



Seminar on

Protecting Consumers: Addressing the Threat of Smuggling and Counterfeiting

Wednesday, 8th April 2026 | FICCI, Federation House, New Delhi



Pralhad Joshi calls for collective action against illicit trade

PIONEER NEWS SERVICE
■ New Delhi

At a time when India's rapid economic expansion is reshaping consumption patterns and market dynamics, Union Minister of Consumer Affairs, Food & Public Distribution and Minister of New and Renewable Energy Pralhad Joshi described illicit trade as a "shadow economy" while addressing the seminar virtually.

In a special video address at the seminar "Protecting Consumers: Addressing the Threat of Smuggling and Counterfeiting" organised by FICCI CASCADE, the Minister said, "smuggling and counterfeiting are far from victimless crimes. They expose consumers to unsafe, substandard and even toxic products, undermine honest businesses, and erode government revenues that could otherwise be invested in public welfare and infrastructure."

Emphasising that "the objective is not just consumer protection, but consumer prosperity," he pointed to initiatives such as the Central Consumer Protection Authority, the National Consumer Helpline, and the Jago Grahak Jago campaign as key pillars in empowering citizens. Calling for a broader coalition, he added, "When a product is fake, it is not just a



(L-R) Nidhi Khare, Secretary, Ministry of Consumer Affairs, Food & Public Distribution, Government of India; Anil Rajput, Chairman, FICCI CASCADE and P C Jha, Advisor, FICCI CASCADE & Former Chairman, CBIC

business loss—it is a betrayal of consumer trust. Combating this requires shared responsibility across government, industry and society."

In her inaugural address, Nidhi Khare, Secretary, Ministry of Consumer Affairs, Food and Public Distribution, Government of India, said "we are living in a time when India has emerged as the world's fourth-largest economy".

She noted that consumer protection has evolved from awareness-building to a technology-enabled system. "From 'Jago Grahak Jago' to AI-driven grievance redressal, we are building a system that is faster, more efficient, and transparent," she said. Highlighting improvements in grievance redressal, she added, "Resolution timelines have

come down from 63 days to around 21 days, and in some online cases even within 72 hours."

On the role of digital platforms, she said, "While e-commerce platforms operate at scale and require continuous regulatory engagement, they are also increasingly stepping up—through measures such as delisting and stronger monitoring—to combat counterfeit products." She added that "the challenge extends beyond digital marketplaces into physical supply chains."

She called for a multi-pronged approach, including stronger quality standards, support for MSMEs, greater platform accountability, and enhanced enforcement across both digital and physical markets.

In his welcome address,

Anil Rajput, Chairman, FICCI CASCADE, said advancing consumer protection today requires a decisive shift from a reactive approach to a preventive, structured and forward-looking system.

Dr Ashwani Mahajan, National Co-Convener, Swadeshi Jagran Manch, said effectively tackling illicit trade requires strong and sustained political will, decisive policy interventions—such as demonetisation—have previously demonstrated how determined action can disrupt counterfeit and illicit ecosystems. The need to strengthen enforcement mechanisms, particularly at the borders, stating that gaps in customs oversight continue to enable the entry of illicit goods into the domestic market."

P C Jha, Advisor, FICCI CASCADE and Former Chairman, CBIC, provided a comprehensive enforcement and governance perspective, stressing that consumer protection must be seen as an integral pillar of economic policy.

The seminar brought together senior policymakers, judicial leaders, enforcement officials, industry representatives, and consumer organisations to deliberate on the growing threat of illicit trade and the need for stronger consumer-centric frameworks.

The Statesman

Illicit trade undermines consumer trust, economic integrity: Joshi

STATESMAN NEWS SERVICE
New Delhi, 8 April

At a time when India is witnessing rapid economic expansion, reshaping consumption patterns and market dynamics, Minister of Consumer Affairs Pralhad Joshi on Wednesday said illicit trade, which he described as a shadow economy, is undermining consumer trust and economic integrity.

In a video address at a seminar organised by FICCI CASCADE, Pralhad Joshi said, "Smuggling and counterfeiting are far from victimless crimes. They expose consumers to unsafe, substandard, and even toxic products, undermining honest



businesses and eroding government revenues that could otherwise be invested in public welfare and infrastructure."

Pointing to initiatives such as the Central Consumer Protection Authority, the National Consumer Helpline, and the Jago Grahak Jago campaign as key pillars in empowering citizens, he said,

"The objective is not just consumer protection, but consumer prosperity."

Calling for a broader coalition, he said, "When a product is fake, it is not just a business loss, but it is a betrayal of consumer trust. Combating this requires shared responsibility across government, industry and society," he added.

In her inaugural address, Nidhi Khare, Secretary, Ministry of Consumer Affairs, Food and Public Distribution, said with India emerging as the world's fourth-largest economy consumer protection has evolved from awareness-building to a technology-enabled system. "From 'Jago Grahak Jago' to AI-driven grievance redressal, we are building a system that

is faster, more efficient, and transparent," she added.

Highlighting improvements in grievance redressal, she said resolution timelines have come down from 63 days to around 21 days, and in some online cases even within 72 hours.

The secretary also said while the e-commerce platforms operate at scale and require continuous regulatory engagement, they are also increasingly stepping up through measures such as delisting and stronger monitoring, which is aimed at combating counterfeit products. Dr Ashwani Mahajan, National Co-Convenor, Swadeshi Jagran Manch, who also took part in the seminar, said that tackling illicit trade requires

strong and sustained political will, decisive policy interventions, such as demonetisation, were steps that have previously demonstrated how determined action can disrupt counterfeit and illicit ecosystems.

He stressed the need to strengthen enforcement mechanisms, particularly at the borders, stating that gaps in customs oversight continue to enable the entry of illicit goods into the domestic market.

Senior policymakers, judicial leaders, enforcement officials, industry representatives, and consumer organisations were part of the seminar, who brought in views on the growing threat of illicit trade and the need for stronger consumer-centric frameworks.

'Illicit trade threatens consumers, economy'

MPOST BUREAU

NEW DELHI: Union Consumer Affairs minister Pralhad Joshi on Tuesday termed illicit trade a "shadow economy", warning that smuggling and counterfeiting pose serious risks to consumers and the broader economy.

Addressing a seminar on "Protecting Consumers: Addressing the Threat of Smuggling and Counterfeiting" organised by FICCI CASCADE, Joshi said such activities expose consumers to un-safe and substandard products, undermine honest businesses and erode government revenues meant for public welfare. He stressed that consumer protection must go beyond safety to ensuring "consumer prosperity".

Highlighting government efforts, he cited initiatives like the Central Consumer Protection Authority, National Consumer Helpline and the Jago Grahak Jago campaign as key tools for em-powering citizens. He called for collective action by government, industry and society to tackle the menace.

Union Consumer Affairs secretary Nidhi Khare said India's consumer protection framework has evolved into a technology-driven system. She noted that grievance redressal timelines have reduced significantly, with some online complaints now resolved within 72 hours. Khare also pointed to the dual role of e-commerce platforms, stating that while they require regulatory oversight, they are increasingly taking steps such as delisting counterfeit products.

FICCI CASCADE chairman Anil Rajput called for a shift to preventive and technology-driven enforcement, while experts stressed stronger border controls and inter-agency coordination.

THE ASIAN AGE

Illicit trade harms consumers: Minister

New Delhi: At a time when India's rapid economic expansion is reshaping consumption patterns and market dynamics, Union minister Pralhad Joshi on Wednesday described illicit trade as a "shadow economy" and said it directly harms consumers and undermines their trust through unsafe and substandard products. Virtually addressing a seminar "Protecting Consumers: Addressing the Threat of Smuggling and Counterfeiting" organised by Ficci Cascade, Mr Joshi said, "Smuggling and counterfeiting are far from victimless crimes. They expose consumers to unsafe, substandard and even toxic products, undermine honest businesses, and erode government revenues that could otherwise be invested in public welfare and infrastructure."

Fake goods surge, buyers face rising safety risk

Counterfeit goods and malpractice such as tampering with manufacturing and expiry dates have emerged as a serious and widespread concern, Consumer Affairs Secretary Nidhi Khare said, calling for constant vigilance and stronger consumer awareness.

Speaking at the FICCI CAS-CADE seminar, Khare highlighted how offenders are manipulating product labels by erasing original manufacturing details and replacing them with fresh expiry dates, allowing expired goods to re-enter the market.

She described the issue as a "very huge problem" that continues to evolve despite enforcement actions. Officials noted that counterfeit products remain prevalent across sectors, often shifting locations to evade detection. Khare likened the challenge to a "cat and mouse" game,



where regulatory interventions in one area push offenders to relocate and resume operations elsewhere.

Highlighting the scale, she cited data from a major e-commerce platform, which flagged over 1.21 crore counterfeit listings between August 2022 and June 2025. Of these, nearly 60 lakh listings were removed between April 2023 and September 2024, followed by over 12 lakh removals in subsequent

months, underlining the persistent nature of the problem. Khare also pointed to the increasing sophistication of counterfeit goods, which are often designed to closely resemble genuine products, making detection difficult even for aware consumers. She warned that such products exploit gaps in intellectual property enforcement while continuing to circulate due to their non-lethal nature.

— ANI

The Statesman

Illicit trade undermines consumer trust, economic integrity: Pralhad Joshi

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Statesman News Service | New Delhi | April 6, 2024 7:58 pm



File Photo: IANS

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<https://www.thestatesman.com/india/illicit-trade-undermines-consumer-trust-economic-integrity-pralhad-joshi-1503579316.html>

Broader coalition needed to fight 'shadow economy' of illicit trade: Minister



By: IANS

On: Wednesday, April 8, 2026 6:38 PM



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The objective is not just consumer protection, but consumer prosperity, the minister said as he pointed to initiatives such as the Central Consumer Protection Authority, the National Consumer Helpline, and the Jago Grahak Jago campaign as key pillars in empowering citizens, according to a statement from FICCI.

Addressing a seminar, the minister called for a broader coalition reminding it is the "shared responsibility of government, industry and society" to combat illicit trade.

<https://english.punjabkesari.com/business/broader-coalition-needed-to-fight-shadow-economy-of-illicit-trade-minister/>

The Tribune

VOICE OF THE PEOPLE

Counterfeit goods, expiry tampering a 'very huge problem', says Consumer Affairs Secretary



Updated At: 01:20 PM Apr 08, 2025 EST



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Pralhad Joshi, Minister of Food and Consumer Affairs (File Photo/@BharatElectricitySummit)

Counterfeiting, smuggling a 'Shadow Economy' threatening consumers says minister Pralhad Joshi

ANI | Updated: Apr 08, 2026 14:54 IST



New Delhi [India], April 8 (ANI): Counterfeiting and smuggling in India form a "shadow economy" that directly harms consumers, undermines their trust through unsafe and substandard products, threatens honest businesses, and drains public funds, Pralhad Joshi, Minister of Food and Consumer Affairs, said today.

"Smuggling and counterfeiting are not victimless crimes. They form a shadow economy that directly harms the consumer through the unsafe, substandard or even toxic products, undermines honest business," Joshi said.

He was virtually addressing the FICCI CASCADE Seminar on protecting consumers from the threat of smuggling and counterfeiting.

"The economic growth is meaningless if it is not built on a trust and consumer safety," he said, adding that when a product is fake, it is not just a business loss, it is a betrayal of our consumers' faith.

The government is committed in the vision that India remains a global hallmark of trust that no smuggler or no counterfeiter can undermine the hard-earned trust of Indian consumers, the minister said. Joshi said the government had moved "from a scattered system to a unified front" and was empowering consumers to fight back through legal mechanisms.

<https://www.aninews.in/news/business/counterfeiting-smuggling-a-shadow-economy-threatening-consumers-says-minister-pralhad-joshi20260408145415/>

Broader coalition needed to fight 'shadow economy' of illicit trade: Minister



IANSlive | April 8, 2026 6:38 PM

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The objective is not just consumer protection, but consumer prosperity, the minister said as he pointed to initiatives such as the Central Consumer Protection Authority, the National Consumer Helpline, and the Jago Grahak Jago campaign as key pillars in empowering citizens, according to a statement from FICCI.

Addressing a seminar, the minister called for a broader coalition reminding it is the "shared responsibility of government, industry and society" to combat illicit trade.

Nidhi Khare, Secretary, Ministry of Consumer Affairs, Food and Public Distribution said consumer protection has evolved from awareness-building to a technology-enabled system. "From 'Jago Grahak Jago' to AI-driven grievance redressal, we are building a system that is faster, more efficient, and transparent," she said.

She noted the improvements in grievance redressal, saying resolution timelines have been cut from 65 days to around 21 days, and in some online cases even within 72 hours. [@ भारत ख़ापर](#)

<https://ianslive.in/broader-coalition-needed-to-fight-shadow-economy-of-illicit-trade-minister--20260408183638>

Illicit trade undermines consumer trust, economic integrity: Pralhad Joshi

By Agencies 12:20 am April 9, 2026 0 0



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The secretary also said while the e-commerce platforms operate at scale and require continuous regulatory engagement, they are also increasingly stepping up through measures such as delisting and stronger monitoring, which is aimed at combating counterfeit products.

<https://kashmirreader.com/2026/04/09/illicit-trade-undermines-consumer-trust-economic-integrity-pralhad-joshi/>



Counterfeit goods, expiry tampering a 'very huge problem', says Consumer Affairs Secretary

■ Apr 08, 2026

New Delhi [India], April 8 : Counterfeit goods and related malpractices such as tampering with manufacturing and expiry dates pose a serious challenge and require constant monitoring, says Consumer Affairs Secretary, Nidhi Khare.

Speaking at the FICCI CASCADE Seminar on Protecting Consumers in New Delhi, Khare noted, "People are actually rubbing out the manufacturing date and then they are putting fresh expiry dates on expired products. So, this is a very, very huge problem,"

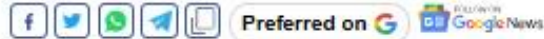
She said counterfeit products continue to circulate across markets despite enforcement efforts. "It is like a cat and mouse thing. You do it here, they go there. You do something there, they shift their base somewhere else," she said, adding that the issue requires constant monitoring and attention.

Highlighting the scale of the problem, Khare cited data from one e-commerce platform which identified "1 crore 21 lakh 31 thousand 880" product listings as counterfeit between August 4, 2022 and June 5, 2025. Of these, "69 lakhs" listings were removed between April 2023 and September 2024, and "12 lakhs 31 thousand" listings between September 2024 and May 2025.

<https://www.andhrapradeshmirror.com/news/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary20260408131738/>

Broader coalition needed to fight 'shadow economy' of illicit trade: Minister

By IANS | Updated: April 8, 2026 18:40 IST



New Delhi, April 8 Illicit trade in India remains as a "shadow economy" that impacts consumer trust, honest ...



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<https://www.lokmattimes.com/business/broader-coalition-needed-to-fight-shadow-economy-of-illicit-trade-minister/>

THE ECONOMIC TIMES

Counterfeit goods, expiry tampering a 'very huge problem', says Consumer Affairs Secretary

ANI - Last Updated: Apr 08, 2026, 01:52:00 PM IST

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Synopsis

Counterfeit products and altered expiry dates present a significant challenge. Consumer Affairs Secretary Nidhi Khare highlighted the ongoing battle against fake goods. E-commerce platforms are actively removing counterfeit listings. Sophisticated fakes are difficult to detect. Consumers must remain vigilant and report suspicious products. The government is also addressing dark patterns and reforming legal metrology.



Nidhi Khare, Consumer Affairs Secretary

New Delhi: [Counterfeit goods](#) and related malpractices such as tampering with manufacturing and expiry dates pose a serious challenge and require constant monitoring, says [Consumer Affairs Secretary, Nidhi Khare](#).

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<https://economictimes.indiatimes.com/news/india/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary/articleshow/130106815.cms>

'Illicit trade threatens consumers, economy'

BY Mpost Bureau 8 Apr 2026 11:52 PM

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FICCI CASCADE chairman Anil Rajput called for a shift to preventive and technology-driven enforcement, while experts stressed stronger border controls and inter-agency coordination.

<https://www.millenniumpost.in/business/illicit-trade-threatens-consumers-economy-655191>

The Tribune

VOICE OF THE PEOPLE

Counterfeiting, smuggling a 'Shadow Economy' threatening consumers says minister Pralhad Joshi



ANI

Updated At : 02:55 PM Apr 08, 2026 IST



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<https://www.tribuneindia.com/news/counterfeiting-smuggling-a-shadow-economy-threatening-consumers-says-minister-pralhad-joshi/>



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She said counterfeit products continue to circulate across markets despite enforcement efforts. "It is like a cat and mouse thing. You do it here, they go there. You do something there, they shift their base somewhere else," she said, adding that the issue requires constant monitoring and attention.

Highlighting the scale of the problem, Khare cited data from one e-commerce platform which identified "1 crore 21 lakh 31 thousand 880" product listings as counterfeit between August 4, 2022 and June 5, 2025. Of these, "69 lakhs" listings were removed between April 2023 and September 2024, and "12 lakhs 31 thousand" listings between September 2024 and May 2025.

"This shows the scale of counterfeiting which is going on and this is only one platform," she said.

<https://www.himachalpatrika.com/news/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary20260408131738/>

TOP 3 NEWS

FICCI CASCADE Hosts Seminar on Protecting Consumers from the Threat of Smuggling and Counterfeiting

By [Mobility_India](#) April 8, 2026 0 211

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FICCI CASCADE Hosts Seminar on Protecting Consumers from the Threat of Smuggling and Counterfeiting



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FICCI CASCADE successfully organized a high-impact seminar titled “Protecting Consumers: Addressing the Threat of Smuggling and Counterfeiting” at Federation House, New Delhi, bringing together key policymakers, enforcement authorities, industry leaders, and consumer rights experts to address the growing challenge of illicit trade.

The seminar focused on strengthening policy frameworks, enhancing enforcement mechanisms, and increasing consumer awareness to safeguard markets from counterfeit and smuggled goods.

<https://www.mobilityindia.com/ficci-cascade-hosts-seminar-on-protecting-consumers-from-the-threat-of-smuggling-and-counterfeiting/>

Gujaratवार्ता



Counterfeiting, smuggling a 'Shadow Economy' threatening consumers says minister Pralhad Joshi

Apr 08, 2022

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"The economic growth is meaningless if it is not built on a trust and consumer safety," he said, adding that when a product is fake, it is not just a business loss, it is a betrayal of our consumers' faith.

The government is committed in the vision that India remains a global hallmark of trust that no smuggler or no counterfeiter can undermine the hard-earned trust of Indian consumers, the minister said. Joshi said the government had moved "from a scattered system to a unified front" and was empowering consumers to fight back through legal mechanisms.

Joshi also outlined the role of the Consumer Protection (E-Commerce) Rules 2020, designed to regulate responsibilities and liabilities of online platforms, including pre-litigation grievance redressal.

<https://www.gujaratvarta.com/news/counterfeiting-smuggling-a-shadow-economy-threatening-consumers-says-minister-pralhad-joshi20260408145411/>

Counterfeit goods, expiry tampering a 'very huge problem', says Consumer Affairs Secretary

COUNTERFEIT GOODS, CONSUMER PROTECTION, E-COMMERCE FRAUD, FAKE PRODUCTS, MARKET SURVEILLANCE, INTELLECTUAL PROPERTY, PRODUCT TAMPERING, CONSUMER AWARENESS, FICCI SEMINAR, FOOD SAFETY



Apr 08, 2026

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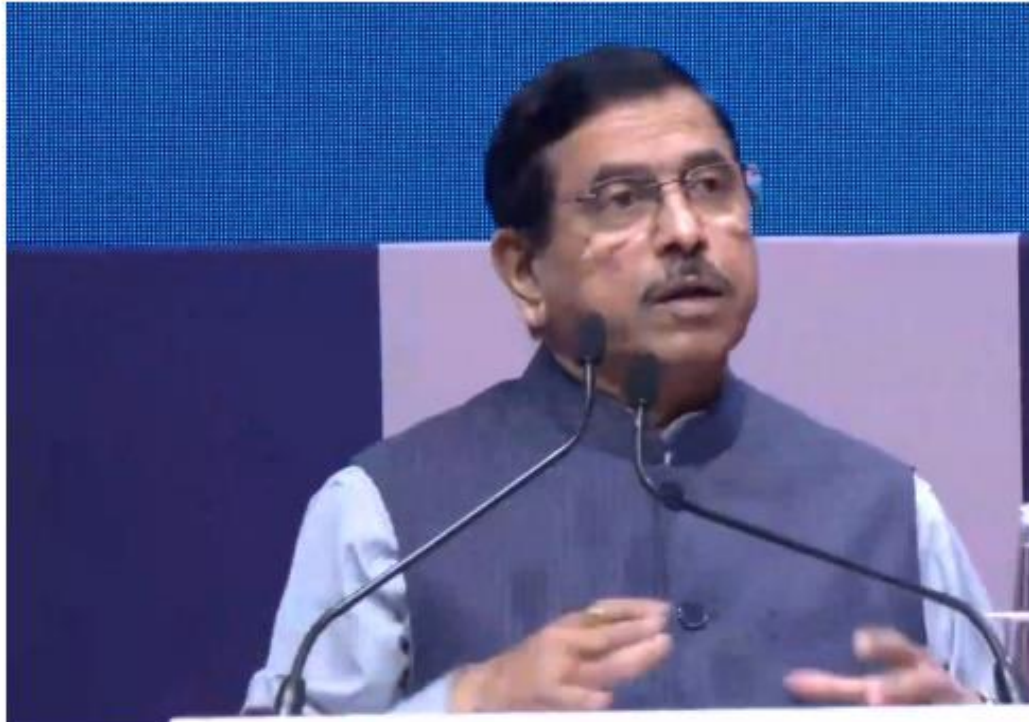
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Khare also pointed to the growing sophistication of counterfeit goods.

<https://www.delhilivenews.in/news/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary20260408131738/>

HARYANA TODAY



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"Smuggling and counterfeiting are not victimless crimes. They form a shadow economy that directly harms the consumer through the unsafe, substandard or even toxic products, undermines honest business," Joshi said. He was virtually addressing the FICCI CASCADE Seminar on protecting consumers from the threat of smuggling and counterfeiting.

"The economic growth is meaningless if it is not built on a trust and consumer safety," he said, adding that when a product is fake, it is not just a business loss, it is a betrayal of our consumers' faith.

The government is committed in the vision that India remains a global hallmark of trust that no smuggler or no counterfeiter can undermine the hard-earned trust of Indian consumers, the minister said. Joshi said the government had moved "from a scattered system to a unified front" and was empowering consumers to fight back through legal mechanisms.

Joshi also outlined the role of the Consumer Protection (E-Commerce) Rules 2020, designed to regulate responsibilities and liabilities of online platforms, including pre-litigation grievance redressal.

The National Consumer Helpline (1915) emerged as a single point of access for grievances in 17 languages, with refunds totaling ₹52 crore across more than 79,000 cases in the past year, he added.

Calling for a shared responsibility between government, industry, and civil society, Joshi said, "While the government provides a legislative framework, the industry must lead with ethical practices... when a product is fake, it is not just a business loss, it is a betrayal of our consumers' faith."

<https://www.haryanatoday.in/news/counterfeiting-smuggling-a-shadow-economy-threatening-consumers-says-minister-pralhad-joshi20260408145411/>



Counterfeit goods, expiry tampering a 'very huge problem', says Consumer Affairs secretary



By PUBLIC TV ENGLISH · [SAVE IT](#)

Last Updated: April 8, 2025 1:42 Pm

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NEW DELHI: Counterfeit goods and related malpractices such as tampering with manufacturing and expiry dates pose a serious challenge and require constant monitoring, says Consumer Affairs Secretary, Nidhi Khare.

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She said counterfeit products continue to circulate across markets despite enforcement efforts. "It is like a cat and mouse thing. You do it here, they go there. You do something there, they shift their base somewhere else", she said, adding that the issue requires constant monitoring and attention.

Highlighting the scale of the problem, Khare cited data from one e-commerce platform which identified "one crore 21 lakh 31 thousand 880" product listings as counterfeit between August 4, 2022 and June 5, 2025. Of these, 69 lakh listings were removed between April 2023 and September 2024, and "12 lakh 31 thousand" listings between September 2024 and May 2025. "This shows the scale of counterfeiting which is going on and this is only one platform", she said.

<https://english.publictv.in/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary/>

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COUNTERFEITING, SMUGGLING, SHADOW ECONOMY, CONSUMER HARM, UNSAFE PRODUCTS, TOXIC PRODUCTS, SUBSTANDARD GOODS, HONEST BUSINESS, PUBLIC FUNDS, PRALHAD JOSHI, FOOD AND CONSUMER AFFAIRS, CONSUMER PROTECTION, FICCI CASCADE SEMINAR



📅 Apr 08, 2026

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<https://www.delhilivenews.in/news/counterfeiting-smuggling-a-shadow-economy-threatening-consumers-says-minister-pralhad-joshi20260408145411/>

Broader coalition needed to fight 'shadow economy' of illicit trade: Minister

Empowering Consumers and Combating Illicit Trade: A Multi-Stakeholder Approach

The Hawk - 
Apr 08, 2025, 06:42 PM



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The objective is not just consumer protection, but consumer prosperity, the minister said as he pointed to initiatives such as the Central Consumer Protection Authority, the National Consumer Helpline, and the Jago Grahak Jago campaign as key pillars in empowering citizens, according to a statement from FICCI.

Addressing a seminar, the minister called for a broader coalition reminding it is the "shared responsibility of government, industry and society" to combat illicit trade.

<https://www.thehawk.in/news/economy-and-business/broader-coalition-needed-to-fight-shadow-economy-of-illicit-trade-minister>

Business News | Counterfeiting, Smuggling a 'Shadow Economy' Threatening Consumers Says Minister Pralhad Joshi

Get latest articles and stories on Business at LatestLY. Counterfeiting and smuggling in India form a "shadow economy" that directly harms consumers, undermines their trust through unsafe and substandard products, threatens honest businesses, and drains public funds, Pralhad Joshi, Minister of Food and Consumer Affairs, said today. "Smuggling and counterfeiting are not victimless crimes. They form a shadow economy that directly harms the consumer through the unsafe, substandard or even toxic products, undermines honest business," Joshi said.



Agency News ANI | Apr 08, 2025 03:24 PM IST

A- A+



Pralhad Joshi, Minister of Food and Consumer Affairs (File Photo/@BharatElectricitySummit)

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Counterfeit goods a serious challenge, require constant monitoring: Secy

4 Min read | Author : Asianet News Central | ANI
Published : Apr 08 2026, 01:30 PM IST

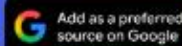


Nidhi Khare, Secretary to the Department of Consumer Affairs (File Photo/ANI)

Consumer Affairs Secretary Nidhi Khare calls counterfeit goods and tampering with expiry dates a 'huge problem' and a 'cat and mouse game' requiring constant monitoring. She cited one e-commerce platform identifying over 1.2 crore fake listings.

Counterfeit goods and related malpractices such as tampering with manufacturing and expiry dates pose a serious challenge and require constant monitoring, says Consumer Affairs Secretary, Nidhi Khare.

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Speaking at the FICCI CASCADE Seminar on Protecting Consumers in New Delhi, Khare noted, "People are actually rubbing out the manufacturing date and then they are putting fresh expiry dates on expired products. So, this is a very, very huge problem," She said counterfeit products continue to circulate across markets despite enforcement efforts. "It is like a cat and mouse thing. You do it here, they go there. You do something there, they shift their base somewhere else," she said, adding that the issue requires constant monitoring and attention

<https://newsable.asianetnews.com/business/counterfeit-goods-a-serious-challenge-require-constant-monitoring-secy-articleshow-bdtxy7q>

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ANI

8th April 2026, 20:31 GMT+11



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https://www.bignetwork.com/news/278971095/counterfeiting-smuggling-a-shadow-economy-threatening-consumers-says-minister-pralhad-joshi#google_vignette

Counterfeit goods, expiry tampering a 'very huge problem', says Consumer Affairs Secretary

Counterfeit products and date tampering present a significant challenge. Consumer Affairs Secretary Nidhi Khare highlighted the scale of the problem, noting that distinguishing fake goods is increasingly difficult. She stressed the need for constant monitoring and coordinated efforts across agencies. Consumers are urged to be aware, check product quality, and avoid misleading offers. Official channels are available for reporting complaints.

ANI

Published On Apr 8, 2026 at 02:39 PM IST



Nidhi Khare, Secretary of the Department of Consumer Affairs

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<https://retail.economictimes.indiatimes.com/news/industry/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary/130108272>

TEN NEWS NETWORK

Broader Coalition Needed To Fight 'Shadow Economy' Of Illicit Trade: Minister

On Apr 8, 2026



New Delhi, April 8 (IANS) Illicit trade in India remains as a “shadow economy” that impacts consumer trust, honest businesses and public revenues, Minister of Consumer Affairs, Food & Public Distribution Pralhad Joshi said on Wednesday.

The objective is not just consumer protection, but consumer prosperity, the minister said as he pointed to initiatives such as the Central Consumer Protection Authority, the National Consumer Helpline, and the Jago Grahak Jago campaign as key pillars in empowering citizens, according to a statement from FICCI.

Addressing a seminar, the minister called for a broader coalition reminding it is the “shared responsibility of government, industry and society” to combat illicit trade.

Nidhi Khare, Secretary, Ministry of Consumer Affairs, Food and Public Distribution said consumer protection has evolved from awareness-building to a technology-enabled system. “From ‘Jago Grahak Jago’ to AI-driven grievance redressal, we are building a system that is faster, more efficient, and transparent,” she said.

She noted the improvements in grievance redressal, saying resolution timelines have been cut from 63 days to around 21 days, and in some online cases even within 72 hours.

“While e-commerce platforms operate at scale and require continuous regulatory engagement, they are also increasingly stepping up—through measures such as delisting and stronger monitoring—to combat counterfeit products,” the secretary said.

She called for a multi-pronged approach, including stronger quality standards, support for MSMEs, greater platform accountability, and enhanced enforcement across both digital and physical markets.

The seminar brought together senior policymakers, judicial leaders, enforcement officials, industry representatives, and consumer organisations to deliberate on the growing threat of illicit trade and the need for stronger consumer-centric frameworks.

<https://tennews.in/broader-coalition-needed-to-fight-shadow-economy-of-illicit-trade-minister/>

HARYANA TODAY



Apr 08, 2026

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"This shows the scale of counterfeiting which is going on and this is only one platform," she said.

Khare also pointed to the growing sophistication of counterfeit goods.

"Even as a Jago Grahak aware grahak, I could not make any difference," she said, referring to the difficulty in distinguishing genuine products from fakes. She said such products are often deliberately manufactured to imitate genuine goods and bypass intellectual property protections.

"People are willfully manufacturing a product just to imitate and get past the issues of patents, of intellectual property rights or trademark," she said.

<https://www.haryanatoday.in/news/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary20260408131738/>



Counterfeiting, smuggling a 'Shadow Economy' threatening consumers says minister Pralhad Joshi

■ Apr 08, 2020

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<https://www.himachalpatrika.com/news/counterfeiting-smuggling-a-shadow-economy-threatening-consumers-says-minister-pralhad-joshi20260408145411/>

Consumer Affairs Secy warns on fake goods, expiry fraud

Story by ANI | Posted by Ashhar Alam | Date 08-04-2025



Nidhi Khare, Secretary to the Department of Consumer Affairs

New Delhi

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<https://www.awazthevoice.in/business-news/consumer-affairs-secy-warns-on-fake-goods-expiry-fraud-56409.html>



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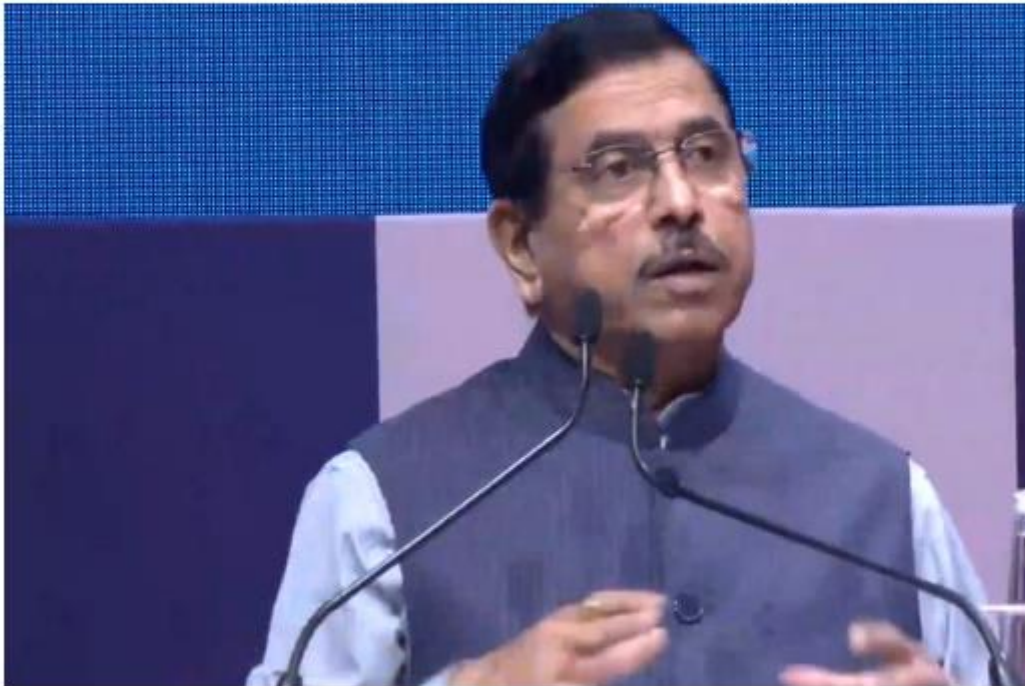
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<https://www.gujaratsamachar.news/news/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary20260408131738/>

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ANI

08 Apr 2026, 16:01 GMT+10



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<https://www.malaysiasun.com/news/278971095/counterfeiting-smuggling-a-shadow-economy-threatening-consumers-says-minister-pralhad-joshi>

Gujaratवार्ता



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<https://www.gujaratvarta.com/news/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary20260408131738/>

Broader coalition needed to fight 'shadow economy' of illicit trade: Minister

POSTED BY: GOPI APRIL 8, 2026



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https://www.socialnews.xyz/2026/04/08/broader-coalition-needed-to-fight-shadow-economy-of-illicit-trade-minister/#google_vignette



BUSINESS AND TRADE NEWS

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• BY India News Newsdesk • 📅 April 8, 2026 • 💬 0 COMMENTS

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<https://indianews.com.au/broader-coalition-needed-to-fight-shadow-economy-of-illicit-trade-minister/>

THE ECONOMIC TIMES

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https://m.economictimes.com/news/india/counterfeit-goods-expiry-tampering-a-very-huge-problem-says-consumer-affairs-secretary/amp_articleshow/130106815.cms

राजस्थान पत्रिका

तस्करी से उपभोक्ताओं पर खतरा, सरकार ने बताया 'शेडो इकोनॉमी'

नई दिल्ली@पत्रिका. भारत का तेज आर्थिक विकास उपभोग के तरीकों और मार्केट डायनामिक्स को नया रूप दे रहा है। इसे ध्यान में रखते हुए भारत सरकार के उपभोक्ता मामले, खाद्य एवं सार्वजनिक वितरण मंत्री प्रह्लाद जोशी ने वर्चुअल माध्यम से सेमिनार को संबोधित करते हुए अवैध व्यापार को एक छाया अर्थव्यवस्था (शेडो इकोनॉमी)

की संज्ञा दी। फिक्की कास्केड द्वारा "उपभोक्ताओं की सुरक्षा: तस्करी और जालसाजी के खतरे से निपटना, विषय पर आयोजित सेमिनार में मंत्री ने कहा, तस्करी और जालसाजी ऐसे अपराध नहीं हैं, जिनसे किसी को खतरा नहीं है। ये गतिविधियां उपभोक्ताओं को असुरक्षित, घटिया और कई मामलों में जहरीले उत्पादों के संपर्क में लाती हैं। उन्होंने

नागरिकों को सशक्त बनाने के मुख्य स्तंभों के तौर पर केंद्रीय उपभोक्ता संरक्षण प्राधिकरण, राष्ट्रीय उपभोक्ता हेल्पलाइन और 'जागो ग्राहक जागो' अभियान जैसी पहलों का जिक्र किया।

फिक्की कास्केड के चेयरमैन अनिल राजपूत ने कहा, आज के दौर में उपभोक्ता संरक्षण की दिशा में बढ़ने के लिए सिर्फ प्रतिनि या देने से

काम नहीं चलेगा। हमें इससे आगे रोकथाम पर केंद्रित, व्यवस्थित और भविष्य को ध्यान में रखने वाली प्रणाली तैयार करने की दिशा में निर्णायक तरीके से बढ़ना होगा। इसके साथ-साथ, तस्करी और जालसाजी से प्रभावी ढंग से निपटने के लिए 'संपूर्ण समाज को साथ लेकर चलने का दृष्टिकोण अपनाना भी अनिवार्य है।

हिन्दुस्तान

उपभोक्ताओं का भरोसा घटाता है अवैध व्यापार: प्रह्लाद जोशी

नई दिल्ली। फिक्की कास्केड द्वारा "उपभोक्ताओं की सुरक्षा: तस्करी और जालसाजी के खतरे से निपटना" विषय पर आयोजित सेमिनार में अपने विशेष वीडियो संबोधन में केंद्रीय उपभोक्ता मामले, खाद्य एवं सार्वजनिक वितरण मंत्री प्रह्लाद जोशी ने कहा, "तस्करी और जालसाजी गतिविधियां उपभोक्ताओं को असुरक्षित, घटिया और कई मामलों में जहरीले उत्पादों के संपर्क में लाती हैं। इनसे ईमानदारी से व्यवसाय करने वालों को नुकसान होता है और सरकारी राजस्व भी कम होता है।" इस सेमिनार में केंद्रीय उपभोक्ता मामले, खाद्य एवं सार्वजनिक वितरण मंत्रालय की सचिव निधि खरे और फिक्की कास्केड के चेयरमैन अनिल राजपूत समेत अन्य दिग्गजों ने भी संबोधित किया।



दैनिक भास्कर

अवैध व्यापार को रोकने को उद्योग व समाज भी जिम्मेदारी निभाए: जोशी

नई दिल्ली | केंद्रीय उपभोक्ता मामले, खाद्य एवं सार्वजनिक वितरण मंत्री प्रह्लाद जोशी ने "नकली उत्पादों से कारोबार को नुकसान और उपभोक्ता के साथ हो रहे विश्वासघात से निपटने के लिए उद्योग और समाज को साझा जिम्मेदारी निभाने को कहा है। फिक्की कास्केड द्वारा आयोजित उपभोक्ताओं की सुरक्षा : तस्करी और जालसाजी के खतरे से निपटना विषयक सेमिनार में वीडियो संबोधन में उन्होंने कहा कि तस्करी और जालसाजी ऐसे अपराध नहीं हैं, जिनसे किसी को खतरा नहीं है। यह गतिविधियां उपभोक्ताओं को असुरक्षित, घटिया और कई मामलों में जहरीले उत्पादों के संपर्क में लाती हैं। इनसे ईमानदारी से व्यवसाय करने वालों को नुकसान और सरकारी राजस्व कम होता है।

सेमिनार में फिक्की कास्केड के

चेयरमैन अनिल राजपूत ने कहा कि केंद्र सरकार ने 'उपभोक्ता संरक्षण अधिनियम' के माध्यम से 'केंद्रीय उपभोक्ता संरक्षण प्राधिकरण' की स्थापना और 'जागो ग्राहक जागो' जैसी पहल के माध्यम से कदम उठाए हैं। लेकिन अवैध व्यापार के बदलते स्वरूप को देखते हुए इस दिशा में विभिन्न संस्थाओं के बीच समन्वय की जरूरत है। तस्करी को रोकने के लिए विभिन्न एजेंसियों के बीच खुफिया जानकारियों को साझा करने और नियमों के उल्लंघन का पता लगाने व रोकने के लिए टेक्नोलॉजी के उपयोग की जरूरत है। उन्होंने कहा कि तस्करी और जालसाजी से प्रभावी ढंग से निपटने के लिए 'संपूर्ण समाज को साथ लेकर चलने का दृष्टिकोण अपनाना भी अनिवार्य है। इसके तहत सरकार, उद्योग एवं उपभोक्ता, सभी को मिलकर काम करना होगा।



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అక్రమ వాణిజ్యం వినియోగదారుల నమ్మకానికి ముప్పు

బీజేపీ పాలనలో పెరుగుతున్న అక్రమ రవాణా మరియు నకిలీ ఉత్పత్తుల సమస్యపై జరిగిన ఫిక్సీ క్యాస్కేడ్ సెమినార్‌లో కేంద్ర మంత్రి ప్రల్హాద్ జోషి అక్రమ వాణిజ్యాన్ని "నీడ ఆర్థిక వ్యవస్థ"గా అభివర్ణిస్తూ, ఇది వినియోగదారుల భద్రతకు మరియు ఆర్థిక



సమగ్రతకు తీవ్రమైన ముప్పుగా మారినది తెలిపారు. నకిలీ వస్తువులు వినియోగదారులకు ప్రమాదకరమైన మరియు నాణ్యతలేని ఉత్పత్తులను అందించడమే కాకుండా నిజాయితీ గల వ్యాపారాలను దెబ్బతీసి, ప్రభుత్వ ఆదాయాన్ని కూడా తగ్గిస్తున్నాయని ఆయన హెచ్చరించారు. వినియోగదారుల రక్షణతో పాటు వారి సమృద్ధి కూడా ముఖ్యమని పేర్కొంటూ, కేంద్ర వినియోగదారుల రక్షణ ప్రాధికార సంస్థ, జాగో గ్రాహక్ జాగో వంటి కార్యక్రమాలు ప్రజలను శక్తివంతం చేస్తున్నాయని వివరించారు. కార్యదర్శి నిధి ఖరీ సాంకేతికత ఆధారిత వ్యవస్థల ద్వారా ఫిర్యాదుల పరిష్కారం వేగవంతమైందని, ఇప్పుడు సమస్యల పరిష్కారం 21 రోజులకు తగ్గిందని చెప్పారు. నకిలీ ఉత్పత్తులను అరికట్టేందుకు ఈ-కామర్స్ ప్లాట్‌ఫార్మ్‌లు కూడా కఠిన చర్యలు తీసుకుంటున్నప్పటికీ, సమస్య డిజిటల్ మరియు భౌతిక మార్కెట్లలో విస్తరించిందని ఆమె పేర్కొన్నారు.