

ASPA Workshop on Brand Protection Awareness<http://aspaglobal.com/wp-content/uploads/2014/10/ASPA-Hyderabad-brochure-2.pdf>**1. INTRODUCTION**

The 2nd Workshop on Brand Protection Awareness organized by ASPA was held on 5th October 2017 at Hotel Taj Krishna, Hyderabad.

This is the second of series of ASPA workshops planned for brand owners, Govt. authorities and industry professional involved in brand protection, revenue protection, supply chain management, quality and product packaging. The aim is to generate awareness amongst stakeholders for need of fighting counterfeiting specially in sectors such as Healthcare, Automotive Components, FMCG, Electronics, Excise Revenue, Govt. Document Protection and others.

The 2nd workshop was sponsored & supported by ASPA members Manipal Technologies, PAYS and Shree Lamipack, whilst, Manipal (<https://manipaltechnologies.com/>) & Kumbhat PAYS (<http://www.kumbhatholograms.com/>) exhibited their products and Shree Lamipack supported as (<http://www.shreelamipack.com/>) as delegate kit partner.

The workshop was well attended by industry including representation from MYLAN Laboratories, Mondelēz International, AccelSAP, Dr. Reddy's, Schneider, Woxen School of Business, Hetero Labs, KL Hi-tech & ASPA member including Holostik, Kantas Track Pack, Kumbhat, Holoflex, Manipal, Monotech, PharmaSecure, VINSAK & others.



Picture: ASPA President felicitating Chief Guest, Mr. Uday Bhaskar, DG, Pharmexcil

Mr. Uday Bhaskar, Director General, Pharmexcil grace the occasion as Chief Guest and said, "A lot to be done towards anti-counterfeiting measures as important tool in fighting fakes and that can be done with awareness. On the other hand, authentication industry also needs to address problem, challenges & hurdles for small SME brand owners."

At this occasion, **Mr. U. K. Gupta, President, ASPA** said, "As counterfeiting becoming a menace, the key is the awareness. At ASPA, one of our main aim is to develop and strengthen industry's capacity to combat product counterfeits through evidence-based research, education and outreach. Many of our brand-owner partners shared with us their hurdles in selecting & finding brand protection solutions. To help meet this need, it's been more than two years, we are running the campaign "Make Sure India" across the country for brand owners and consumers educating them about this serious issue. The problem in India is not limited to a few cities or regions, and henceforth, we have designed this campaign which will spread across the country."

In extension to our campaign, we have recently also announced series of workshop for professional involved in tax revenues, supply chain management, quality & product packaging providing them information on importance of authentication solutions in fighting fakes. Our industry can help government and brands in plugging these loopholes. A brand owner that employs an authentication solution is likely to increase his business by cutting down the counterfeiter's share. This increased business will consequently bring in more revenue to the exchequer in form of higher collection of taxes and duties.



Picture: Left to right C S Jeena secretary ASPA, T V Srinivas Rao, U K Gupta President ASPA, P Srinivas Rao CMD K L Hitech, Sourabh Mitra AVP Mylan Lab, Madhab Chakraborty Joint Director IIP, Arun Agarwal Vice president ASPA

At the workshop other dignitaries including Mr. Madhab Chakraborty, Joint Director, Indian Institute of packaging shared his view on need of Secured packaging in current scenario, whilst, Mr. T V Shiva Rao, Hon. Secretary, Telangana & Andhra Pradesh, Institute of Director shared his experience in adulteration in Oil & Petroleum Products. Mr. Sourabh Mitra, AVP, MYLAN Laboratories also shared his experience on Pharma Anti-Counterfeiting Technologies, while, Chander S Jeena, Secretary, ASPA presented an overview of Counterfeiting activities in India. At the end, the vote of thanks was given by Mr. Arun Agarwal, VP, ASPA.

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