

NEWSLETTER



December 2024



Anil Rajput
Chairman, FICCI CASCADE

It gives me immense pleasure to present this edition of the FICCI CASCADE newsletter, showcasing our recent endeavours and sharing insightful updates on the critical issue of smuggling and counterfeiting. FICCI CASCADE (Committee Against Smuggling and Counterfeiting Activities Destroying the Economy) remains steadfast in its mission to raise awareness about the far-reaching consequences of smuggled, contraband and counterfeit products. This edition captures the essence of our sustained efforts and collaborations with diverse stakeholders to amplify public consciousness around these challenges. We are heartened by the tremendous support we have garnered from all sectors, which serves as a testament to the growing recognition of the harmful impact caused by these unlawful practices. This encouragement further strengthens our commitment to address this threat with unwavering determination and dedication.

We take great pride in leading the charge against smuggling and counterfeiting, both in India and globally. A key highlight of our efforts this year was successfully hosting the tenth edition of our flagship conference, MASCRAGE 2024 - Movement Against Smuggled and Counterfeit Trade, held on 25th-26th September 2024 in New Delhi. This year's conference centred around the theme: "Building Resilient Economies and Implementing Robust Measures from a Global Initiative against Smuggling and Counterfeiting". Shri Ravneet Singh Bittu, Minister of State for Food Processing Industries & Railways, Government of India, who inaugurated the conference, rightly emphasized the importance of coordination among enforcement agencies, fostering international collaboration to combat illicit trade and strengthen economic resilience.

I am happy to share that MASCRAGE 2024 brought together senior dignitaries from leading global organizations such as UNODC, EUIPO, WTO, GITOC, WCO, WIPO, DKPTO, and the U.S.

CHAIR'S MESSAGE

Department of Homeland Security, along with policymakers from the Indian government, the Supreme Court of India, and prominent industry leaders. This engaging two-day international symposium underscored the imperative need to address the economic dimensions of combating illicit trade on a global scale. With the actionable insights and recommendations emerging from this platform, we are confident that in the coming years, we will take meaningful strides towards mitigating the harmful effects of illicit trade on our nation's economy.

On this occasion, a FICCI CASCADE study titled "Challenging Landscape of Illicit Trade: How Changing Factors of Consumption Affect Illicit Markets in 5 Key Industries in India" was released. This report examines critical trends in the illicit market and aims to strengthen the framework for developing effective policies that combat the rise of these illicit markets. Addressing this issue is vital for safeguarding India's economic growth and ensuring consumer safety.

Over the past few months, CASCADE has significantly intensified its engagement with various stakeholders by organizing a diverse array of seminars, 'X' space sessions, and youth awareness programs. These initiatives have played a crucial role in fostering a unified approach in addressing the challenges of illicit trade. The programmes were addressed by prominent figures including Ms. Gunjan Krishna, Commissioner for Industrial Development & Director for Industries and Commerce, Government of Karnataka; Dr. Kotraswamy M, Commissioner, Bengaluru North CGST Commissionerate; Mr. Gunjan Arya, Deputy Director, Security, State Intelligence, Bengaluru; Mr. Kalyanam Rajesh Rama Rao, Additional Commissioner, Customs; Mr. B. Shankar Jaiswal, Joint Commissioner of Police (Tech, Cyber & Licensing), Delhi Police; Ms. Katharine Lister, Director of Worldwide Customer Trust External Relations at Amazon; and Mr. Pavan Duggal, Advocate, Supreme Court of India and expert authority in Cyberlaw, Cyber Security Law & Emerging Tech Law. Their contributions highlight the gravity of illicit trade and the importance of collaboration in tackling them effectively.

Recognizing the pervasive threat of smuggling and counterfeiting and its profound impact on the economy, society, and the well-being of individuals, FICCI CASCADE successfully organized an impactful Auto Rally in New Delhi. This rally gathered over 300 auto rickshaws, symbolizing a collective call to action against these illicit activities, while engaging the community in a meaningful dialogue to emphasize the urgency of the issue. Mr. Praveen Khandelwal, Member of Parliament, flagged off the rally, expressing his

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strong support for FICCI CASCADE's initiatives. He highlighted the need for expanding these awareness drives to different parts of the country, with the aim of generating greater community engagement and collective action against smuggling and counterfeiting.

The power of youth is critical when it comes to driving change and addressing important issues. To harness this energy, FICCI CASCADE organized a Youth Awareness Programme titled "Zero Evasion - Role of Youth in Making India Free from Smuggling & Counterfeiting" in New Delhi. Over 650 students from 85 leading schools in Delhi and the NCR participated with great enthusiasm and passion, demonstrating their commitment towards combating illicit trade. This initiative underscores the significant role young minds play in shaping a brighter and safer future for the nation.

FICCI CASCADE actively highlights the seriousness of the problem by meticulously tracking its media coverage through the monthly Media Monitor. Recent reports have

spotlighted the success of enforcement agencies in confiscating counterfeit and smuggled goods, showcasing their impactful actions. FICCI CASCADE extends its congratulations to these enforcement officials, commending their dedicated efforts and reaffirming its support through public statements.

We remain committed towards working closely with all stakeholders to reduce the impact of smuggling and counterfeiting. Your continued support will go a long way in strengthening our resolve of formulating and implementing a strong and effective course of action against smuggling and illicit trade.

I am confident that you will find this newsletter an interesting read!

Jai Hind

Anil Rajput
Chairman
FICCI CASCADE

NEWS FLASH

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-CASCADE's 'MAS-CRADE 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 CASCADE'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 CASCADE Anil Rajput, said: "Consumers have and will continue to remain the prime focus group for both legal and the illicit players."

MPPOST

Fake cigarettes from Thailand, Dubai worth around Rs 15 crore seized in Chennai

30 August 2024

CHENNAI: In two separate cases, sleuths from the Directorate of Revenue Intelligence (DRI) seized fake cigarettes worth Rs 15 crore which were smuggled from Dubai and Thailand through ships.

On August 8, officers checked the containers that had arrived from Thailand and found that there were over 67 lakh cigarettes worth Rs 10 crore in the name of an Indian brand. During the investigation, officers found that all the cigarettes were fake and had been smuggled illegally from Thailand by mentioning the container consisted of consumables.

In another incident, on August 14, the DRI who checked the containers that had arrived from Dubai, found over 30 lakh duplicate cigarettes worth Rs 5 crore that had been smuggled into the country.

Further investigation is on to nab the key persons behind the racket.

<https://www.dtnext.in/news/chennai/nearly-925-lakh-fake-indian-brand-cigarettes-with-rs-15-crore-seized-by-dri-at-chennai-port-801689>

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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 CASCADABLE 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 CASCADABLE 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 CASCADABLE 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 MASCRADE 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 MASCRADE, 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 CASCADABLE 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.

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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.

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If we look at the global illicit markets estimated annual dollar value money laundering stands at \$2.6 trillion, transnational crime between \$1.6 and \$2.2 trillion, Narcotics at \$500 billion, Counterfeits/Piracy at \$500 billion, illegal tobacco products at \$50 billion and the list goes on. The United Nations, ILO, World Bank, UNODC, INTERPOL, World Economic Forum and many more prominent international organizations have estimated that the dirty money laundered annually from such criminal activities constitutes up to 5% of global gross domestic product, or an estimated \$3-5 trillion.

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Anil Rajput
Chairman, FICCI CASCADABLE

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The menace of illicit trade has transformed from an abstract danger to a tangible threat, undermining India's socioeconomic development and compromising the very fabric of our society.

”

Hon'ble Mr. Justice Sanjay Karol
Judge, Supreme Court of India and Former Chief Justice, Patna High Court and Tripura High Court

“

In addition to the vital role played by the World Customs Organization (WCO) in stimulating the growth of legitimate international trade, its efforts to combat fraudulent activities are also recognized internationally, especially against smuggling and counterfeiting. Enforcement against illicit trade remains a very important area for Customs, as it provides solutions and appropriate responses to disrupt criminal networks.

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P K Das
Director, Compliance and Facilitation (Directorate, World Customs Organization)

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Effective deterrence against illicit activities requires instilling a strong fear of punishment among those engaged in illicit trade, a crucial step in combating the illicit trade issues that have plagued India since the inception of the Indian Penal Code in 1860.

”

Jaspal Singh
Special Commissioner of Police, Protective Security, Delhi

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

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Effective combating of smuggling necessitates a collaborative and coordinated approach among the legislative, executive, and judiciary branches of government.

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

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The Bharatiya Nyay Sanhita marks a pivotal milestone in our effort to dismantle organized crime, fortifying India's justice system.

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Anju Rathi Rana
I.L.S, Additional Secretary, Ministry of Law and Justice, Government of India

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Access to genuine agricultural products is crucial for farmers, as illicit or substandard inputs can lead to crop failure, compromising food security and consumer satisfaction.

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Siang Hee TAN
Executive Director, CropLife

FICCI CASCADE emphasises global cooperation against smuggling for building resilient economies

NEW DELHI: FICCI CASCADE, the industry body for India's 100 largest exporters, has emphasised the need for global cooperation to combat smuggling and build resilient economies. The report, titled 'Building Resilient Economies and Implementing Robust Measures Against Illicit Trade', was released on Wednesday.

The report states that the illicit market in India is valued at ₹7,97,728 crore in 2022-23, with a 99% increase over 2021-22. It highlights the need for a multi-agency approach to tackle the issue, involving customs, police, and intelligence agencies.

FICCI CASCADE President, Rajiv Talwar, said, "The report highlights the need for a multi-agency approach to tackle the issue, involving customs, police, and intelligence agencies. It also calls for stronger international cooperation to combat cross-border smuggling."

Illicit market in 5 key Indian industries: Double and Approximate illicit market size of ₹4,05,915 crore in 2022-23

THE SIZE OF THE MARKET

Category	Value (2022-23)
FMCG - Personal Care	₹2,23,875
FMCG - Household Care	₹1,12,474
Alcoholic Beverages	₹44,032
Tobacco Products	₹60,077
Textiles and Apparel	₹65,450
Total	₹4,05,915



Ravneet Singh Bittu during the FICCI-CASCADE's MAS-CRADE 2024. FICCI/PTSD

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-CASCADE's MAS-CRADE 2024, Bittu asserted that co-ordination between various enforcement agencies is key to overcoming the battle against the nefarious elements of the illicit market.

He said, "The report highlights the need for a multi-agency approach to tackle the issue, involving customs, police, and intelligence agencies. It also calls for stronger international cooperation to combat cross-border smuggling."

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

NEW DELHI: A report by industry body FICCI CASCADE, titled 'Building Resilient Economies and Implementing Robust Measures Against Illicit Trade', has revealed that textiles and FMCG products account for 90% of the illicit trade into India.

The report states that the illicit market in India is valued at ₹7,97,728 crore in 2022-23, with a 99% increase over 2021-22. It highlights the need for a multi-agency approach to tackle the issue, involving customs, police, and intelligence agencies.

FICCI CASCADE President, Rajiv Talwar, said, "The report highlights the need for a multi-agency approach to tackle the issue, involving customs, police, and intelligence agencies. It also calls for stronger international cooperation to combat cross-border smuggling."

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 मास्क्रैड (तस्करी और जालसाजी के खिलाफ अभियान) का आयोजन भी किया

Illicit market valued at ₹8 lakh cr in 5 industries

ENS ECONOMIC BUREAU @ New Delhi

THE illicit market in 5 key Indian industries - FMCG (packaged goods), FMCG (personal and household care), alcohol, tobacco, and textiles & apparel - was valued at ₹7,97,728 crore in the financial year 2022-23, as per FICCI CASCADE'S latest study which was released on Wednesday.

The illicit market for FMCG (packaged foods) has grown from ₹1,12,474 crore in 2011-12 to ₹2,23,875 crore in 2022-23, marking a rise of 99%, said the report. The estimates for illicit market of FMCG (personal and household care goods) grew from ₹43,010 crore in 2017-18 to ₹73,813 crore in 2022-23 (71.6%).

The illicit market of alcoholic beverages saw a rise of 153.5% between 2017-18 and 2022-23. In current price value terms, the illicit market reached ₹66,106 crore for 2022-23, after 48,134 crore in 2021-22.

For tobacco products, between 2018-19 and 2022-23, the illicit market grew by 17.7%, from ₹25,496 crore to ₹30,012 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 cr in 2011-12 to ₹2,23,875 cr in 2022-23, a rise of 99%, report said. Estimates for illicit market of FMCG (personal and household care goods) grew from ₹43,010 cr in 2017-18 to ₹73,813 cr in 2022-23.

Illicit trade in 5 key industries reaches Rs 7.97 lakh crore, time to instil fear: Centre

Centre and apparel alone but an 80% market size of ₹4,05,915 crore in 2022-23, according to the 10th



Illicit Markets in India Surge: Impact on Legitimate Businesses and Tax Revenues

A recent report highlights the rapid growth of illicit markets in India, from trade in goods, apparel, and FMCG sectors. The report, from FICCI CASCADE and FICCI, estimates the illicit market's size at ₹7,97,728 crore in 2022-23, significantly affecting legitimate businesses and government tax revenues.

Minister Calls for Tough Penalties to Curb Illicit Trade at FICCI Event

Minister of State for Food Processing Industries Ravneet Singh Bittu emphasised the need for harsh penalties against illicit trade, addressing the 10th edition of FICCI-CASCADE'S MAS-CRADE 2024. Current head of industry team and Customs & T&E member Rajiv Talwar highlighted the threat of technological advances in tracking counterfeit goods and smuggling. The event underscored the impact of the illicit market on the key industries, with a report revealing its substantial value and accelerated growth in rural India.



Building Resilient Economies and Implementing Robust Measures Against Smuggling and Counterfeiting



Movement Against Smuggled and Counterfeit Trade



India a powerhouse of manufacturing & innovation?



Minister calls for harsh penalties to combat illicit trade threatening key industries

According to the FICCI CASCADE report, the illicit market in five key industries was valued at ₹7,97,728 crore in 2022-23.



Illicit products market size across five key sectors has been pegged at above ₹7.97 lakh crore, according to a report launched by FICCI in association with the Thought Leadership Research Institute (TLRI). The FICCI Cascade report noted that illicit trade is undermining legitimate businesses, distorting competition, and causing loss to the government's tax revenues in the five sectors of FMCG packaged goods, personal and household care, alcohol, tobacco, and textiles & apparel.

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

<https://www.ficcicascade.in/twitter-space-with-ms-sungita-sharma-former-special-secretary-member-admin-central-board-of-indirect-taxes-and-customs-think-tank-member-ficci-cascade/>



SEMINAR ON **Combating Illicit Trade: Insights, Challenges, and Solutions** July 30, 2024 | Bengaluru



Smuggling 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 "Combating 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 thorough 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 closely with law enforcement to combat illicit trade. Our commitment to preserving traditional crafts and ensuring access to genuine, quality



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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."



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"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.

<https://www.ficcicascade.in/seminar-on-combatting-illicit-trade-insights-challenges-and-solutions/>



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.

<https://www.ficcicascade.in/auto-rally-fighting-against-smuggling-and-counterfeiting/>



RECENT INITIATIVES

INTER-SCHOOL COMPETITION

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

August 12, 2024 | 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 counterfeiting 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. **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



RECENT INITIATIVES

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	

<https://www.ficcicascade.in/inter-school-competition-zero-evasion-role-of-youth-in-making-india-free-from-smuggling-counterfeiting/>

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. Ameeet 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,



RECENT INITIATIVES

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.

<https://www.ficcicascade.in/seminar-on-strategies-for-robust-brand-protection-and-counterfeit-prevention/>

Seminar
Strategies for Brand Protection and Counterfeit Prevention

“ Artificial Intelligence is not just a tool; it's a game-changer in the fight against counterfeiting, empowering brands and consumers alike to swiftly identify threats and verify authenticity at the click of a button. ”

B. Shankar Jaiswal
IPS, Joint Commissioner of Police (Tech, Cyber & Licensing), Delhi Police

Seminar
Strategies for Brand Protection and Counterfeit Prevention

“ Collaboration across the private sector, customs agencies, and law enforcement is essential to stopping counterfeiters early in the supply chain and preventing them from crossing borders. ”

Katharine Lister
Director, Worldwide Customer Trust External Relations, Amazon

RECENT INITIATIVES



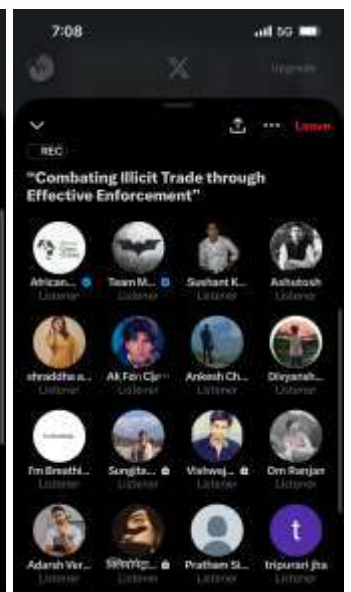
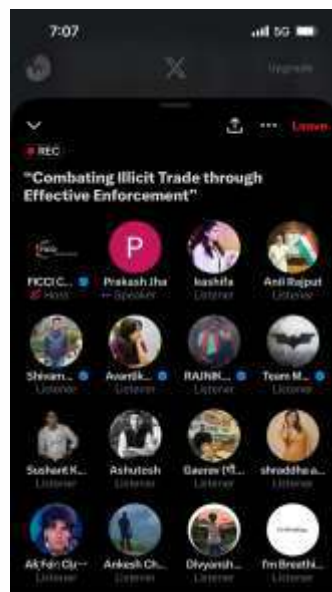
Twitter Space with **Mr. P C Jha** Advisor, FICCI CASCADE & Former Chairman Central Board of Indirect Taxes and Customs December 18, 2024 | New Delhi

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.

RECENT INITIATIVES

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, Govt. of India and Think Tank Member, FICCI CASCADE

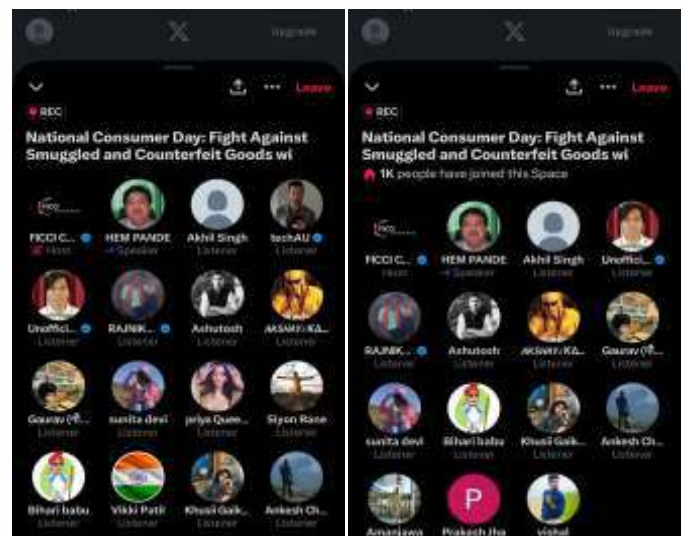
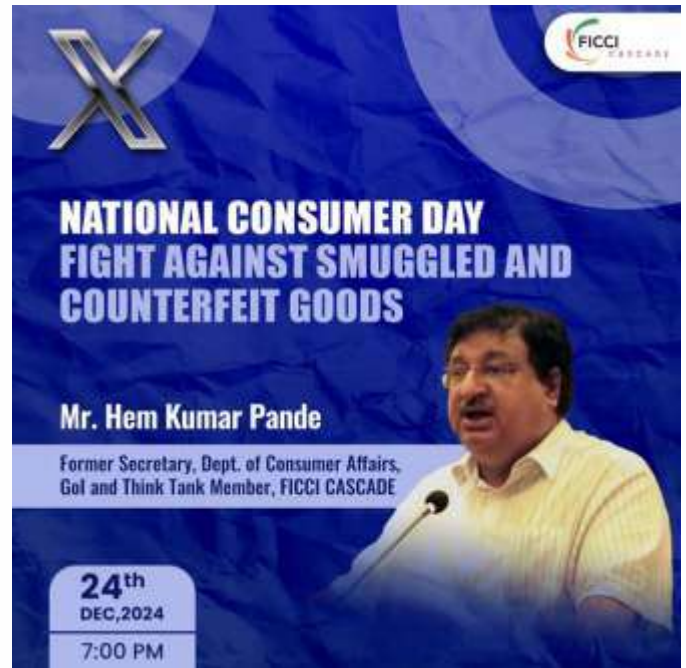
December 24, 2024 | New Delhi

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.

Building on these discussions, the session also emphasized on the need for leveraging technology and innovation to combat the growing menace of counterfeit and smuggled goods. Advanced tools such as blockchain for supply chain transparency, artificial intelligence for monitoring illicit trade patterns, and digital authentication mechanisms were discussed as transformative solutions. These technologies not only help trace the origins of products but also empower consumers and businesses with reliable methods to verify authenticity, thus fostering trust in the marketplace. Embracing such technological advancements can significantly strengthen the fight against counterfeit goods while enhancing consumer confidence in legitimate trade practices.

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. The session charted a forward-looking pathway to strengthen collective efforts by 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.

RECENT INITIATIVES

MEDIA COVERAGE



FICCI CASCADe underlines need for global cooperation to curb smuggling for sustainable growth

POWER NEWS SERVICE
NEW DELHI

The combat of the menace of smuggling, and countering that trend, was central to the theme of the 10th Edition of MASCRADe Against Smuggling and Counterfeiting Destroying the Economy (CASCADe) 2024, which will be inaugurating the 10th edition of MASCRADe (Movement Against Smuggling and Counterfeiting Destroying the Economy) in the national Capital.



Illicit trade threatens an erosion of becoming a self-reliant economy. "Smuggling, and counterfeiting, undermines India's economic, industrial, and social fabric, impacting job creation, and impeding economic growth, and thus threatening the prosperity of the nation and bleeding resources from its economy and public health resources," said FICCI Chairman Rajiv Talwar. "CASCADe 2024, which has been conceived as a national campaign against the menace, has been inaugurated in the national Capital, and has been the site of the inauguration of the 10th edition of MASCRADe (Movement Against Smuggling and Counterfeiting Destroying the Economy) in the national Capital."

collaboration should leverage the power of science and emerging technologies, such as AI and machine learning, to identify and neutralize patterns of illicit trade, thereby enhancing detection and enforcement capabilities. The 10th edition of MASCRADe last year saw a two-day event organized on the theme 'Tackling Illicit Trade: Science-Enabled Perspectives and the Way Forward'. A 2022 FICCI CASCADe study titled 'Illicit Trade: Threat to Our National Economy' revealed an impact of Rs 2.97 lakh crore in the last year due to smuggling in India from 2018 to 2021. The government had a substantial financial support with losses reaching 78,112 crore, compared to 72,736 crore, spanning 17 lakh 20,000 metric tonnes of goods, including alcohol, tobacco, and household care goods. These industries collectively suffered an estimated 14% loss in 2021-22, with 11,00,000 jobs in 2021, highlighting the grave of the illicit trade.

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

DEEPA KUMAR JAIN
NEW DELHI

The Centre on Wednesday emphasized the need of harsh penalties and cracking down heavily on the sector of people engaged in illicit trade and activities across the country. "Penalties in monetary and it is important to monitor in the month of prosecution that harsh penalties are in place for them if they engage in illicit trade activities," said Rajiv Talwar, Minister of State for Food Processing Industries & Minister of State for Railways. Addressing the 10th edition of FICCI-CASCADe 2024, he asserted that co-ordination between various enforcement agencies is key to ensure the battle against the various illicit trade activities, including the sale of counterfeit goods, which are not only a drain on government tax revenues, but also a threat to public health and safety. "Together, we build resilient economies, without global collaboration to combat these issues will remain ineffective," he added. He further stated that the options and views of FICCI CASCADe appear will help the government in coming down heavily on illicit trade activities. Special Secretaries to the Government of India and Member, Compliance Management, Central Board of Indirect Taxes and Customs (CBIC), Anil Talwar, said, "CBIC is acting as the fulcrum in the movement against counterfeit goods and smuggling. We have built a technology-driven risk management portal with over 100 capabilities that help in predict possible smuggling activities. CBIC will continue to make an average 40 decisions a day with the help of this portal."

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Industry	Value (INR Crores) 2022-23
FICCI - Packaged Foods	223871
FICCI - Personal and Household Care Goods	807813
Textiles and Apparel	463911
Tobacco Products	80017
Alcohol	66126
Total	1797236

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 it presents us with the positive aspects of this technology in our business and society. "I believe that my message called for 'SULBIR' framework which stands for Surveillance, Enforcement, Capacity Building, United Front against Illicit Trade, Riposte, Penetration, Enter-Exit System built on analytics, which looked at it totally, will provide a 90 degree shield of the illicit trade and will also add value and significantly strengthen our strategy against illicit trade," he said. Talwar, Compliance and Facilitation Director, World Customs Organization (WCO) India, Director General, Indian Council of Arbitration (ICAI) and former Director General, FICCI and

Ficci Pegs Illicit Trade at Near ₹8 lakh crore in 5 Key Sectors

OUR BUREAU

New Delhi: Industry body Ficci has called for strict punishment and better surveillance to deal with the illicit trade, which is pegged at Rs 7.97 lakh crore a year for five key sectors including apparel and fast moving consumer goods. The illicit market in packaged foods at Rs 2.23 lakh crore in 2022-23 was more than one-fourth (25.4%) of the country's packaged food market, according to Ficci's Committee against Smuggling and Counterfeiting Activities Destroying the Economy (CASCADe) report released on Wednesday. Illicit trade in the textiles and apparel segment stood at ₹4,63,911 crore in FY23, growing 28.67% since 2017-18 when it was worth ₹3.11 lakh crore, the report said. The Central Board of Indirect Tax and Customs, which is working against

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

TDS 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

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 7,97,236 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, 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.

Illicit market in five key Indian industries now valued at nearly Rs 8 lakh crore

The report highlighted that the illicit market in these five categories expanded faster in rural India, especially among...



Arshad Khan
Updated on: 23 Sep 2024, 3:31 am - 2 min read



The illicit market in five key Indian industries - FICCI (packaged goods), FMCG (personal and household care), alcohol, tobacco, and textiles and apparel - was valued at Rs 7,97,236 crore in the financial year 2022-23, as per FICCI CASCADe's latest study released on Wednesday. Textiles and apparel with an illicit market size of Rs 4,63,911 crore in 2022-23 accounts for over 50% of the total illicit market.

Textiles, FMCG Products Account For About 90% Of Illicit Trade Into India, Finds FICCI CASCADe Study

NEW DELHI BUREAU
23 Sep 2024

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



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



Minister of State for Food Processing Industries Ravneet Singh Bittu expressed concern over the issue of illicit trade and emphasized adopting best practices to deal with these challenges. While addressing the 10th edition of MASCRADe (Movement Against Smuggled and Counterfeit Trade) 2024 in New Delhi today, he said both the central and state agencies need to work collaboratively to tackle the issue. The minister assured all support from the government. FICCI established the 'Committee Against Smuggling and Counterfeiting Activities Destroying the Economy' (CASCADe) to generate awareness on the hazardous impact of smuggled and counterfeit products amongst consumers and citizens.

MEDIA COVERAGE

MEDIA COVERAGE



Need to instill fear of harsh penalties in minds of illicit traders: MoS

The MoS pointed to the challenge the government faces in curbing illicit trade, especially, among the growing class of counterfeiters...



विश्व में जालसाजी का नया स्थान बन रहा भारत : करोल

आज का समाचार

पूरी दुनिया में जालसाजी के प्रति जागरूकता बढ़ाने के लिए भारत में 'WORLD FOOD INDIA 2024' के 10वां संस्करण का शुभारंभ किया गया...



श्री करोल सिंह ने 'WORLD FOOD INDIA 2024' के शुभारंभ के अवसर पर 'FICCI CASCADER' का शुभारंभ किया...

इस दौरान श्री करोल सिंह ने 'WORLD FOOD INDIA 2024' के शुभारंभ के अवसर पर 'FICCI CASCADER' का शुभारंभ किया...

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

श्री करोल ने कहा कि तस्करी और जालसाजी के कारण देश की अर्थव्यवस्था में भारी नुकसान हो रहा है...



'FICCI CASCADER 2024' का शुभारंभ किया गया, जिसमें 'WORLD FOOD INDIA 2024' के शुभारंभ के अवसर पर 'FICCI CASCADER' का शुभारंभ किया...

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Smuggling, counterfeiting causing enormous economic and social damages, says SC Judge Justice Sanjay Karol

The Supreme Court judge said that the rampant smuggling and counterfeiting activities are causing enormous economic and social damages...



'FICCI CASCADER 2024' का शुभारंभ किया गया, जिसमें 'WORLD FOOD INDIA 2024' के शुभारंभ के अवसर पर 'FICCI CASCADER' का शुभारंभ किया...

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इस्लामाबाद से आयात: पूर्व अमेरिकी कश्मीर जिल्ला का पोलीस अधिकारी श्री करोल हिस्सा भाते सम्मान डेवामें आयलुं

श्री करोल ने कहा कि तस्करी और जालसाजी के कारण देश की अर्थव्यवस्था में भारी नुकसान हो रहा है...



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

The competition featured three categories: Education, Poster-Making, and Single Writing and will have over 600 students representing 60 leading schools across Delhi and the NCR region...

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'FICCI CASCADER 2024' का शुभारंभ किया गया, जिसमें 'WORLD FOOD INDIA 2024' के शुभारंभ के अवसर पर 'FICCI CASCADER' का शुभारंभ किया...

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Rally highlights threat of illicit trade, fake products to economy

The rally was held in Delhi and was attended by a large number of people, including officials and students...



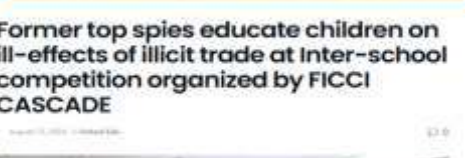
'FICCI CASCADER 2024' का शुभारंभ किया गया, जिसमें 'WORLD FOOD INDIA 2024' के शुभारंभ के अवसर पर 'FICCI CASCADER' का शुभारंभ किया...

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

The competition featured three categories: Education, Poster-Making, and Single Writing and will have over 600 students representing 60 leading schools across Delhi and the NCR region...



'FICCI CASCADER 2024' का शुभारंभ किया गया, जिसमें 'WORLD FOOD INDIA 2024' के शुभारंभ के अवसर पर 'FICCI CASCADER' का शुभारंभ किया...

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The competition was judged by Mr. Sunam Tiwari, Former Chief, Research and Analysis Wing (RAW); Mr. Anil Singh, Former Director, Central Bureau of Investigation (CBI); and Mr. M. Mahesh, Former Secretary, Ministry of Law & Justice, Govt. of India.

MEDIA COVERAGE

MEDIA COVERAGE



AUTO-RALLY HELD TO ENGAGE PEOPLE ON SMUGGLING

New Delhi: In an attempt to spread awareness regarding counterfeiting and smuggling, Lok Sabha Member Praveen Khandelwal on Saturday flagged off an 'auto rally' to engage with people and create awareness on the detrimental and wide-ranging consequences of illicit trade. The awareness rally was organised by Ficci Cascade, committee against smuggling and counterfeiting destroying the economy. Speaking on the occasion, Mr Khandelwal said, "Smuggling has a crippling effect on our economy and many illicit players use funding from those sources to boost terror funding. Thanks to our Prime Minister Narendra Modi Ji, the foundations of terrorist activities have been uprooted. "However, terrorist networks still try to operate and stay active by funnelling money through these smuggling networks. 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," he said.



Praveen Khandelwal

Illicit market valued at ₹8 lakh cr in 5 industries

ONS ECONOMIC BUREAU | New Delhi

THE illicit market in 5 key 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 CASCADABLE'S latest study which was released on Wednesday. Textiles and apparel with an illicit market size of ₹4,03,915 crore in 2022-23 accounts for over 50% of the total illicit market.

The illicit market for FMCG (packaged foods) has grown from ₹1,12,474 crore in 2011-12 to ₹2,24,875 crore in 2022-23, marking a rise of 98%, said the report. The estimates for illicit market of FMCG (personal and household care goods) grew from ₹43,010 crore in 2017-18 to ₹2,413 crore in 2022-23 (71.8%).

The illicit market of alcoholic beverages saw a rise of 103.5% between 2017-18 and 2022-23. In current price value terms, the illicit market reached ₹66,106 crore for 2022-23, after ₹4,154 crore in 2021-22.

For tobacco products, between 2018-19 and 2022-23, the illicit market grew by 17.7%, from ₹25,486 crore to ₹30,012 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%

The illicit market for FMCG (packaged foods) has grown from ₹1,12,474 cr in 2011-12 to ₹2,24,875 cr in 2022-23, a rise of 99%. Estimates for illicit market for FMCG (personal and household care goods) grew from ₹43,010 cr in 2017-18 to ₹2,413 cr in 2022-23.

FICCI CASCADABLE organises awareness rally about illicit trade and impact on economy

Written By: PTI | New Delhi | PTI Updated on: August 03, 2024, 04:53 PM IST



Flagging off the auto rally for awareness, Praveen Khandelwal, Member of Parliament, said, smuggling has a crippling effect on our economy and many illicit players use funding from those sources to boost terror funding.

FICCI CASCADABLE organises awareness rally about illicit trade and impact on economy

New Delhi, Aug 3 (PTI) FICCI Committee Against Smuggling and Counterfeiting Destroying the Economy (CASCADABLE) on Saturday organised an awareness rally against illicit trade and smuggling of counterfeit products that have a negative impact on India's economy.



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

GALGOTIAS UNIVERSITY NAAC GRADE A+

NEW DELHI, 12 August 2024: Seeking to connect with young minds about the evils of illicit trade, FICCI CASCADABLE (Committee Against Smuggling and Counterfeiting Destroying the Economy) today organised an inter-school competition on the theme 'Zero-Evasion Jingle Writing' to raise awareness about the negative impact of illicit trade on the economy. The competition featured three categories: Education, Rural-Making, and Urban Writing, and will open 200 schools participating in the writing of songs across India and the MP region participated in the competition.

The competition was judged by Mr. Gaurav Tripathi, former CEO, Research and Analysis Wing (RAW) and former Director, Central Bureau of Investigation (CBI) and Mr. P. V. Maheshwari, former Secretary, Ministry of Law & Justice, Govt. of India.

Mr. Gaurav Tripathi, former CEO, Research and Analysis Wing (RAW), said, "School children are the future of our nation and will play a key role in ensuring the growth & prosperity of India. Thus, it is necessary to sensitize them about the ill-effects of smuggling and counterfeiting from an early age. FICCI CASCADABLE has been consistently working towards it being sensitized about the impact of illicit trade and counterfeiting on the economy as an effective way of curbing smuggling of the country."

Mr. Arvind Singh, former Director, Central Bureau of Investigation (CBI), said, "Illicit trade activities have been flourishing, consequently, posing a threat to national security. It is crucial to educate young minds about the importance of being vigilant and reporting illicit goods and services. By teaching young consumers and responsible citizens, they can contribute to building a stronger and ethical global economy. Mr. P. V. Maheshwari, former Secretary, Ministry of Law & Justice, Government of India, said, "It is vital for the country's economic growth. An initiative like this, which aims to educate and influence the young generation about illicit trade activities, is crucial to make them aware of the ill-effects of illicit trade on the economy. I commend FICCI CASCADABLE for taking the initiative to engage children in a creative manner to spread the important message of combating the menace of illicit trade."

BJP MP Praveen Khandelwal participates in an auto rally organized by FICCI CASCADABLE at Chandni Chowk

New Delhi, BJP MP Praveen Khandelwal with other members participated in an auto rally organized by FICCI CASCADABLE at Chandni Chowk in New Delhi on Saturday, August 3, 2024.



Illicit market in 5 key Indian industries:

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

THE SIZE OF THE MARKET

Industry	Value (2022-23)
FMCG - Packaged Foods	₹2,23,875 cr
FMCG - Personal & Household Care Goods	₹2,413 cr
Textiles and Apparel	₹4,03,915 cr
Tobacco Products	₹30,012 cr
Alcoholic Beverages	₹66,106 cr
Total	₹7,97,726 cr

Size of illicit trade directly proportional to higher taxes for more profitable industries and alcohol

Minister calls for harsh penalties to combat illicit trade threatening key industries

According to the FICCI CASCADABLE report, the illicit market in the key industries was valued at ₹7,97,726 crore in 2022-23.



BJP MP Praveen Khandelwal said during the auto rally that the report is a first of its kind which will help the government to take effective steps to curb the illicit trade and protect the economy. He said that the government is committed to take strict measures to curb the illicit trade and protect the economy.

Textiles, FMCG products account for about 90% of illicit trade into India, finds FICCI CASCADABLE study



New Delhi, August 12: Textiles and Apparel with an illicit market size of ₹4,03,915 crore in 2022-23 accounts for over 50% of the total illicit market, as per FICCI CASCADABLE report.

Illicit trade at ₹7.97-lakh cr in FMCG, textile, alcohol, tobacco sectors: FICCI

The problem is severe in the textiles and apparel business where the illicit market size could be ₹4,03,915 crore, over 50% of India's illicit trade in these sectors.



Illicit trade in FMCG (packaged foods) and FMCG (personal and household care goods) grew to ₹2,24,875 crore and ₹2,413 crore, respectively.

MEDIA COVERAGE



Rally held against impact of illicit trade on economy

BENGALURU
FICCI CASCADE Against Smuggling Conference (CASCADe) on Tuesday organised an awareness rally against the adverse impact of counterfeit products on India's economy.

According to the 2023 WHO Global Burden of Disease Study, there has been a sharp rise in the use of illicit trade activities such as FICCI's packaged foods, FMCG household and personal goods, mobile phones and other products. The rise in use of illicit trade can be traced from the fact that in the 2019-2020 period, the FICCI's packaged foods reported a 20% increase in sales, while the FMCG household and personal goods reported a 15% increase.



FICCI Rally Raises Alarm on Illicit Trade Impacting Economy

FICCI's CASCADe organized a rally to raise awareness about the adverse effects of illicit trade and smuggling on India's economy. A report shows a significant increase in the illicit trade market, especially in FMCG goods. The rally emphasized the economic, safety, and security risks posed by such activities.



Participants at a seminar on 'Combating Illicit Trade: Insights, Challenges, and Solutions' in Bengaluru on Tuesday.

'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.



Participants at a seminar on 'Combating Illicit Trade: Insights, Challenges, and Solutions' 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 sectors was ₹2,60,094 crore for the year 2019-20, with the FMCG industry - household and personal goods, and packaged foods - together accounting for three-fourth of the total value of illicit goods under these five categories.

'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 and 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 impact."

P. C. Rao, 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 in achieving a \$5 trillion Indian economy."

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



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.

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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.

L MEDIA COVERAGE

SOCIAL MEDIA CAMPAIGNS

Namma Bengaluru
SEMINAR ON
COMBATTING ILLICIT TRADE
INSIGHTS, CHALLENGES, AND SOLUTIONS
30 JULY 2024 | JTC WINDSOR, BENGALURU, KARNATAKA

Join Twitter Space
Unmasking Illicit Trade
Global Trends and Impacts on Economy and National Security
Ms. Sangita Sharma
National Special Secretary & Member (Admin), Central Board of Indirect Taxes and Customs, New York Number: FICCI 035249
01:00 PM 16th July, 2024

Congratulations
to Vajaywada Arvi Evaskon wing of Gurur Central GST Commissionerate
for seizing 49,20 lakh illegal cigarette sticks valued Rs 2.46 cr from a godown

AUTO RALLY
3rd AUGUST 2024 | 11:30 AM - 12:30 PM | NEW DELHI
FIGHT AGAINST SMUGGLING AND COUNTERFEITING
INDIA IS LOSING JOBS AT THE HANDS OF SMUGGLING & COUNTERFEITING
#INDIACASES And let us fight against illicit trade

MANDADE 2024
MOVEMENT AGAINST DRUGS & COUNTERFEIT TRADE
25th - 28th September | The Look, New Delhi
Are you ready to step up your fight against ILLICIT TRADE
Join us in our fight against illicit trade

INTER SCHOOL COMPETITION
ZERO EVASION THEME
Role of Youth in Making India Free from Smuggling & Counterfeiting
POSTER-MAKING COMPETITION
12th AUGUST
FICCI, New Delhi

Congratulations
to the Air Intelligence Unit, Chennai for seizing 2 gold chains of 24K totally weighing 700 gms, 3220 nos. of E-Cigarettes and 4 nos. of iPhone-16, totally valued at Rs. 1.02 crores from 4 pax arrived from Kuala Lumpur

DIGITAL ART COMPETITION
THEME: STAND AGAINST SMUGGLING
Break the Link

Say No to Smuggling
Say Yes to Security

SOCIAL MEDIA COVERAGE

SOCIAL MEDIA CAMPAIGNS

Digital Art Competition

Theme: Stand Against Smuggling
Imagine. Create. Inspire.



1 DAYS TO GO

Combating Illicit Trade through Effective Enforcement

18th DEC, 2024

Mr. PC Jha
Member, FICCI CASCADE and Former Chairman, Central Board of Excise and Customs



JOIN US @ SPACES

3 DAYS LEFT

NATIONAL CONSUMER DAY
Fight Against Smuggled and Counterfeit Goods



Mr. Hem Kumar Pande
Former Secretary, Dept. of Consumer Affairs, Govt. of Tamil Nadu, FICCI CASCADE

24th DEC 2024, TUESDAY
07:00 PM

HOW TO FILE A COMPLAINT

Take action against counterfeits



#NATIONALCONSUMERDAY

DID YOU KNOW?

Counterfeit goods can be **HAZARDOUS**



#NATIONALCONSUMERDAY

Know Your Rights

- Right to be Chosen
- Right to be Heard
- Right to be Informed
- Right to be Safe
- Right to Seek Redressal
- Right to Consumer Education



#WorldConsumerRightsDay

Spotted a Fake Product?

Exercise your **RIGHT TO REDRESSAL**
Report Illicit Goods and Protect the Society



#WorldConsumerRightsDay



SAY YES TO OUR FUTURE

SAY NO TO SMUGGLING

TO COMBAT SMUGGLING

- 1. Collaboration among forces
- 2. Education For all
- 3. Shared responsibility to identify Fake
- 4. Rapid response at borders



SOCIAL MEDIA COVERAGE

INTERNATIONAL NEWS

1. P400,000 in smuggled cigarettes seized in Sulu

21 August 2024 | Manila Standard

A total of 400,000 pesos worth of smuggled cigarettes were seized on Sunday by Naval Forces Western Mindanao (NFWM) in its operation on Tubigan Island, Sulu.

The operation, conducted by BRP Laurence Narag (PG907) under Naval Task Force 61, located the vessel M/B SALWA-4, 17 kilometers from Tubigan Island, where it was found with 350 master cases of undocumented cigarettes.

<https://manilastandard.net/news/314486932/p400000-in-smuggled-cigarettes-seized-in-sulu.html#:~:text=P400%2C000%20in%20smuggled%20cigarettes%20seized%20in%20Sulu>

3. Hong Kong customs arrests 5 men, seizes HK\$45 million worth of black market cigarettes

28 September 2024 | SCMP

Hong Kong customs officers have arrested five suspected smugglers and seized about 10 million black market cigarettes worth around HK\$45 million from a fishing boat. The Customs and Excise Department revealed on Saturday that officers had intercepted a suspicious fishing boat in the waters off Hong Kong's southernmost island, Po Toi, the previous morning and seized the cigarettes after an inspection. The seized cigarettes, which were in compartments in the boat, had a duty potential of about HK\$33 million, customs said.

<https://www.scmp.com/news/hong-kong/law-and-crime/article/3280373/hong-kong-customs-arrests-5-men-seizes-hk45-million-worth-black-market-cigarettes>

5. Over P500M worth of fake goods seized in Cebu

21 October 2024 | GMA News

More than half a billion worth of counterfeit Louis Vuitton products were seized by the National Bureau of Investigation operatives in several shops in Mandaue City, Cebu. The NBI said that P528,883,755.33 worth of products illegally bear the luxury brand's trademark. Among the items seized were 2,826 wallets, 1,718 bags, 263 belts, 115 keychains, 55 pieces of luggage, 40 scarves, 36 card holders, 32 shoes, 30 earrings, 10 hats, nine perfumes, nine socks, eight straps, five shirts, three makeup brushes, three tumblers, and two ready to wear dresses.

<https://www.gmanetwork.com/news/topstories/regions/924416/over-p500m-worth-of-fake-goods-seized-in-cebu/story/>

7. Customs seizes RM3.15m in cigarettes and alcohol disguised as frozen shrimp

1 November 2024 | New Straits Times

KUCHING: The Customs Department thwarted an attempt to smuggle cigarettes and alcoholic beverages disguised as frozen shrimp products on Oct 22. JKDM Sarawak director Norizan Yahya said an inspection was conducted to identify the truck's actual cargo. "Upon opening the cargo area, JKDM discovered a large quantity of cigarettes and alcoholic beverages concealed within the truck's frozen cargo. "Further inspection revealed that the truck was carrying 3.4 million cigarettes of various brands and 2,376 litres of uncustomed alcoholic beverages," he said.

<https://www.nst.com.my/news/nation/2024/11/1128509/customs-seizes-rm315m-cigarettes-and-alcohol-disguised-frozen-shrimp>

9. More than 9,000 pairs of fake Nike runners among items seized by officials

25 November 2024 | The Irish Times

Revenue on Monday put on display a selection of the more than 9,000 pairs of high-end counterfeit Nike-branded trainers which were found on a freight shipment from China earlier this month.

The estimated retail value of the 9,384 pairs, consisting of 30 different designs of runners, is €1,736,040 or €185 each if sold at full retail value.

<https://www.irishtimes.com/crime-law/2024/11/25/more-than-9000-pairs-of-fake-nike-runners-among-items-seized-by-officials/>

2. 650,000 fake cosmetics, other items worth Dh23 million seized in UAE

21 August 2024 | Gulf News

A RAS AL KHAIMAH: A joint team from the Criminal and Investigation Department of Ras Al Khaimah Police and the Commercial Control and Protection Department of the Department of Economic Development have seized 650,468 counterfeit items bearing international brand trademarks, with an estimated market value of Dh23 million. Three individuals of Arab nationality have been arrested and referred to Public Prosecution. Brigadier Ahmed Saeed Mansoor, Acting Director General of Police Operations, praised the efforts of the joint teams, which successfully led to the seizure of the counterfeit goods, which included cosmetics, accessories and other items bearing trademark brands.

<https://gulfnews.com/uae/crime/watch-650000-fake-cosmetics-other-items-worth-dh23-million-seized-in-uae-1.103890134#:~:text=RAS%20AL%20KHAIMAH%3A%20A.value%20of%20Dh23%20million.>

4. Fake Apple products worth ₹1.3 crore seized in Ireland

20 October 2024 | News Bytes

Irish authorities have managed to bust a major counterfeit operation in County Mayo, seizing over 800 fake Apple devices and accessories. The haul, which included fake AirPods and other iPhone accessories, was estimated to be worth around \$173,904 (₹1.3 crore). The seizure happened over two days last week, during raids on businesses in Castlebar, Westport, Ballinrobe, and Claremorris. The successful operation was a joint effort of several agencies. The local police crime unit, which oversees the counties of Mayo, Roscommon, and Longford, led the initiative.

<https://www.newsbytesapp.com/news/science/irish-police-seize-over-170-000-worth-of-fake-apple-products/story>

6. Fake designer goods worth £200,000 seized from shops during major retail raid

24 October 2024 | Daily Record

Fake designer items worth £200,000 have been seized from a series of shops following a major retail raid. The Trading Standards Service (TSS) retrieved counterfeit branded clothing, trainers, handbags, mobile phone covers, chargers, headphones and ear pods during the operation. Targeted inspections took place across Northern Ireland at retail premises in Bangor, Belfast, Lisburn and Derry. The busts came after TSS received intelligence from trademark holders, who identified that local retailers were selling counterfeit goods which infringed their intellectual property.

<https://www.dailyrecord.co.uk/news/uk-world-news/fake-designer-goods-worth-200000-33962971>

8. Over 11 million illicit and counterfeit products seized in South American operation

20 November 2024 | Interpol

BUENOS AIRES, Argentina - An operation in South America targeting the trade of fake and pirated goods has resulted in the seizure of more than 11 million products and led to 104 arrests. The operation yielded seizures with an estimated value of USD 225 million. Among the millions of items confiscated were nearly 300,000 pharmaceutical products, including prescription-only medications such as vaccines, antidepressants and chemical precursors that can be used to manufacture illicit drugs.

<https://www.interpol.int/News-and-Events/News/2024/Over-11-million-illicit-and-counterfeit-products-seized-in-South-American-operation>

10. Authorities seize over 200,000 counterfeit Chinese products in Mexico City

29 November 2024 | Mexico Daily

As Mexico faces pressure from Donald Trump and others over its trade relationship with China and Chinese investment in various sectors of the Mexican economy, federal and Mexico City authorities raided a Chinese goods megastore on Thursday, seizing more than 200,000 counterfeit products.

<https://mexiconewsdaily.com/news/mexican-authorities-seize-counterfeit-chinese-products-in-mexico-city/>

NATIONAL NEWS

1. Illegal cigarettes worth ₹2.46 cr seized

5 July 2024 | The Times of India

Vijayawada: The officials of the Central GST Commissionerate of Guntur and Vijayawada inspected a DTDC hub at Gannavaram and seized cigarettes worth ₹2.46 crore which were being transported illegally. Based on specific information, the officials led by Central GST commissioner Sadhu Narasimha Reddy inspected the DTDC premises and found cigarettes with the brand name 'Gold Step' and 'Gold Vimal' manufactured by Gold Step Tobacco Private Limited.

<https://timesofindia.indiatimes.com/city/vijayawada/illegal-cigarettes-worth-246-crore-seized-in-vijayawada/articleshow/111499475.cms>

3. Revenue intelligence agency seizes smuggled gold worth ₹16.91 crore in Mumbai

30 August 2024 | Hindustan Times

Mumbai: The Directorate of Revenue Intelligence (DRI) has arrested three individuals and confiscated foreign-origin smuggled gold valued at approximately ₹16.91 crore, along with ₹40 lakh in cash, officials said on Thursday. Acting on intelligence regarding the movement of smuggled gold, the agency conducted surveillance operations that led to the interception of the three suspects at a location in Mumbai Central. A search of their baggage yielded 22.89 kg of smuggled gold in various forms, including melted gold bars, egg-shaped capsules, strips, and chains.

<https://www.hindustantimes.com/cities/mumbai-news/revenue-intelligence-agency-seizes-smuggled-gold-worth-16-91-crore-in-mumbai-101724987247096.html#:~:text=Acting%20on%20intelligence,strips%2C%20and%20chains.>

5. Expired food items, cosmetics worth Rs 1.25 crore seized in Thane district

3 September 2024 | The Print

Thane, Sep 3 (PTI) Police have seized expired food items, cosmetics and other products worth more than Rs 1.25 crore during a raid in Bhiwandi in the district, an official said on Tuesday. The products were past their sell-by date and posed health risk to consumers, he said. The raid was conducted at a warehouse at Sagar complex, Narpoli, on Monday. Two employees of a private firm were allegedly found replacing expiry date stickers on the goods which were supposed to be destroyed, as per the official. The total value of the seized material was Rs 1,25,86,026, he said.

[https://theprint.in/india/expired-food-items-cosmetics-worth-rs-1-25-crore-seized-in-thane-district/2251668/#:~:text=Thane%2C%20Sep%203%20\(PTI\)%20Police%20have%20seized%20expired%20food%20items%2C%20cosmetics%20and%20other%20products%20worth%20more%20than%20Rs%201.25%20crore%20during%20a%20raid%20in%20Bhiwandi%20in%20the%20district%2C%20an%20official%20said%20on%20Tuesday.](https://theprint.in/india/expired-food-items-cosmetics-worth-rs-1-25-crore-seized-in-thane-district/2251668/#:~:text=Thane%2C%20Sep%203%20(PTI)%20Police%20have%20seized%20expired%20food%20items%2C%20cosmetics%20and%20other%20products%20worth%20more%20than%20Rs%201.25%20crore%20during%20a%20raid%20in%20Bhiwandi%20in%20the%20district%2C%20an%20official%20said%20on%20Tuesday.)

7. Gujarat businessman duped of Rs 1.3 crore with fake notes bearing Anupam Kher's image

30 September 2024 | India Today

A bullion trader in Ahmedabad lost 2 kg of gold, worth Rs 1.3 crore, by fraudsters who used fake currency notes featuring Bollywood actor Anupam Kher's image.

Mehul Thakkar, a gold and silver trader, received a call on September 23 from the manager of Laxmi Jewellers, who is known to him. The manager asked him about the price of over 2 kg of gold for a third party.

Thakkar, who had been doing business with Laxmi Jewellers for over 15 years, confidently made the deal for Rs 1.6 crore.

9. Counterfeit Amul ghee manufacturing unit busted in North Gujarat; ₹70k worth of products seized

5 December 2024 | Desh Gujarat

Palanpur: Officials from the Food and Drug Regulation Authority raided Jalaram Enterprise at Charotar Logistics Park on December 4, uncovering a counterfeit ghee production operation. Approximately 89 kg of counterfeit Amul-branded ghee and 53 kg of vegetable fat were seized during the operation. The proprietor, Prakashbhai Amrutlal Gurjar, admitted to running the business without a valid food license. Investigators found that interesterified vegetable fat was being mixed and packaged as ghee. This operation violated food safety norms, raising significant concerns about public health. The raid also revealed previous legal action against Gurjar, including a ₹1.25 lakh fine. The confiscated items, valued at ₹74,640, included branded ghee packages and loose fat products. Legal proceedings are underway, and further investigations aim to curb such fraudulent practices.

https://deshgujarat.com/2024/12/05/counterfeit-amul-ghee-manufacturing-unit-busted-in-north-gujarat/#google_vignette

2. 80 kg gold seized in Odisha's Bhubaneswar

26 August 2024 | Deccan Chronicle

The sleuths of the Commercial Tax and Good and Services Tax (CT & GST) on Monday detained huge quantities of gold and silver from near Bhubaneswar airport. As per initial reports, around 80 kilograms of gold and over one quintal of silver has been seized. Sources said that the gold and silver were being transported in two container vehicles. The cost of the gold and silver is said to be around Rs 30 crore.

<https://www.deccanchronicle.com/nation/80-kg-gold-9-quintal-silver-seized-in-odishas-bhubaneswar-1819124>

4. Misbranded cigarette worth Rs 15cr. Seized

1 September 2024 | Times of India

Chennai: In two separate cases, directorate of revenue intelligence (DRI) sleuths have seized nearly one crore misbranded cigarettes of an Indian brand worth 15 crore smuggled from Thailand and Dubai in ships. The cigarettes had been imported with a false declaration as consumables (wafers) and were to be distributed as original cigarettes for retail sale across the country, said DRI sources. Investigations revealed they were fake cigarettes with false branding. In total, 62.5 lakh cigarettes worth 10 crore were seized. Further investigation is on to ascertain whom the consignment was destined for.

https://timesofindia.indiatimes.com/articleshow/112958590.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

6. Navi Mumbai: Customs Seize ₹11.40 Crore Cigarettes from Dubai Hidden In Gypsum Plaster Board Shipment

12 September 2024 | The Free Press Journal

Mumbai: The Special Intelligence and Investigation Branch (SIIB) (I) at Jawaharlal Nehru Custom House (JNCH), Nhava Sheva, Navi Mumbai, has successfully intercepted and seized approximately 57,02,400 sticks of Foreign Origin Cigarettes worth Rs 11.40 crore imported from Dubai. The consignment, consisting of 40-foot container, was falsely declared as "Gypsum Plaster Board" and destined to ICD Sanathnagar, Hyderabad, officials said on Wednesday. According to the Customs sources, upon a thorough check of the 18 pallets inside a 40-foot container, the customs officers discovered that around 400 cartons containing 57,02,400 sticks foreign-origin cigarettes were concealed in the disguise of Gypsum Plaster Board.

<https://www.freepressjournal.in/mumbai/navi-mumbai-customs-seize-1140-crore-cigarettes-from-dubai-hidden-in-gypsum-plaster-board-shipment>

8. Gang selling fake Apple accessories busted, goods worth Rs 2,42cr seized

26 October 2024 | The Hans India

Hyderabad: Hyderabad Commissioner's Task Force, Central Zone team along with Abids police conducted simultaneous raids at four shops at Jagdish Market and apprehended four persons for selling fake Apple iPhone brand accessories. Police seized fake Apple brand mobile accessories worth Rs 2.42 crore. Police arrested Nimb Singh (25), owner of Target mobile shop; Hira Ram (24) of Patel mobile shop; Govind Lal Chauhan (45) of Aushapura mobile shop; and Mukesh Jain (32) of Nandi Mobiles. The police seized 579 AirPods Pro, 351 USB adaptors, 747 USB power cables, 62 batteries, 17 power banks, and 1,401 back pouches totalling Rs 2,42,55,900.

<https://www.thehansindia.com/news/cities/hyderabad/dca-raids-15-med-shops-slaps-show-cause-notices-917974>

10. Foreign currency worth Rs 26 Lakh seized at Indore Airport

8 December 2024 | The Hawk

Indore (Madhya Pradesh): The Customs Department has seized foreign currency from multiple countries worth approximately Rs 26 Lakh at Devi Ahilya Bai Holkar Airport in Indore, according to official information.

A passenger travelling to Sharjah from Indore by Air India Express Flight on December 7 was searched in the departure hall on the basis of information passed on by CISF personnel on the suspicion that passenger appeared to be carrying foreign currency in his bag as per a press release.

<https://www.thehawk.in/news/states-and-uts/madhya-pradesh/foreign-currency-worth-rs-26-lakh-seized-at-indore-airport>



Twitter Session with Experts
January 2025



Interactive Session with State Government Officials of Bihar
January 2025, Bihar
February 2025, Jharkhand



Digital Art Competition: Stand Against Smuggling
January 2025



4th Edition of ANTI SMUGGLING DAY
11th February 2025



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.

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