates, have been common for smuggling contrabands into the country. "Cases of gold smuggling have been on the rise since the 11 per cent duty and 10 per cent import tax were introduced in FY23. The government earlier had imposed import restrictions on gold jewellery and parts thereof as a significant threat. Customised international trade routes and evasion of taxes, both as the World Customs Organisation (WCO) indicates, have been common for smuggling contrabands into the country. "Cases of gold smuggling have been on the rise since the 11 per cent duty and 10 per cent import tax were introduced in FY23. The government earlier had imposed import restrictions on gold jewellery and parts thereof as a significant threat. Customised international trade routes and evasion of taxes, both as the World Customs Organisation (WCO) indicates, have been common for smuggling contrabands into the country."

CONTRABANDS WORTH ₹3,500 CR SEIZED BY DRI

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DRI seizes contrabands worth ₹3,500 cr in FY24

PTI

NEW DELHI

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DRI seizes contraband worth Rs 3,500 cr in FY24; narcotic drugs, gold major contributors

Directorate of Revenue Intelligence Principal DG Mohan Kumar Singh said infiltration of supply chains has emerged as a significant challenge in curbing smuggling.

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AGENCIES

3500 crores worth of illicit Goods seized by DRI in FY23-24



Panel discussion on 'Global Challenges of Illicit Trade and The Way Forward' moderated by FICCI's Director General, Dr. Anil Kumar Singh.

In a panel session organized by FICCI Committee Against Smuggling and Counterfeiting Threatening the Economy (CASCOTE) at New Delhi, the FICCI Director General, Dr. Anil Kumar Singh, highlighted the use of technology and data in curbing the smuggling.



Dr. Anil Kumar Singh, Principal Director General of the Directorate of Revenue Intelligence, speaking at a podium during the event.

DRI seizes contrabands worth Rs 3,500 cr in FY 24; narcotic drugs, gold major contributors

DRI has seized 1,658 kg of gold in 2023-24 fiscal, about 3% per cent more compared to a year ago.



New Delhi: Revenue Intelligence officials have seized 3,500 crore worth in 2023-24 fiscal, with narcotic drugs and gold contraband contributing a major chunk, a top official said on Thursday.

फिक्की: डीआरआई ने जव्व किया 3500 करोड़ रुपए का अवैध सामान

नई दिल्ली: फिक्की, वरुण सुविधा निदेशालय के प्रधान मानदितक, धीरेन कुमरा सिंह ने कहा कि तस्वीर एक जालसाजी के सामान से होने वाला अवैध व्यापार बहुत बड़ा खतरा है। जिन वर्ष 2023-24 में डीआरआई ने रोजाना औसतान लगभग 2 मामलों के शिकार में 623 मामलों का पता लगाया। इनके मध्यम में 3500 करोड़ रुपए मूल्य की तस्वीरें रोकने में सफलता मिली। इनके नतीजे में एडवोकेट जे.ए.के. वेंकटरमन ने फिक्की के प्रेस कॉन्फ्रेंस में कहा, 'डीआरआई ने अवैध व्यापार को रोकने में अग्रणी भूमिका निभाई है। फिक्की के प्रेस कॉन्फ्रेंस में कहा, 'डीआरआई ने अवैध व्यापार को रोकने में अग्रणी भूमिका निभाई है। फिक्की के प्रेस कॉन्फ्रेंस में कहा, 'डीआरआई ने अवैध व्यापार को रोकने में अग्रणी भूमिका निभाई है।

DRI seizes contraband worth Rs 3,500 cr in FY24, drugs major contributor



Rs 3,500cr worth of Illicit goods seized by DRI in FY23-24: Official



DRI Seizes Contrabands Worth Rs 3,500 Crore in FY 2023-24

Revenue Intelligence officials seized contraband worth Rs 3,500 crore in fiscal year 2023-24 with narcotic drugs and gold contraband being the major. DRI Director General Anil Kumar Singh, newly appointed as government and police, said. He said that DRI has seized 1,658 kg of gold in 2023-24 fiscal, about 3% per cent more compared to a year ago.



GO FORWARD



Rs. 3500 crores worth of Illicit Goods seized by DRI in FY23-24: Principal Director General, Directorate of Revenue Intelligence

DRI's focus on taking quick action results in the Directorate of Revenue Intelligence in FY23-24 has been a major success in revenue leads to the government and FICCI officials said. New Delhi, 23 June 2024: Dr. Anil Kumar Singh, Principal Director General of the Directorate of Revenue Intelligence, said, "This battle through smuggling and counterfeiting poses a massive threat and impacts negatively economic activities, leading to government revenue losses and safety of employment." He said, "DRI is an agency aware of the challenges of this trade and are dedicated to addressing them on a daily basis. In the financial year 2023-24, DRI has seized 1,658 kg of gold daily, resulting in contraband seizure value of Rs. 3500 crore. A significant portion of these seizures involved gold, drugs and payment tax contraband as well as smuggled goods. Other items that DRI has seized include ivory, wildlife products, etc."

डीआरआई ने 3500 करोड़ का अवैध सामान जव्व किया

नई दिल्ली: डीआरआई ने अवैध सामान का जव्व किया है। इसमें नशीले पदार्थों का जव्व सबसे अधिक है। डीआरआई ने 3500 करोड़ रुपये के अवैध सामान का जव्व किया है।

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नई दिल्ली: डीआरआई ने पिछले वित्त वर्ष में 3,500 करोड़ रुपये के अवैध सामान का जव्व किया है। इसमें नशीले पदार्थों का जव्व सबसे अधिक है। डीआरआई ने 3500 करोड़ रुपये के अवैध सामान का जव्व किया है।

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Dr. Anil Kumar Singh, Principal Director General of the Directorate of Revenue Intelligence, speaking at a podium during the event.

MEDIA COVERAGE

SEMINAR ON COMBATTING ILLICIT TRADE: INSIGHTS CHALLENGES, AND SOLUTIONS

July 30, 2024 | ITC Windsor, Bengaluru

S muggling and illegal trade represent multifaceted global challenges that jeopardize social welfare, disrupt legitimate economic activities, and erode government revenues. These operations increasingly utilize sophisticated technologies and vast international supply chains to avoid detection, channelling funds to criminal organizations and terrorist organisations, thereby threatening national security. In response to this growing hazard, FICCI CASCADE hosted a seminar on July 30, 2024, titled "Combatting Illicit Trade: Insights, Challenges, and Solutions," to discuss these concerns and develop collaboration against this global challenge. The seminar included broad involvement from government authorities, corporate executives, law enforcement agencies, and civil society, fostering a thor-

ough discussion on this topic. While many opinions were offered, the major focus remained on developing effective methods to tackle this expanding threat.

Ms. Gunjan Krishna, Commissioner for Industrial Development & Director for Industries and Commerce, Government of Karnataka emphasized the severe threats posed by smuggling and counterfeiting to global security and economic growth. She highlighted the alarming proliferation of counterfeit products, including pharmaceuticals and consumer goods, which finance terrorist groups and endanger public health and safety. She cited WHO statistics indicating that one in ten medicines in low- and middle-income countries is substandard. "Karnataka is taking decisive action by supporting 43 GI-tagged products and working





trade. Our commitment to preserving traditional crafts and ensuring access to genuine, quality goods is crucial for safeguarding our economy, health, and security."

"Grassroots communities and local leaders' involvement are crucial in raising awareness about the impacts of illicit trade," said **Ms. Prabha Rao**, Executive Director of the South Asian Institute for Strategic Affairs. Ms. Rao discussed the detrimental impact of counterfeiting and smuggling on legitimate businesses, government revenues, heritage, and artisans' livelihoods. She highlighted the importance of involving local communities in combating these illicit practices and stressed the need for raising awareness about their economic, health, and societal impacts.

Mr. P.C. Jha, Advisor to FICCI CASCADE and Former Chairman of the Central Board of Indirect Taxes and Customs (CBIC) said "Combating illicit trade is essential for India to achieve its goal of becoming a \$5 trillion economy." Mr. Jha stressed the significant threat that illicit trade poses to economic stability and development. He emphasized

that addressing these activities is crucial for achieving economic goals and called for enhanced efforts to counteract these threats.

Mr. Deep Chand, Advisor to FICCI CASCADE and Former Special Commissioner of Police, New Delhi, said "Recent successful interventions by Karnataka's enforcement agencies highlight the ongoing threat of illicit trade." Mr. Chand highlighted Karnataka's enforcement agencies' recent successes, particularly Bengaluru Customs officials who seized 2.57 kg of gold worth Rs. 1.68 crore at Kempegowda International Airport, disrupting a major smuggling network. He highlighted the state's diverse illicit trade, which spans several sectors, including gold, red sanders, drugs, and endangered wildlife. A notable example of the state's efforts to combat this issue involved the interception of a consignment containing endangered species. This case underscores the ongoing challenges in curbing illegal activities that exploit both natural resources and vulnerable ecosystems.

Emphasizing collaboration, Mr. Chand praised the proactive measures of various enforcement agencies and noted that their success



depends on effective coordination and intelligence sharing. He highlighted the importance of advanced technologies, such as data analytics and surveillance systems, in enhancing their capabilities, concluding that "leveraging technology and international partnerships is crucial to staying ahead of sophisticated smuggling networks."

"A united front is essential for combating illicit trade effectively," stated **Dr. Kotraswamy M**, Commissioner, Bengaluru North CGST Commissionerate. Dr. Kotraswamy highlighted the need for collaboration between central agencies, state enforcement bodies, and civil society. He stressed the importance of coordinated efforts to address this complex issue.

"Illicit trade undermines society by causing job losses, threatening social security, and funding terrorism. Awareness is crucial to combat the far-reaching effects of smuggled & counterfeit goods on our communities," remarked **Ms. Kameswari Subramanian**, Former Chief Commissioner of Central Excise, Customs and Service Tax, Bangalore Zone & International Expert, Customs Law, Procedures & Trade facilitation.

Ms. Jyothi VK, General Counsel & Sr VP, Aditya Birla Fashion and Retail Ltd said that 'Illicit trade is crippling brand legacy. People are copying successful brands, selling them at lower prices, and causing a crisis for our brand owners. We urgently need to find effective ways to protect brands and safeguard reputation.'

Mr. Prem Mahadevan, Senior Analyst, Global Initiative against Transnational Organized Crime, highlighted the dual challenge that law enforcement agencies face in combating illicit trade. On one front, they are working to dismantle the networks of producers who create counterfeit goods. On the other, they must address the demand side by educating and engaging with consumers who may not realize they are purchasing counterfeit products. This two-front war requires a comprehensive approach that not only targets the supply chain but also raises awareness among consumers about the implications of their purchasing choices.

Mr. Gunjan Arya, IPS, Deputy Director, Security, State Intelligence, Bengaluru emphasized the alarming scale of the spurious cigarette trade,

noting that illicit manufacturers often operate from makeshift setups, such as residential flats. This not only highlights the sophistication of these illegal operations but also raises serious public health concerns, as the production of counterfeit cigarettes poses significant risks to consumers' lives.

Mr. Kalyanam Rajesh Rama Rao, Additional Commissioner, Customs, warns that while illicit trade may seem innocuous, it is intricately linked to a broader criminal network that severely undermines global economies and societies. This highlights the urgent need for awareness and action to combat the far-reaching effects of such illegal activities.

Mr. Siddhartha Agarwal, Co-chair, FICCI Karnataka State Council highlighted the shocking growth of illicit trade, which surged from \$650 billion to \$3 trillion in just ten years. This dramatic increase, now representing 10% of global trade, poses serious threats to economic stability and security, emphasizing the need for urgent action to address this escalating issue.

The seminar was attended by over 100 participants, providing valuable insights into the complex challenges posed by illegal activities. The seminar highlighted the urgent need for collaborative efforts to tackle this issue and protect both our economy and environment.



'Counterfeit products' proliferation endangers public health, safety'

"Smuggling, counterfeiting not only finance terror but also pose severe threats to safety & economic growth. Gunjan Krishna, Commissioner for Industrial Development & Director for Industries & Commerce, Govt of Karnataka

BENGALURU: Gunjan Krishna, Commissioner for Industrial Development & Director for Industries and Commerce, Govt of Karnataka on Tuesday while addressing FICCI CASCADE's conference on 'Combating Illicit Trade: Insights, Challenges, and Solutions' said, "Smuggling and counterfeiting not only finance terror groups but also undermine global security, posing severe threats to safety and economic growth."

"The proliferation of counterfeit products, including

pharmaceuticals and consumer goods, endangers public health and safety, with the WHO reporting that 1 in 10 medicines in low- and middle-income countries is substandard. In response, Karnataka is taking decisive action by supporting 43 GI-tagged products and working closely with law enforcement to combat illicit trade. Our commitment to preserving traditional crafts and ensuring access to genuine, quality goods is crucial for safeguarding our economy, health, and security," she added.



Prabha Rao, Executive Director, South Asian Institute for Strategic Affairs and Scholar, Institute for Defence

Studies and Analyses said, "Counterfeiting and smuggling undermine legitimate businesses, government revenues, heritage, and the livelihoods of artisans. To combat these illicit practices, it is crucial to engage grassroots communities and local leaders, raising awareness about their severe economic, health, and societal impacts."

P C Jha, Advisor, FICCI CASCADE and Former Chairman, Central Board of Indirect Taxes and Customs (CBIC), said, "In recent years, we have

made tremendous gains in advancing our formal economy, moving steadily towards our goal of becoming a developed nation. However, amidst these advancements, one critical challenge remains largely overlooked: illicit trade. Illicit activities, such as counterfeiting and smuggling, pose significant threats to our economic stability and development. It needs to be highlighted that tackling and mitigating counterfeiting and smuggling is essential to achieving a \$5 trillion Indian economy." **WPI**

Speakers highlight ways of 'Combating Illicit Trade' at FICCI CASCADE conference



Bengaluru, July 30 (ANI) Gunjan Krishna, Commissioner for Industrial Development and Director, Department of Industries & Commerce, Karnataka government, addressed the FICCI CASCADE's conference on 'Combating Illicit Trade: Insights, Challenges, and Solutions' here on Tuesday. "Smuggling and counterfeiting not only finance terror groups but also undermine global security, posing severe threats to safety and economic growth. The proliferation of counterfeit products, including pharmaceuticals and consumer goods, endangers public health and safety, with the WHO reporting that 1 in 10 medicines in low and middle-income countries is substandard."

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"Our commitment to preserving traditional crafts, ensuring access to genuine, quality goods crucial for safeguarding economy and security"

Bengaluru (Sources)
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'Counterfeit products' proliferation endangers public health, safety'

BY MPost 30 July 2024 11:58 PM

MPPost 30 July 2024 11:08 PM

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Our Commitment To Preserving Traditional Crafts, Ensuring Access To Genuine, Quality Goods Crucial For Safeguarding Economy And Security: Director For Industries & Commerce, Govt Of Karnataka

• The live interview took place at Karnataka's first ever GI-tagged products exhibition and ended with a group photo of the officials and speakers.

• The event was held at the Government of Karnataka, Bengaluru.

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MEDIA COVERAGE

'Smuggling and counterfeiting finance terror, undermine security'

The Hindu Bureau
BENGALURU

Smuggling and counterfeiting not only finance terror groups, but also undermine global security, posing severe threats to safety and economic growth, said Gunjan Krishna, Commissioner for Industrial Development and Director for Industries and Commerce, Government of Karnataka, here on Tuesday.

"The proliferation of counterfeit products, including pharmaceuticals and consumer goods, endangers public health and safety, with the WHO reporting that one in 10 medicines in low- and middle-income countries is substandard," she said while speaking at a seminar on 'Combating illicit trade: Insights, challenges, and solutions', organised by the FICCI. To combat this scenario, Karnataka was taking various steps, including



Panelists at a seminar on 'Combating illicit trade', in Bengaluru on Tuesday.

crucial for safeguarding our economy, health, and security," said Ms. Krishna.

Volume of illegal trade: According to a FICCI CASCADE report titled 'Illicit markets: A threat to our national interests', which examined the impact of illicit trade in five key industries in India – mobile phones, FMCG-household and personal goods, FMCG-packaged foods, tobacco products, and alcoholic beverages – the size of illicit market in these

Prabha Rao, executive director, South Asian Institute for Strategic Affairs and scholar, Institute for Defence Studies and Analysis, said, "Counterfeiting and smuggling undermine legitimate businesses, government revenues, heritage, and the livelihoods of artisans. To combat these illicit practices, it is crucial to engage the grassroots communities and local leaders, raising awareness about their severe economic, health, and societal impacts."

'Smuggling and counterfeiting finance terror, undermine security, slows down economic growth'

BANGALURU | July 11, 2024 (PTI) | Bengaluru

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Speakers highlight ways of 'Combating Illicit Trade' at FICCI CASCADE conference

By IANS | July 30, 2024



Speakers highlight ways of 'Combating Illicit Trade' at FICCI CASCADE conference

BENGALURU

Gunjan Krishna, Commissioner for Industrial Development and Director, Department of Industries & Commerce, Karnataka government, addressed the FICCI CASCADE's conference on 'Combating Illicit Trade: Insights, Challenges, and Solutions' on Tuesday. Smuggling and counterfeiting not only finance terror groups but also undermine global security, posing severe threats to safety and economic growth.

'Combating Illicit Trade': Gunjan Krishna, Commissioner for Industrial Development and Director, Department of Industries & Commerce, Karnataka government, addressed the FICCI CASCADE's conference on 'Combating Illicit Trade: Insights, Challenges, and Solutions' in New Delhi on Tuesday.

"Smuggling and counterfeiting not only finance terror groups but also undermine global security, posing severe threats to safety and economic growth. The proliferation of counterfeit products, including pharmaceuticals and consumer goods, endangers public health and safety, with the WHO reporting that 1 in 10 medicines in low and middle-income countries is substandard," Krishna said in her address.

MEDIA COVERAGE

SEMINAR ON STRATEGIES FOR BRAND PROTECTION AND COUNTERFEIT PREVENTION

October 24, 2024 | New Delhi

Consumers are a vital part of any ecosystem, playing a crucial role in the development of a nation. The proliferation of counterfeit goods undermines consumer trust and significantly hampers the ability of legitimate businesses to compete on a level playing field. This creates an unfair market environment. Moreover, the trade in counterfeit goods poses serious risks to consumer safety and well-being, further complicating efforts to ensure a healthy, thriving economy.

To address this critical issue, FICCI CASCADE, in collaboration with Amazon, organized a seminar aimed at raising awareness about the detrimental effects of counterfeiting. The seminar emphasized on fostering partnership and cooperation among various stakeholders in the fight against counterfeit goods. The discussions underscored the importance of consumer trust, sharing best practices and addressing the challenges faced in protecting brands, particularly in the digital space.

During the inaugural session, **Mr. B. Shankar Jaiswal**, Joint Commissioner of Police (Tech, Cyber & Licensing), Delhi Police, highlighted



how artificial intelligence has become a game-changer in recent years. AI is no longer just a tool, but a powerful resource enabling both brands and consumers to quickly identify threats and verify product authenticity. Illicit trade, including counterfeiting and smuggling, remains a complex global issue, with an estimated annual cost of \$1.8 trillion.

Mr. Jaiswal emphasized that the police play a critical role in protecting brands, acting as the frontline defense against counterfeiting and criminal networks. Through proactive investigations, they help safeguard businesses, protect consumers, and uphold the integrity of the marketplace.

While delivering the welcome address, **Mr. Deep Chand**, Former Special Commissioner of Police, New Delhi & Advisor, FICCI CASCADE accentuated that the rapid expansion of online marketplaces has opened new pathways for





counterfeiters and smugglers to infiltrate global supply chains, posing serious threats to both businesses and consumers. From children's toys to essential medical supplies, consumers are increasingly vulnerable to unsafe and counterfeit products. This troubling trend highlights the urgent need for stronger regulatory frameworks and more effective enforcement to protect public safety and preserve brand integrity.

Ms. Katharine Lister, Director of Worldwide Customer Trust External Relations at Amazon,

highlighted that through initiatives like the Mission GraHAQ campaign, Amazon has reached nearly 3 million people, educating them on safe online shopping practices and the dangers of counterfeit goods. She emphasized that collaboration between the private sector, customs agencies, and law enforcement is necessary in intercepting counterfeiters early in the supply chain and preventing their products from crossing borders.

Mr. Suvashis Choudhary, Former Joint Commissioner of Delhi Police and Chief Security Commissioner of Delhi Metro Rail Corporation, as well as a Think Tank Member of FICCI CASCADE, shared his insights on the importance of strengthening collaboration with enforcement agencies to more effectively address the challenges of global trade and counterfeiting. He emphasized that collective efforts, supported by targeted workshops, are crucial for driving meaningful change and creating a lasting, positive impact in the fight against illicit trade.

Mr. Sumit Kapoor, Brand Protection Strategic Partnership Manager, Amazon APAC mentioned that having witnessed three decades of India's





transformation, our country's journey reflects significant changes in the social landscape, advancements in ecology and infrastructure, and the dynamic growth of our regulatory and judicial systems. These developments have laid the foundation for more robust strategies in brand protection and counterfeit prevention.

The seminar featured a Panel Discussion on "Best Practices and Challenges in Brand Protection." Panellist, **Mr. Amet Dutta**, Co-Chair- IP Committee and Partner at Saikrishna

& Associates, shared his insights, stating that while counterfeiting has traditionally been a physical issue, the growth of e-commerce has prompted the development of a structured system to address digital infringement. He noted that the rise of online marketplaces has led to the creation of an institutionalized network focused on quickly removing infringing products, marking a significant shift in our approach to brand protection.

Mr. Arindom Hazarika, Senior Counsel, Trademarks & Brand Protection, South Asia





emphasized that effective brand protection enforcement must address both online and offline platforms. He pointed out that the complexity of online transactions creates significant challenges in identifying and assessing counterfeit products. Mr. Hazarika stressed the importance of collaboration and raising awareness about illicit trade, particularly among small businesses. Empowering these businesses with the knowledge and tools they need is essential to collectively combat counterfeiting in our markets.

Ms. Swarnika Rawat, Brand Protection Unit Operations - Lead, Beiersdorf shed light on the importance of educating and training sales teams and on-ground employees to recognize suspicious activities. This proactive approach strengthens the fight against counterfeiting and smuggling. She highlighted that effective brand protection requires a holistic strategy, combining vigilant monitoring of both online and offline markets to stay ahead of the ever-evolving landscape of infringement.

Mr. Pavan Duggal, Advocate, Supreme Court of





India, Expert Authority in Cyberlaw, Cyber Security Law & Emerging Tech Law engaged in a fireside chat with Ms. Katharine Lister, Director of Worldwide Customer Trust External Relations, Amazon. The discussion highlighted the vital importance of transparency and authenticity in fostering lasting relationships with consumers. Both experts underlined that when businesses prioritize transparency and ensure the integrity of their products and services, they not only build consumer trust but also enhance brand loyalty. By embracing these values, companies can effectively

combat the challenges of counterfeit goods and create a more secure and reliable marketplace for their customers.

The seminar also featured a panel discussion on "The Power of Collaboration: Strategies to Combat Counterfeiting." During the discussion, Mr. John Cabeca, U.S. IP Counsellor for South Asia, U.S. Patent and Trademark Office (USPTO), American Embassy stated that counterfeit products not only damage brand integrity but also pose serious risks to public safety, making it imperative that brand protection should be



considered as a matter of public welfare in the fight against smuggling and illicit trade. To effectively combat the growing menace of counterfeiting, Mr. Cabeca highlighted the need for intentional collaboration between governments and industries, sharing best practices to protect markets and consumers from illicit trade.

Mr. Anuj Bedi, Senior Counsel Brand Protection Indian sub-continent and Middle East, Puma Sports India Pvt Ltd shared his perspective that the battle against counterfeiting is not limited to one domain, it's essential to integrate strategies that address both online threats and offline realities to safeguard brand integrity. Collaboration across online and offline platforms is needed to effectively challenge counterfeiting and make a greater impact on brand protection.

Ms. Atika Prasad, Intellectual Property Attorney, Wahl Clipper Corporation opined that in the battle against illicit trade, understanding the evolving nature of counterfeit products is vital for effective protection. She stressed the importance of leveraging technology to combat counterfeiting, advocating for the use of authentication methods such as holograms and QR codes on packaging. These tools, are not just innovations but essential defences that help distinguish genuine products from illicit fakes, playing a key role in safeguarding

both businesses and consumers from the dangers of counterfeit goods.

Ms. Mrunmai Abroal, Head of External Relations, Customer Trust, Amazon India delivered the vote of thanks and highlighted that counterfeiting is a challenge that demands a unified approach. She emphasized that fostering collaboration across various sectors and sharing best practices can drive innovation and effectively address this growing threat.

Over the years, CASCADE has consistently been at the forefront of addressing the multifaceted challenges posed by trade in smuggled, counterfeit, and pass-off goods. Through its proactive approach, CASCADE has brought together stakeholders from across industries, government, and law enforcement to tackle the widespread implications of these illegal activities on the economy and society. By raising awareness through campaigns, facilitating knowledge sharing, and driving legislative advocacy, the community has played a crucial role in highlighting the economic losses, health risks, and security threats associated with illicit trade.

The seminar garnered an enthusiastic response, with over 200 delegates participating in insightful discussions and sharing perspectives on addressing the challenges of counterfeiting and illicit trade.





IN CONVERSATION PROGRAMME



IN CONVERSATION WITH MR. ANIL SHUKLA DIRECTOR GENERAL OF POLICE, MIZORAM

October 24, 2024 | New Delhi

FICCI CASCADE organized an enlightening "In Conversation" session featuring Mr. Anil Shukla, Director General of Police, Mizoram, held on April 26, 2024. The session aimed to delve into the pressing issues surrounding counterfeiting and smuggling, shedding light on their profound societal and economic repercussions. The law enforcement expert explored effective strategies in tackling these challenges head-on.

Mr. Anil Shukla underscored the formidable challenge posed by the porous Indo-Myanmar border, compounded by its rugged terrain and lack of proper fencing. He highlighted Mizoram's vulnerability, situated in the notorious Golden Triangle, where drug trafficking and contraband smuggling thrive. Moreover, the region grapples with the smuggling of areca nuts, foreign cigarettes and the illicit trade in exotic animals, he added.

He said that the particular concern was the escalating drug trade, evident in the rising seizures of high-quality heroin, ganja, and methamphetamine. In 2023 alone, drug seizures reached a staggering value of Rs 190 crore, Mr. Shukla informed. He further emphasized the issue of contraband smuggling,

including wildlife, citing inadequate customs presence and storage facilities as contributing factors. Mizoram Police have proactively engaged in combating these issues through collaborative efforts with agencies such as the Assam Police, BSF, Narcotics Departments, and Customs Department. Key strategies encompass capacity enhancement, intelligence gathering, and inter-agency coordination to bolster the fight against smuggling.

Mr. Shukla expressed eagerness to collaborate with FICCI CASCADE, to enhance anti-smuggling endeavours and underscored the significance of platforms enabling Mizoram police to share insights and forge partnerships with a wider audience. Through sustained cooperation, he expressed confidence in mitigating security threats and upholding the region's integrity.

Regarding solutions, Mr. Shukla emphasized the indispensable role of intelligence gathering and cultivating local sources. He advocated for a collective approach involving the entire community to address the multifaceted challenges posed by smuggling comprehensively.

Mr. Deep Chand, Former Special Commissioner of Delhi Police and Advisor to FICCI CASCADE, underscored the gravity of illicit trade's impact on the economy and public welfare. He emphasized the persistent challenge posed by illicit trade in India, highlighting the grave threats counterfeit goods and smuggling activities pose to both the economy and public welfare. Mr. Chand underscored the paramount importance of law enforcement,





particularly the police, in safeguarding market integrity and protecting consumers.

Furthermore, he shed light on the evolving tactics of criminal syndicates, which are increasingly sophisticated in exploiting systemic loopholes and leveraging technology to evade detection. In response, FICCI CASCADE has been actively engaged in conducting capacity-building training sessions for various stakeholders, including judicial officers, customs officers, and state police officers. These efforts are aimed at enhancing the skills and knowledge of law enforcement personnel, empowering them to effectively combat illicit trade activities.

Mr. Chand expressed FICCI CASCADE's willingness to extend its training programs to the

Mizoram Police, underscoring the organization's commitment to equipping officers with the necessary tools and expertise to tackle smuggling and counterfeiting within their jurisdictions.

The session joined by approximately 3000 participants, served as a pivotal platform for engaging discussions and strategic insights into the multifaceted challenges of smuggling and counterfeiting. It underscored the urgency of collaborative efforts among law enforcement agencies, government bodies, industry stakeholders, and civil society to effectively combat these illicit activities. As the dialogue continues and partnerships strengthen, there remains optimism for concerted action and tangible progress in safeguarding society and the economy against the threats posed by smuggling and counterfeiting

MEDIA COVERAGE

Collaboration with multiple agencies helping us rein in illicit trade: Mizoram DGP

NEW DELHI, April 26: Highlighting the effective role of recent collaborations with multiple enforcement agencies in tackling illicit trade, Anil Shukla, Director General of Police, Mizoram said that there remains ample room for enhancing capacities.

Addressing the 'In Conversation Series' organised by FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) on Thursday, Shukla said, "We have established fruitful collaborations with multiple agencies, including the Assam Police, BSF, Narcotics Departments, and the Customs Department. While these partnerships have been valuable, there remains ample room for enhancing our capacities further. I am eagerly anticipating FICCI CASCADE's initiative to organise and facilitate such a platform for our officers, which will undoubtedly contribute to our ongoing endeavours in combating illicit trade effectively. The most important or

worrisome aspect of smuggling is the movement of drugs in the form of high-quality heroin, ganja and meth. The drug trade has been escalating nearly every year. In 2023, drug seizures amounted to a value of Rs 190 crore."

Shukla further emphasised that the Indo-Myanmar border presents a significant challenge due to its porous nature, lacking fences and characterised by vast rugged and riverine terrain. Situated within the Golden Triangle, Mizoram experiences substantial trafficking of drugs and contraband. Moreover, the region grapples with the smuggling of areca nut, foreign cigarettes and the illicit trade in exotic animals, he highlighted.

He delved into the landscape of counterfeiting and smuggling within North-East India, with a specific focus on Mizoram, highlighting the associated challenges. Shukla outlined potential strategies to combat this issue, emphasising the importance of a community-centric approach and the en-

hancement of enforcement and investigative mechanisms.

He also welcomed the proposal of a capacity building exercise that can be organised by FICCI CASCADE for the Mizoram Police to bolster the efforts in tackling these threats effectively.

Regarding potential solutions to the smuggling problem, Shukla emphasised that while there may not be ready-made solutions, investing in intelligence gathering and cultivating sources is imperative. He stressed the importance of establishing a network of individuals who possess a deep understanding of local intricacies and terrain.

He also advocated for a collaborative approach involving the entirety of society, asserting that a 'whole of community' strategy would be more effective in addressing the issue comprehensively.

Deep Chand, Former Special Commissioner, Delhi Police and Advisor, FICCI CASCADE said, "Illicit trade remains a significant challenge in our country, with

counterfeit goods and smuggling activities posing serious threats to our economy and public welfare. As we strive to safeguard the integrity of our markets and protect consumers, the role of law enforcement, particularly the police, becomes paramount. However, it is imperative to recognise that criminal syndicates are becoming increasingly sophisticated in their operations, exploiting loopholes in our systems and utilising technology to evade detection. FICCI CASCADE has been actively offering capacity-building training sessions to judicial officers, Customs officers, and state police officers. We are dedicated to enhancing the skills and knowledge of law enforcement personnel, and we would be delighted to extend our training programmes to the Mizoram Police as well. By providing such enablement and training, we aim to equip officers with the tools and expertise necessary to effectively combat illicit trade activities within their jurisdictions." (IANS)

Community centric approach more effective in addressing the menace Collaboration with multiple agencies helping us control illicit trade: Mizoram DGP

NEW DELHI, April 26 (IANS) - Highlighting the effective role of recent collaborations with multiple enforcement agencies in tackling illicit trade, Anil Shukla, Director General of Police, Mizoram said that there remains ample room for enhancing capacities.

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Tie-up with multiple agencies helping us rein in illicit trade: Mizoram DGP



Anil Shukla, Director General of Police (DGP), Mizoram.

Highlighting the role of recent collaborations with multiple agencies in tackling illicit trade, Anil Shukla, DGP, Mizoram said that there remains ample room for enhancing capacities.

At 'In Conversation Series' organised by FICCI CASCADE, he said, "We have established fruitful collaborations with multiple agencies, including the Assam Police, BSF, Narcotics Departments, and the Customs Department. While these partnerships have been valuable, there remains ample room for enhancing our capacities further."

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বিভিন্ন রাজ্যের সুবক্ষা সংস্থার সৈতে সহযোগিতা স্থাপন ফিকি কাছকেডব

উত্তর-পূর্ব অর্ধ-বছরব্যয় বোধ কবার প্রয়াস

আজকের দিনের অর্ধ-বছর ব্যয়কে কমানোর চেষ্টা করছে ফিকি কাছকেডব। বিভিন্ন রাজ্যের সুবক্ষা সংস্থার সৈতে সহযোগিতা স্থাপন ফিকি কাছকেডব। উত্তর-পূর্ব অর্ধ-বছরব্যয় বোধ কবার প্রয়াস।

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AUTO RALLY



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आइए साथ मिलकर इससे हमारे देश की रक्षा करें

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AUTO RALLY

August 03, 2024, New Delhi

Fight Against Smuggling and Counterfeiting

India is grappling with a widespread network of smuggling and counterfeiting. This rampant counterfeiting not only undermines legitimate businesses but also poses severe health risks to consumers, as counterfeit medicines and unsafe products proliferate, especially in rural areas with low consumer awareness.

FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) organised an auto rally on 3rd August 2024, at Tansen Marg, New Delhi, in order to highlight the impact of illicit trade on the economy. The rally aimed to educate the public about the dangers of counterfeit goods and smuggling, emphasizing how these activities harm legitimate businesses, lead to job losses, and affect government revenues.



The rally underscored the need for public awareness and cooperation in addressing the challenges posed by illicit products, which undermine the integrity of the economy and consumer safety.





Mr. Praveen Khandelwal, Delhi MP for Chandni Chowk, initiated the rally by flagging it off. He also delivered a significant speech addressing the urgent need to combat smuggling and counterfeiting. Mr. Khandelwal emphasized that smuggling has a "crippling effect on our economy" and highlighted the connection between illicit trade and funding for terrorist activities. He also urged the public to actively participate in spreading awareness about the dangers of such illicit products. He said, "It is thus important for us

to spread awareness about anti-smuggling activities, and as citizens, we must take the responsibility to ensure smuggled and counterfeit goods don't enter our markets."

Mr. Khandelwal requested FICCI to conduct similar awareness drives in every state, emphasizing the need for widespread engagement. He stated that "I also request FICCI to conduct awareness drives of this nature in every state, and I will exhort the retailer community to participate wholeheartedly in these initiatives."





Mr. Anil Rajput, Chairman of FICCI CASCADE, while emphasizing the implications of smuggling said that "Illicit Trade not only harms the economy through job losses and revenue leakages but also threatens the national safety and security". He stressed on the importance of preventing the smuggled goods from entering the Indian market and reaching the consumers.

Highlighting the threats that smuggled goods and illicit trade pose to our country and the urgent need to act against counterfeiting and

smuggling, Mr. Rajput hoped that through the auto rally and the support of the autorickshaw drivers, light would be shed on these rampant issues.

The auto rally was diligently laid out, following a route that spanned Tansen Marg, Mandi House, Barakhamba Road, Outer Circle Connaught Place, Janpath, Tolstoy Marg, and Barakhamba Road, ultimately concluding its journey at FICCI, Federation House.

The rally saw participation from 300+ auto rickshaws.





ZERO-EVASION



INTER-SCHOOL COMPETITION ZERO-EVASION

THE ROLE OF YOUTH IN MAKING INDIA FREE FROM SMUGGLING & COUNTERFEITING

August 12, 2025 | New Delhi

FICCI CASCADE is committed to empowering our nation's youth by increasing their awareness and understanding of counterfeiting and smuggling. The goal of this engagement is to develop effective strategies to combat the growing challenges of illicit trade.

To this end a youth awareness campaign titled "ZERO-EVASION: The Role of Youth in Making India Free from Smuggling and Counterfeiting" was organized at the FICCI Federation House in New Delhi.

The campaign featured three competitive events: Poster Making, Elocution, and Jingle Writing. Over 650 students from 85 leading schools in Delhi and the NCR participated with enthusiasm. The impressive talent displayed by these young participants in addressing the serious issues of counterfeit-



ing and smuggling was truly inspiring. The primary goal of these competitions was to heighten youth awareness and mobilize their support in combating illicit trade.

The competition commenced with insightful remarks from a distinguished panel.



Zero-Evasion

Role of Youth in Making India Free from Smuggling & Counterfeiting

JINGLE WRITING
COMPETITION

88

Annual Report 2024-2025

12th August FICCI, NEW DELHI



Mr. Sanjeev Tripathi, Former Chief of the Research and Analysis Wing (R&AW), emphasized the importance of educating school children about the harmful effects of smuggling and counterfeiting. He highlighted that such initiatives are crucial for fostering awareness about illicit trade.

Mr. Anil Sinha, Former Director of the Central Bureau of Investigation (CBI), stressed the broad economic and security threats posed by illicit trade. He noted the importance of

educating young people to be vigilant and to avoid illicit goods and services, thus contributing to a society that upholds ethical practices.

Mr. P.K. Malhotra, Former Secretary of Law at the Ministry of Law & Justice, spoke about the detrimental impact of illicit trade on society and economic growth. He praised FICCI CASCADE for engaging school children in a creative way to spread the critical message of combating illicit trade.





The involvement of young people in tackling smuggling and counterfeiting is crucial for nurturing a more informed, alert, and proactive society. Their participation not only aids in addressing the pressing issues of illicit trade but also plays a significant role in fostering a more ethical and sustainable future.

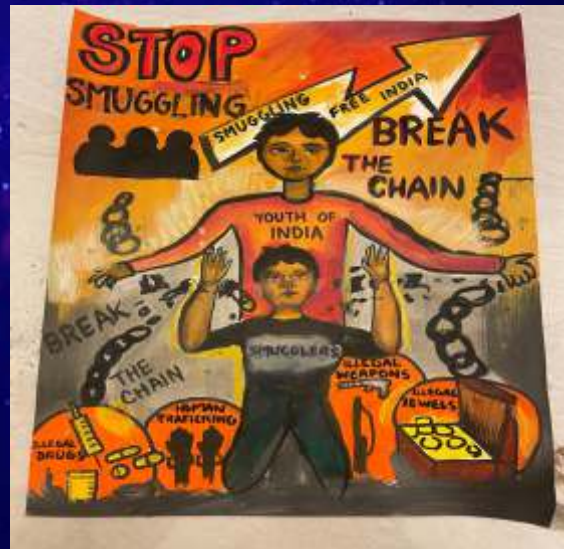
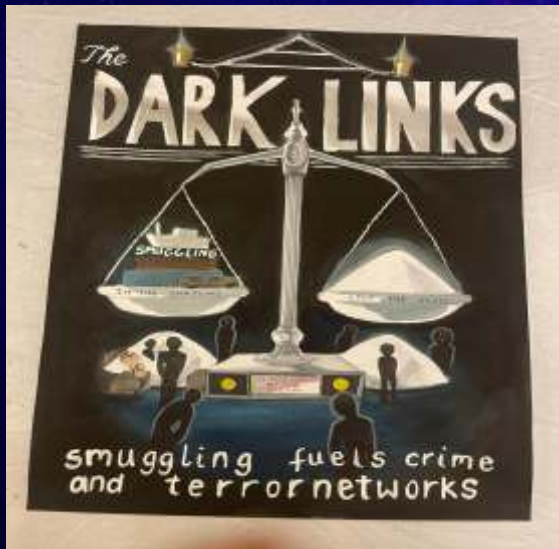
The competition was adjudicated by an esteemed panel comprising **Mr. Anil Sinha**, **Mr. Sanjeev Tripathi**, and **Mr. P.K. Malhotra**. Their expertise and presence greatly enhanced the event, underscoring the importance of involving youth in addressing these urgent issues.

List of Winners

Sr. No.	Name of the Competition	1st	2nd	3rd	Special Jury Award	Special Jury Award
1.	Elocution	Vaishnavi Singh Gurukul The School	Sneh Shukla Ryan International School, Mayur Vihar	Aesha Kashmiri KIIT world school	--	--
2.	Poster Making	Bharvi Nayak Kalita Bal Bharti Public School, Gangaram	Disha Sharma Maharaja Agarsain Public School, Ashok Vihar	Shruti Nambiar Suncity World School	Anshika Puri Birla Vidya Niketan, Pushp Vihar	Anaya Trivedi Mother Mary's School, Mayur Vihar
3.	Jingle Writing	Lavanya Dhyani ASN Sr. Secondary School, Mayur Vihar	Manasavi Gupta Gurukul - The School, Noida	Kartik Bhardwaj Birla Vidya Niketan, Pushp Vihar	Vridhi Bajaj KIIT World School, Pitampura	--



WINNING PAINTINGS



WINNING JINGLES



**INTER-SCHOOL COMPETITION
ZERO EVASION**

THEME
Role of Youth in Making
India Free from
Smuggling &
Counterfeiting

WINNER 1ST JINGLE COMPETITION

Lavanya Dhayani
ASN Sr. Secondary School

**INTER-SCHOOL COMPETITION
ZERO EVASION**

THEME
Role of Youth in Making
India Free from
Smuggling &
Counterfeiting

WINNER 3RD JINGLE COMPETITION

Kartik Bhardwaj
Birla Vidya Niketan

**INTER-SCHOOL COMPETITION
ZERO EVASION**

THEME
Role of Youth in Making
India Free from
Smuggling &
Counterfeiting

WINNER 2ND JINGLE COMPETITION

Manshi Gupta
Gurukul The School

**INTER-SCHOOL COMPETITION
ZERO EVASION**

THEME
Role of Youth in Making
India Free from
Smuggling &
Counterfeiting

SPECIAL JURY AWARD JINGLE COMPETITION

Vridhi Bajaj
Kit World School

FICCI CASCADE organises inter-school competition to drive awareness about ill-effects of illicit trade

By The News Desk | August 13, 2024



Seeking to raise awareness among young minds about the threats posed by illicit trade, **FICCI CASCADE** (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) organized an inter-school competition on the theme *Role of Youth in Making India Free from Smuggling and Counterfeiting*.

The competition featured three categories: Elocution, Poster-Making, and Jingle Writing and with over 650 students representing 85 leading schools across Delhi and the NCR region participated in the competition.



NATIONAL NEWS

FICCI CASCADE Organises Inter-School Competition To Drive Awareness About Ill-Effects Of Illicit Trade

By India Education Diary | On: Aug 13, 2024



- 650 students from 85 schools participated in the competition; Judged by Former Chief, RAW; Former Director, CBI and Former Secretary Law, Govt

NEW DELHI : Seeking to raise awareness among young minds about the threats posed by illicit trade, FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) today organized an inter-school competition on the theme 'Role of Youth in Making India Free from Smuggling & Counterfeiting'. The competition featured three categories: Elocution, Poster-Making, and Jingle Writing and with over 650 students representing 85 leading schools across Delhi and the NCR region participated in the competition.

Former top spies educate children on ill-effects of illicit trade at Inter-school competition organized by FICCI CASCADE

By The News Desk | August 13, 2024



FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) on Aug 12 organized an inter-school competition on the theme 'Role of Youth in Making India Free from Smuggling & Counterfeiting'. The competition featured three categories: Elocution, Poster-Making, and Jingle Writing and with over 650 students representing 85 leading schools across Delhi and the NCR region participated in the competition.

The competition was judged by Mr. Sarvesh Tiwari, Former Chief, Research and Analysis Wing (RAW); Mr. Anil Sinha, Former Director, Central Bureau of Investigation (CBI) and Mr. P. K. Mahanta, Former Secretary, Ministry of Law & Justice, Govt. of India.

Sarvesh Tiwari, Former Chief, Research and Analysis Wing (RAW), said, "School children are the future of our nation and will play a key role in preserving the growth trajectory of India. Thus, it is necessary to sensitize them about the ill-effects of smuggling and counterfeiting from an early age. FICCI CASCADE has been assiduously working towards driving awareness around the menace of illicit trade and an initiative of this nature is an effective way of further propagating this message."



FICCI CASCADE Organises Inter-School Competition To Drive Awareness About Ill-Effects Of Illicit Trade

By News Desk | Aug 13, 2024



NEW DELHI, 13 August 2024 Seeking to raise awareness among young minds about the threats posed by illicit trade, FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) today organized an inter-school competition on the theme 'Role of Youth in Making India Free from Smuggling & Counterfeiting'. The competition featured three categories: Elocution, Poster-Making, and Jingle Writing and with over 650 students representing 85 leading schools across Delhi and the NCR region participated in the competition.

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Mr. Anil Sinha, Former Director, Central Bureau of Investigation (CBI), said "School kids activities like reading, participating, giving feedback and security forces. It is crucial to educate young minds about the importance of being vigilant and avoiding fake goods and services. By becoming aware consumers and responsible citizens, they can contribute to building a society that thrives on ethical practices." Mr. P. K. Mahanta, Former Secretary Law, Ministry of Law & Justice, Government of India, said "This initiative is essential and timely as it aims to educate children about the future and are vulnerable to threats from these threats in their daily lives. It is crucial to make them aware of the detrimental effects of such practices. I commend FICCI CASCADE for taking the initiative to engage school children in a vibrant manner to spread the important message of curbing the menace of illicit trade."

THINK TANK MEETINGS



THINK TANK *Members*



FICCI CASCADE THINK TANK *Meetings*

23rd Think Tank Meeting

March 07, 2024

KEY DISCUSSION POINTS

FICCI CASCADE convened its 23rd Think Tank Meeting with the objective of deliberating on the agenda for MASCRAGE 2024 and disseminating Recommendations to Combat Illicit Trade among the esteemed members. During the meeting, members were asked to provide their input and suggestions on the proposed recommendations. Furthermore, discussions on CASCADE activities, strategic plans, and upcoming initiatives were thoroughly explored.

Key Actionable Points:

1. Think Tank members were requested to block their calendars for 25th and 26th September 2024 for the 10th edition of MASCRAGE themed "Building Resilient Economies and Implementing Robust Measures against Smuggling and Counterfeiting."
2. Mr. Ajit Ranade, an economist currently serving as the Vice Chancellor of the Gokhale Institute of Politics & Economics to be invited for a fireside chat session during MASCRAGE. Additionally, it was suggested to invite Mr. Amitabh Kant for another enriching fireside chat session.
3. A panel discussion on the judiciary session to be introduced in the MASCRAGE agenda and to extend an invitation to Justice Prathiba M. Singh to engage in an insightful legal discourse.
4. An online feedback application to be developed to gather responses from delegates, aiming to enhance MASCRAGE annually. Additionally, integrating Q&A sessions after each panel was advised to foster increased engagement and interaction.
5. To enhance outreach, a comprehensive promotional campaign is to be developed, incorporating articles, news reports, and television appearances, among other mediums. This campaign is to commence 3-4 weeks prior to MASCRAGE, aiming to maximize its impact through a multiplier effect. It was recommended to timely circulate the media plan for MASCRAGE to all members.
6. To highlight technology's transformative role in battling illicit trade, Mr. Amit Dubey, an AI expert, to be invited for MASCRAGE. He can emphasize on how technology is changing the landscape, urging a focus on its benefits rather than just the costs.
7. It was suggested to establish partnerships with law enforcement by extending invitations to officers from the Bureau of Police Research and Development (BPR&D), representing various states, to participate in MASCRAGE. Their participation aims to address economic offenses, including organized crime.
8. To organize a virtual program on the implementation of laws and regulations to combat counterfeiting and smuggling, involving district magistrates from all districts of Bihar. This discussions and

FICCI CASCADE THINK TANK *Meetings*

collaborations at the grassroots level, to be executed with the support of Mr. Rajiva Ranjan Verma.

- The youth awareness programme has garnered significant enthusiasm among young individuals. To amplify its impact, CASCADE team to organize digital programmes that enable students' participation virtually ensuring inclusivity and broad involvement across diverse regions. The winners of the competition to be felicitated during MASCRADE, adding prestige and recognition to their achievements.

Study on Illicit Markets in India: Assessment and Effect of Consumer Preferences and Regulatory Landscape

Mr. Kaushik Dutta presented an update on the study titled "Illicit Markets in India: Assessment and Effect of Consumer Preferences and Regulatory Landscape".

- During the presentation, suggestions were made regarding the methodology of the proposed study.
- The study should include a trend analysis of illicit trade, examining its dynamics both within India and internationally. It is important to discern whether India is following a growth trajectory or stagnating in its efforts to combat illicit trade.
- CASCADE to share the presentation made by TARI with Think Tank members for their review and suggestions.

List of Participants

- Mr. Anil Rajput**, Chairman, FICCI CASCADE
- Mr. Najib Shah**, Former Chairman, Central Board of Indirect Taxes and Customs
- Justice Manmohan Sarin**, Former Chief Justice, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu & Kashmir and Judge, Hight Court of India
- Mr. Sanjeev Tripathi**, Former Chief, Research and Analysis Wing (RAW)
- Mr. Suvashis Choudhary**, Former Joint Commissioner and Chief Security Commissioner, Delhi Metro Rail Corporation, Delhi
- Mr. P K Malhotra**, Former Secretary Law, Ministry of Law & Justice, Government of India
- Mr. Hem Kumar Pande**, Former Secretary, Ministry of Consumer Affairs, Food and Public Distribution, Government of India
- Ms. Sungita Sharma**, Former Special Secretary & Member (Admn), Central Board of Indirect Taxes & Customs
- Mr. Ravi Kapoor**, Former Secretary, Ministry of Textiles and CEO, Sansad Tv
- Mr. Rajiva Ranjan Verma**, Former Director General, RPF, NCB, Civil Defence, Home Guard & Fire Services, Bureau of Police Research and Development
- Mr. Deep Chand**, Advisor, FICCI CASCADE and Former Special Commissioner of Police, New Delhi
- Mr. P C Jha**, Advisor, FICCI CASCADE and Former Chairman, Central Board of Indirect Taxes and Customs
- Mr. Divyamanu Chaudhry**, Deputy General Manager, ITC Ltd.
- Ms. Kashifa Hasan**, Deputy Director, FICCI CASCADE
- Ms. Shikha Bhatt**, Assistant Director, FICCI CASCADE

FICCI CASCADE THINK TANK *Meetings*

24th Think Tank Meeting August 20, 2024

KEY DISCUSSION POINTS

FICCI CASCADE convened its 24th Think Tank Meeting with the objective of discussing the agenda for MASCRAGE 2024 and soliciting input on the TARI report. During the meeting, members were encouraged to provide their insights and recommendations on both the proposed agenda and the study. Additionally, discussions on CASCADE activities, strategic plans, and upcoming initiatives were thoroughly explored.

Key Actionable Points:

1. After the success of this year's Zero-Evasion programme, it was proposed that the next edition should involve a larger number of students. Additionally, incorporating a digital format could be advantageous in allowing broader participation from students beyond Delhi.
2. In light of Mr. Praveen Khandelwal's enthusiastic involvement in the auto rally and his strong support for the initiative, it was recommended that the program be taken to the state level. Building on his recommendation, it was proposed that efforts should focus on expanding the program beyond its current scope, with an initial emphasis on extending it to Srinagar, Jammu and Kashmir and subsequently to other states.
3. It is recommended that a thank-you resolution be sent to Mr. Khandelwal to express appreciation for his wholehearted support of this initiative. This suggestion was unanimously agreed by all the Think Tank members.
4. On the subject of the chief guest for MASCRAGE 2024, it was decided to first approach the Vice President of India. If unavailable, the next choices in order of preference are Mr. Kiren Rijiju, Union Cabinet Minister for Parliamentary Affairs and Minority Affairs; Mr. Pankaj Chaudhary, Minister of State, Ministry of Finance; and Mr. Amitabh Kant, India's G20 Sherpa and former CEO of NITI Aayog. Mr. Arun Chawla to invite the Vice President of India.
5. It was decided to invite Mr. Sanjeev Sanyal, Principal Economic Advisor, Department of Economic Affairs, Ministry of Finance, and Mr. Vivek Johri, former Chairman of the Central Board of Indirect Taxes and Customs, for the fireside chat session during the opening session of Day 2.
6. To enhance the diversity of the judiciary session, it was recommended to invite individuals from various fields. Justice Hima Kohli, a Supreme Court judge; Dr. Karnika Seth, an advocate and cyber law expert; and Dr. Alka Chawla, a professor at Delhi University, to be invited to contribute to the session.
7. It was proposed that Mr. Sanjay Malhotra, Revenue Secretary, Ministry of Finance, be invited for the valedictory address and prize distribution.

FICCI CASCADE THINK TANK *Meetings*

Study on Illicit Markets in India: Assessment and Effect of Consumer Preferences and Regulatory Landscape

Mr. Kaushik Dutta presented an update on the study titled "Illicit Markets in India: Assessment and Effect of Consumer Preferences and Regulatory Landscape".

1. During the discussion, it was suggested that TARI should include cumulative data on the size of illicit markets covering a five-year period from 2017 to 2022.
2. Additionally, it was recommended that the report should indicate that data for the year 2021 was impacted by the COVID-19 pandemic.
3. Furthermore, it was advised that TARI should share each chapter of the report with Think Tank members as soon as it is written, to avoid delays in the review and feedback process.
4. CASCADE to make presentation to the finance minister on the report, highlighting sector-wise tax implications, covering both direct and indirect taxes, and showcasing the net revenue loss to the Government of India.
5. CASCADE to share the presentation made by TARI with Think Tank members for their review and suggestions.

List of Participants

1. **Mr. Anil Rajput**, Chairman, FICCI CASCADE
2. **Mr. Najib Shah**, Former Chairman, Central Board of Indirect Taxes and Customs
3. **Justice Manmohan Sarin**, Former Chief Justice, Former Lokayukta, NCT of Delhi, Chief Justice, High Court of Jammu & Kashmir and Judge, High Court of India
4. **Mr. Sanjeev Tripathi**, Former Chief, Research and Analysis Wing (RAW)
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8. **Mr. Anil Sinha**, Former Director, Central Bureau of Investigation
9. **Mr. Arun Chawla**, Director General, Indian Council of Arbitration & former Director
10. **Mr. Ravi Capoor**, Former Secretary, Ministry of Textiles and CEO, Sansad Tv
11. **Mr. Rajiva Ranjan Verma**, Former Director General, RPF, NCB, Civil Defence, Home Guard & Fire Services, Bureau of Police Research and Development
12. **Mr. P C Jha**, Advisor, FICCI CASCADE and Former Chairman, Central Board of Indirect Taxes and Customs
13. **Mr. Deep Chand**, Advisor, FICCI CASCADE and Former Special Commissioner of Police, New Delhi
14. **Mr. Rajiv Ohri**, Executive Vice President Corporate Affairs, ITC Ltd.
15. **Mr. Ashish Paul**, Vice President Corporate Affairs, ITC Ltd.
16. **Mr. Divyamanu Chaudhry**, Deputy General Manager, ITC Ltd.
17. **Ms. Kashifa Hasan**, Deputy Director, FICCI CASCADE

FICCI CASCADE THINK TANK *Meetings*

25th Think Tank Meeting

December 04, 2024

KEY DISCUSSION POINTS

FICCI CASCADE convened its 25th Think Tank Meeting to deliberate on the upcoming CASCADE Study, which will be released at MASCRAD 2025. The study will focus on a survey-based analysis of taxpayers' perspectives, emphasizing their willingness to pay taxes to support national development and promote a tax-compliant society. Members shared insights and suggestions regarding the framework of the study, while the meeting also highlighted ongoing CASCADE initiatives and outlined plans for future activities.

Key Actionable Points:

- A proposed study on the subject of optimal tax structure was discussed in detail. Teams from KANTAR and IPSOS were invited to present their plan, which was primarily focused on exploring ways to improve tax compliance through a survey-based approach. The study aimed to gather insights into various aspects of taxation, including individuals' willingness to pay taxes, their expectations from the government, and how an optimal tax structure could be designed to encourage greater compliance.
- KANTAR's presentation, titled "Evaluating Direct & Indirect Tax Perceptions Among Stakeholders," provided an in-depth overview of their methodology. The research was divided into two key modules:
 1. Direct Taxes: The Consumer Research

Module focused on understanding consumer perspectives, emphasizing the importance of direct tax regulations in fostering taxpayer awareness and engagement. This approach explored ways to enhance compliance and, ultimately, expand the tax base, contributing to the growth of the exchequer.

2. Indirect Taxes: The Retail Trade Module focused on analyzing trade-related insights to understand the perceptions and challenges faced by retailers in complying with indirect tax regulations. The study explored key areas such as the ease of compliance, the impact of tax policies on retail operations, and the level of awareness among traders regarding their indirect tax obligations.
 - IPSOS presented on "Understanding Views on Optimal Taxation Policy," which aimed to identify an ideal taxation framework for the country. The research explored ways to enhance tax compliance by examining citizens' expectations from the government, as well as their motivations and deterrents related to taxes. It analyzed compliance levels among diverse groups, including self-employed individuals, private employees, business owners, and informal workers.
 - Members emphasized the need for the survey to comprehensively cover both urban and rural populations, ensuring

FICCI CASCADE THINK TANK *Meetings*

representation across all sections of society.

- It was suggested to include tier-2 cities and suburban areas, with a specific focus on understanding the factors that prevent society from becoming tax-compliant.
- It was recommended to increase the age bracket from 21 years to 75 years for the survey to capture a broader demographic.

Study proposal on Tax Equitable Society

Mr. Kaushik Dutta presented an update on the study titled "Towards a Tax Equitable Society".

- The TARI team provided an overview of the tax landscape in India, outlining a bottom-up approach to taxation. The study aims to assess citizens' attitudes toward taxation, identify an optimal tax structure, and explore expectations for improving tax compliance through a survey-based methodology.
- As a preliminary step, members were asked to share a set of questions to be submitted to the TARI team for framing the questionnaire.
- Following discussions with the members, it was agreed that TARI would collaborate with IPSOS to conduct this study.

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16. **Ms. Kashifa Hasan**, Joint Director, FICCI CASCADE
17. **Ms. Shikha Bhatt**, Assistant Director, FICCI CASCADE

ARTICLE



THE MUCH-ANTICIPATED **55TH GST COUNCIL MEETING** WILL HISTORY REPEAT ITSELF



Mr. Najib Shah
 Former Chairman,
 Central Board of
 Indirect Taxes
 and Customs and
 Think Tank Member
 FICCI CASCADE

The law as it stands provides for a maximum of 20% Central Goods & Services Tax (CGST) and a corresponding rate under the State Goods & Services Tax (SGST). The maximum of 40% rate in effect gives the GST Council the flexibility to raise rates without having to approach Parliament, notes Najib Shah, former Chairman, Central Board of Indirect Taxes & Customs.

As Alice would say, matters are getting curiouser and curiouser. After print and online media went into a frenzied overdrive, debating the merits of a 35% Goods and Services Tax (GST) rate reportedly recommended by the designated Group of Ministers (GoM), comes the clarification that these reports were 'premature and speculative.' The GoM has yet to finalize its recommendations, and the Finance Minister, on X, has stated that 'speculations are best avoided.' Indeed.

Thus the reports quoting an unnamed Finance Ministry official mentioned that the GoM on rate rationalisation had recommended a hike on 'sin' goods like aerated beverages, cigarettes, tobacco and related products to 35% from the present 28% with a separate cess also to be imposed. Further it was mentioned that the GoM had also recommended rates on apparel and footwear - rates of 5, 18 and 28 percent being suggested, depending on the

cost of the product. The report also suggested that rate rationalisation is being proposed on 148 items. Given these details there was adequate cause for speculation.

The law as it stands provides for a maximum of 20% Central Goods & Services Tax (CGST) and a corresponding rate under the State Goods & Services Tax (SGST). The maximum 40% rate in effect gives the GST Council the flexibility to raise rates without having to approach Parliament. It was believed that this rate would help in the merger of the cess amount into the GST rate and allow for a smooth transition when the compensation cess came to an end.

The recommendations will have to be seen in this backdrop. The terms of reference of the GoM which had been constituted for rate rationalisation included review of, exemptions, inverted duty structure, current slab rates and merger of slabs required for a simpler tax structure. GST currently has primarily four rates - 5%, 12%, 18% and 28% apart from a zero percent and special rates for precious metals and gems.

The constant criticism of GST has been the multiplicity of rates and the need for a single uniform GST rate. In an ideal world this would indeed be possible-but as the current recommendation would indicate we do not live in an ideal world. Paradoxically there is a dire possibility of a fifth slab with cess thrown in for added measure.

It is a moot point if an increase in a GST slab will result in an increase in revenue. Cigarettes for instance is among the highest taxed commodity - it has a basic excise duty, national calamity contingent duty, a GST of 28%, and a compensation cess which has both an ad valorem element and a specific element, both depending on the length of the cigarettes. Undoubtedly taxation of cigarettes is not just a revenue measure but also aims to address social and health concerns.

But as the latest smuggling report of the Directorate of Revenue Intelligence (DRI) shows the high rate of taxes also creates an arbitrage and huge incentive to smuggle and evade taxes.

The revenue that is lost and the consequential damage which proceeds of evasion cause is arguably much more. It is a classic example of what Prof. Karthik Muralidharan terms as the quality of revenue, being poor - that is the marginal cost of public funds (refers to the total social cost of raising an additional rupee of tax revenue) being higher than the revenue raised.

The recommendation to have discriminatory tax slabs - a rate depending on the price slab, will cause pressure on the administrative and enforcement machinery. It will encourage evasion and a practice of pricing the product just below the threshold. There is no news about the outcome of the GoM tasked to submit a proposal by December 31, 2024, 'to replace the compensation cess after its abolition'. It is not clear whether the rate rationalisation recommendations are seeking to address this issue also. GST revenue has been doing well and the industry and administration have settled down - the present recommendations will disrupt the smooth routine.

The GST council should address the long discussed but never acted issue of expanding the tax base by including at least some petroleum products (ATF, Natural Gas) in the GST fold. Tax administrations both in the centre and the States will need to focus on reducing litigation and ensuring reducing arrears. Evasion continues unabated - data analytics and targeted audit and enforcement measures can have a huge multiplier effect in nudging potential evaders to fall in line.

The GST council will have lot to deliberate upon when they meet in Jaisalmer today. We can expect a whole host of decisions-exemptions, new rates and clarifications. Both Industry and the Administration will have to brace to implement these far-reaching recommendations. Historically Jaisalmer's location along the camel caravan trade routes made it a staging post and a place to impose taxes on trade. We will have to wait and see if history will repeat itself.




NEWSLETTERS



NEWSLETTER

CHAIR'S MESSAGE



Mr. Rajiv Shah
Chairman, CBIC

It is a pleasure to share with you the message of the Chairman of the Central Board of Indirect Taxes and Customs (CBIC) for the year 2024-25. The message is a call to action for all stakeholders to work together to combat the challenges of illicit trade and to ensure a fair and competitive market for all.

The CBIC is committed to providing a transparent and efficient tax environment for all stakeholders. We will continue to work closely with the Government and other stakeholders to ensure that the tax system is fair and competitive. We will also continue to work towards the elimination of illicit trade and the promotion of legitimate trade.

We are confident that with the support of all stakeholders, we can achieve our common goal of a fair and competitive market for all.

NEWSLETTER

RECENT INITIATIVES

ANTI SMUGGLING DAY
17th Feb 2024




With the support of the Government of India, the Central Board of Indirect Taxes and Customs (CBIC) has organized Anti Smuggling Day on 17th Feb 2024. The event was held in a virtual mode and was attended by representatives from various government departments, industry associations, and the media.

The event was a success and was well-received by all participants. It provided an excellent opportunity for the CBIC to share its initiatives and to receive feedback from stakeholders. The CBIC is committed to continuing its efforts to combat illicit trade and to ensure a fair and competitive market for all.

NEWSLETTER

WORLD ANTI-COUNTERFEITING DAY 2024
7 Jan 2024, World



Contributing to the global fight against counterfeit goods, the Central Board of Indirect Taxes and Customs (CBIC) has participated in the World Anti-Counterfeiting Day 2024 on 7th Jan 2024. The event was held in a virtual mode and was attended by representatives from various countries.

The event was a success and was well-received by all participants. It provided an excellent opportunity for the CBIC to share its initiatives and to receive feedback from stakeholders. The CBIC is committed to continuing its efforts to combat counterfeit goods and to ensure a fair and competitive market for all.

NEWSLETTER

SEMINAR ON Global Challenges of Illicit Trade and the Way Forward
14th Feb 2024, New Delhi

TRADE AND THE WAY FORWARD



Seminar on Global Challenges of Illicit Trade and the Way Forward was held on 14th Feb 2024 in New Delhi. The seminar was organized by the Central Board of Indirect Taxes and Customs (CBIC) and was attended by representatives from various government departments, industry associations, and the media.

The seminar was a success and was well-received by all participants. It provided an excellent opportunity for the CBIC to share its initiatives and to receive feedback from stakeholders. The CBIC is committed to continuing its efforts to combat illicit trade and to ensure a fair and competitive market for all.

NEWSLETTER

Mr. Rajiv Shah
Chairman, CBIC

Mr. Rajiv Ranjan Verma
Secretary, Ministry of Revenue, Government of India



Following the meeting of the Chairman of the Central Board of Indirect Taxes and Customs (CBIC) and the Secretary, Ministry of Revenue, Government of India, on 14th Feb 2024, the CBIC is pleased to share the message of the Chairman of the CBIC for the year 2024-25.

The message is a call to action for all stakeholders to work together to combat the challenges of illicit trade and to ensure a fair and competitive market for all. The CBIC is committed to providing a transparent and efficient tax environment for all stakeholders. We will continue to work closely with the Government and other stakeholders to ensure that the tax system is fair and competitive. We will also continue to work towards the elimination of illicit trade and the promotion of legitimate trade.

NEWSLETTER

Mr. Rajiv Ranjan Verma
Secretary, Ministry of Revenue, Government of India



HAPPENING TODAY

X SPACES



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NEWSLETTER

TAX TALKS | WHY THE WORLD NEEDS A NETWORK TO FIGHT A NETWORK




Tax Talks | Why the World Needs a Network to Fight a Network was held on 14th Feb 2024 in New Delhi. The event was organized by the Central Board of Indirect Taxes and Customs (CBIC) and was attended by representatives from various government departments, industry associations, and the media.

The event was a success and was well-received by all participants. It provided an excellent opportunity for the CBIC to share its initiatives and to receive feedback from stakeholders. The CBIC is committed to continuing its efforts to combat illicit trade and to ensure a fair and competitive market for all.

NEWSLETTER

THE MEETINGS



The Meetings | Why the World Needs a Network to Fight a Network was held on 14th Feb 2024 in New Delhi. The event was organized by the Central Board of Indirect Taxes and Customs (CBIC) and was attended by representatives from various government departments, industry associations, and the media.

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NEWSLETTER

WHAT'S NEXT



What's Next | Why the World Needs a Network to Fight a Network was held on 14th Feb 2024 in New Delhi. The event was organized by the Central Board of Indirect Taxes and Customs (CBIC) and was attended by representatives from various government departments, industry associations, and the media.

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NEWSLETTER

CHAIR'S MESSAGE



V. K. RAJARAM
Chairman, FICCI

As we begin the year 2024, I am pleased to see the continued growth and resilience of the Indian economy. The government's policies, particularly the focus on infrastructure and digital transformation, are laying a strong foundation for long-term sustainable growth. FICCI remains committed to supporting the government in its efforts to create a more robust and inclusive economic environment. We will continue to work closely with the government and other stakeholders to address the challenges ahead and ensure that the benefits of growth are shared across all sections of society.

NEWSLETTER

RECENT INITIATIVES

MANIFESTO 2024

Building Resilient Economies and Implementing Global Measures from a Global Initiative against Smuggling and Counterfeiting

The Indian economy has shown remarkable resilience in the face of global uncertainties. FICCI's Manifesto 2024 outlines our vision for a more robust and inclusive economic environment. We are committed to supporting the government in its efforts to create a more resilient economy and implement global measures to combat smuggling and counterfeiting. Our initiatives focus on strengthening the supply chain, promoting digital transformation, and enhancing the regulatory framework to ensure a level playing field for all businesses.



Dr. Anand Kumar
Secretary, FICCI

NEWSLETTER

INTERNATIONAL REGION

Leading Resident Companies Implementing Robotics and Automation

Leading resident companies in the international region are increasingly adopting robotics and automation to enhance productivity and reduce costs. This trend is driven by the need to stay competitive in a global market characterized by rapid technological advancements. FICCI is actively engaged in promoting the adoption of these technologies among its members, providing them with the necessary support and resources to overcome the challenges associated with implementation.



Dr. Anand Kumar
Secretary, FICCI

NEWSLETTER

SINERGIEM

Combating Ilicit Trade, Insights, Challenges, and Solutions

Sinergiem is a platform that brings together industry leaders and government officials to discuss the challenges and solutions related to combating illicit trade. The event provides a valuable opportunity for stakeholders to share their insights and experiences, and to explore innovative ways to address the complex issues associated with illicit trade. FICCI is committed to fostering a collaborative environment where all stakeholders can contribute to the development of effective strategies to combat illicit trade.



Dr. Anand Kumar
Secretary, FICCI

NEWSLETTER

AUTO Rally

Fight Against Smuggling and Counterfeiting

AUTO Rally is a nationwide campaign aimed at raising awareness about the dangers of smuggling and counterfeiting in the automotive sector. The rally involves a large number of participants, including industry professionals, law enforcement agencies, and the general public. Through various activities, including rallies, seminars, and roadshows, the campaign seeks to educate the public about the risks associated with purchasing counterfeit or smuggled vehicles and to encourage them to report any suspicious activities to the authorities.



Dr. Anand Kumar
Secretary, FICCI

NEWSLETTER

INTER-SCHOOL COMPETITION

ZERO-SMASH: The Role of Youth in Making India Free from Smuggling and Counterfeiting

Zero-Smash is an inter-school competition that aims to engage young students in the fight against smuggling and counterfeiting. The competition involves students from various schools across the country, who are encouraged to participate in various activities, including jingle writing, posters, and essays. The event provides a platform for students to express their views on the issue and to showcase their creativity and talent. FICCI is committed to supporting such initiatives that promote social responsibility and civic engagement among the youth.



Dr. Anand Kumar
Secretary, FICCI

NEWSLETTER

THE MUCH-ANTICIPATED 55TH GST COUNCIL MEETING WILL HISTORY REPEAT ITSELF



As the 55th GST Council meeting concludes, it is clear that the government has taken significant steps to address the concerns of the industry. The meeting was a landmark event, as it marked the first time that the industry has been given a prominent role in the decision-making process. FICCI is pleased to see the government's commitment to listening to the industry and to finding mutually beneficial solutions. We will continue to work closely with the government to ensure that the GST system remains a fair and efficient mechanism for raising revenue and promoting economic growth.



V. K. RAJARAM
Chairman, FICCI

NEWSLETTER

WIND UP 2023

FICCI's Wind Up 2023 provides a comprehensive overview of the industry's performance and the challenges it has faced over the past year. The report highlights the government's efforts to create a more stable and predictable economic environment, and the industry's response to these challenges. It also identifies the key areas where the industry needs to focus its efforts in the coming year, including digital transformation, sustainability, and talent development. FICCI is committed to providing its members with the latest insights and analysis to help them navigate the complexities of the business environment.



Dr. Anand Kumar
Secretary, FICCI

NEWSLETTER

WHAT'S NEXT

- Twitter Session with Experts
- State Government Initiatives of Bihar
- Digital Art Competition, State Against Smuggling
- 4th Edition of ANTI-SMUGGLING DAY

Dr. Anand Kumar
Secretary, FICCI



SOCIAL MEDIA



SOCIAL *Media*

World Anti-Counterfeiting Day 2024

Securing the Digital Frontier
Cooperation, Collaboration, and Best Practices

THURSDAY, JUNE 6, 2024
11:00 A.M. TO 01:00 P.M.

MASCRADE 2024
MOVEMENT AGAINST SMUGGLED & COUNTERFEIT TRADE

25th - 26th September | The Lallit, New Delhi

THEME
Building Resilient Economies and Implementing Robust Measures from a Global Initiative against Smuggling and Counterfeiting

Save the Date

Namma Bengaluru

SEMINAR ON
COMBATTING ILLICIT TRADE
INSIGHTS, CHALLENGES, AND SOLUTIONS

30 JULY 2024 | ITC Windsor, Bengaluru, Karnataka

amazon

Seminar
Strategies for Brand Protection and Counterfeit Prevention

“While counterfeiting remains largely a physical issue, the rise of e-commerce has prompted the establishment of an institutionalized system to efficiently tackle the digital avenue of infringement.”

Arneet Dutta
Co-Chair - P. Committee and Partner, Salil Khanna & Associates

AUTO RALLY
3RD AUGUST 2024 | 11:30 AM - 12:30 PM | NEW DELHI

FIGHT AGAINST SMUGGLING AND COUNTERFEITING

Play off by **Mr. Praveen Khandelwal**
Member of Parliament, Delhi

INTER SCHOOL COMPETITION
ZERO EVASION **THEME**
Role of Youth in Making India Free from Smuggling & Counterfeiting

POSTER-MAKING COMPETITION

12TH AUGUST
FICCI, New Delhi

2 DAYS LEFT

DIGITAL ART COMPETITION
THEME - SAY NO TO SMUGGLING

Submit your artwork now
cascade@ficci.com

#StopSmuggling

INTER SCHOOL COMPETITION
ZERO EVASION **THEME**
Role of Youth in Making India Free from Smuggling & Counterfeiting

ELOCUTION COMPETITION

12TH AUGUST | FICCI, NEW DELHI

MEET THE JUDGES
ZERO EVASION INTER-SCHOOL COMPETITION
ELOCUTION | JINGLE WRITING | POSTER MAKING

THEME: ROLE OF YOUTH IN MAKING INDIA FREE FROM SMUGGLING & COUNTERFEITING

Mr. Sanjeev Vyas
Former Chief Research and Review, May 2023

Mr. Anil Salia
Former Chief Research and Review, May 2023

Mr. P.K. Malhotra
Former Chief Research and Review, May 2023

EMPOWERING YOUTH TO LEAD THE FIGHT AGAINST SMUGGLING AND COUNTERFEITING

MONDAY | 12TH AUGUST, 2024 | FICCI, NEW DELHI



SOCIAL Media

BE AN ALERT CONSUMER

Check before you buy

Spread awareness

Report suspicious products

#NATIONALCONSUMERDAY

SMUGGLING AND COUNTERFEITING HURT EVERYONE

#NATIONALCONSUMERDAY

DID YOU KNOW?
Counterfeit goods can be **HAZARDOUS**

#NATIONALCONSUMERDAY

STOP COUNTERFEITS, PROTECT CONSUMERS, BUILD BHARAT

#NATIONALCONSUMERDAY

#NATIONALCONSUMERDAY

Congratulations

to Air Customs of Calicut and Kannur Airport, CCP Cochin for seizing 78,000 sticks of cigarettes, 8 nos of e-cigarettes, 10kg saffron and 1 no of iPhone 15 Pro worth **Rs 22 Lakhs**

REAL vs FAKE

REAL

- Check for full composition
- Backed by clinical studies
- Clearly marked for safety
- Promises within reason

FAKE

- Vague or misleading
- Unverified Claims
- No Expiry Dates
- Unrealistic Results

Spot the Differences Between Real and Fake

Investing in a luxury watch? Here's what to look for

Real

- Genuine watches have a substantial weight and feel solid
- Look for a unique serial number engraved on the case back

Fake

- Lightweight and cheap feel
- No unique serial number or poorly engraved

YOUR RIGHT TO SAFETY COMES FIRST

- Verify product authenticity
- Look for certifications like ISI, Hallmark, AGMARK
- Avoid deals that seem too good to be true

#NATIONALCONSUMERDAY



camera desk global
content conference press professional message stack
web column microphone tv reporter newsca ac
ble event satellite video studio read broadcastin
communication public information breaking
record background cameraman live interview broadca
social news

MEDIA COVERAGE



फिक्की कैस्केड का कार्यक्रम संपन्न

नई दिल्ली. फिक्की कैस्केड (कमेटी ऑफ स्मगलिंग एंड काउंटरफाइटिंग एक्टिविटीज डेस्ट्रॉयिंग द ईकोनॉमी) द्वारा आयोजित इन कन्वर्सेशन सीरीज को सम्बोधित करते हुए मिजोरम के पुलिस महानिदेशक अनिल शुक्ला ने कहा, हमने असम पुलिस, बीएसएफ, नारकोटिक्स विभाग और सीमा शुल्क विभाग सहित कई एजेंसियों के साथ उपयोगी सहयोग बनाया है। मैं हमारे अधिकारियों के लिए एक ऐसे मंच को व्यवस्थित करने की पहल के लिए फिक्की कैस्केड का आभार प्रकट करता हूँ।

Mizoram DGP advocates strengthening capacity to combat illicit trade

Staff Reporter
Aizawl, April 26: Mizoram DGP Anil Shukla underscored the significant role of recent collaborations with multiple enforcement agencies in tackling illicit trade while emphasising the need to further enhance capacities. Speaking at the 1st Conversation Series organized by FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy), Shukla highlighted the fruitful partnerships established with various agencies, including the Assam Police, BSF, Narcotics Department, and the Customs Department. However, he emphasized the necessity for continuous improvement in capacity building. Shukla expressed appreciation for FICCI CASCADE's initiative to organize a platform for officers, aiming to contribute to ongoing efforts in combating illicit trade effectively. He particularly addressed the alarming rise in drug trafficking, citing a value of Rs 190 crore for drug seizures in 2023, encompassing high-quality heroin, ganja, and cash, highlighting the challenges posed by the porous Indo-Myanmar border, characterized by rugged terrain. Shukla emphasized Mizoram's vulnerability to drug and contraband trafficking, as well as smuggling of spice nut, foreign cigarettes, and so on.

FICCI CASCADE organises inter-school competition to drive awareness about ill-effects of illicit trade

By The News Desk | August 12, 2024



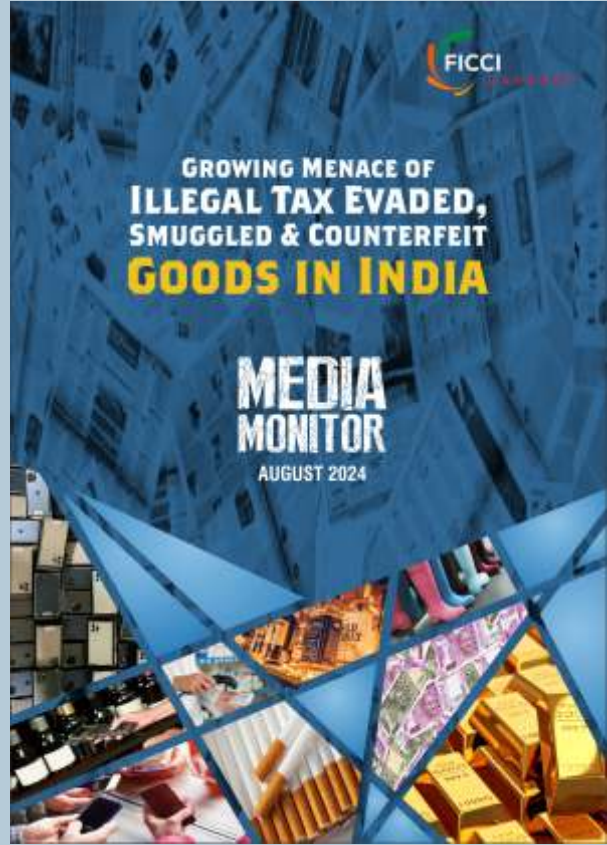
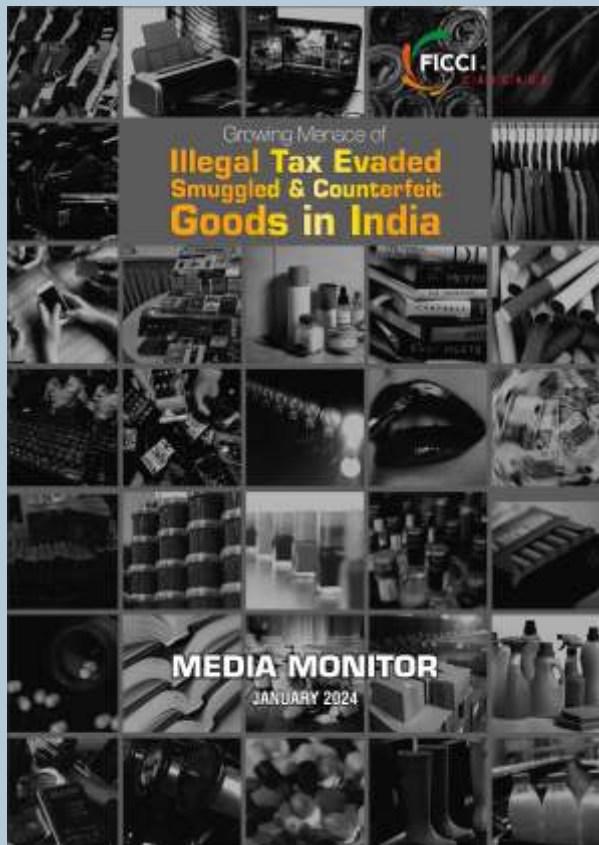
Seeking to raise awareness among young minds about the threats posed by illicit trade, **FICCI CASCADE** (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) organized an inter-school competition on the theme *Role of Youth in Making India Free from Smuggling and Counterfeiting*.

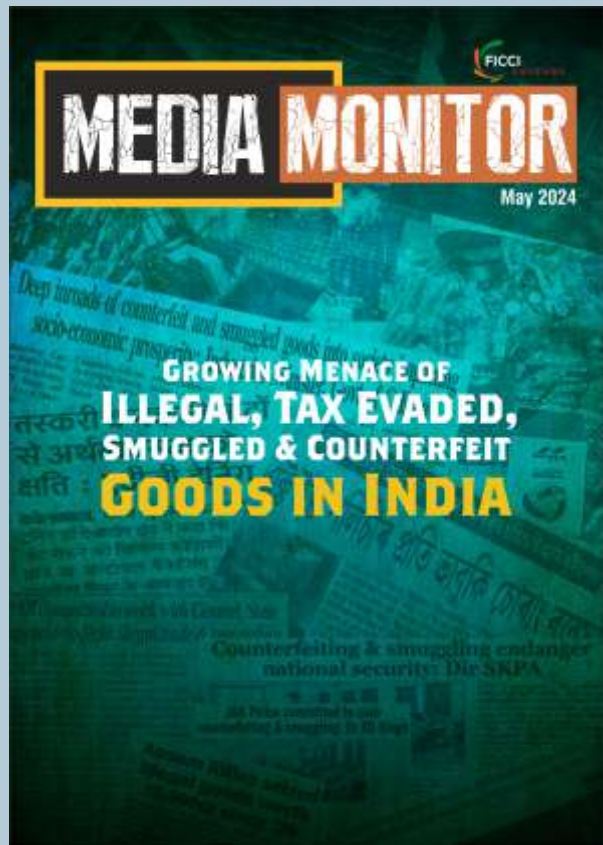
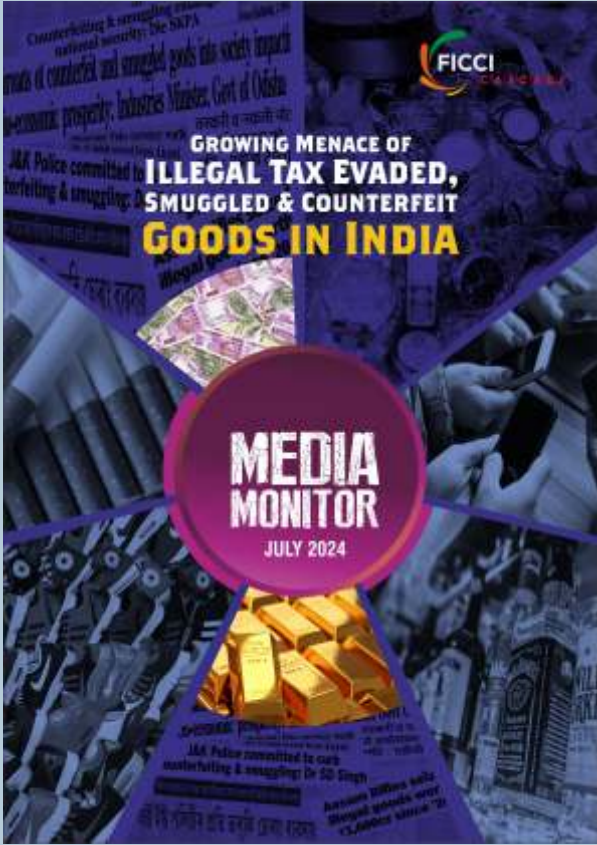
MEDIA COVERAGE



MEDIA MONITOR









Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

www.ficci.in



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 - CASCADE on 18th January, 2011 at FICCI Federation House, New Delhi.

FICCI Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADE)

www.ficcicascade.in