

Business Standard

ASPA elects new governing body

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In the first-ever elections since its re-launch last year, Authentication Solution Providers' Association (ASPA) has elected Umendra Kumar Gupta, Chairman and Managing Director of Holostik India Limited, as its new president.

Gupta has also served as the Association's President during 1998-2006 and then again in 2008-2010. He is the only Indian holographer to receive the coveted "Brian Monaghan Award for Business Innovation" from International Hologram Manufacturers Association for his outstanding contribution to the development of the hologram industry.

"It is a privilege to be chosen to lead this Association in a new avatar and at the helm of high growth. Since our re-launch few months back, we have added many new members offering diverse authentication technologies and are integrating their valuable suggestions to be more comprehensively representative of the common interests as an industry body," said Gupta.

"Today, nearly every industry such as pharmaceuticals, FMCG and others faces the menace of dealing with high-tech, sophisticated counterfeiting. Our Government seems proactive on taking a holistic approach to consumer protection and public welfare. ASPA as an industry body is aligned to support them in protecting brands and safeguarding consumer interest and our member companies are fully geared up to help industries meet this challenge," he added.

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Meanwhile, Nakul Pasricha, the Chief Operating Officer of PharmaSecure, on being elected as the ASPA vice-president said he is thrilled to be a part of such a progressive association that is young and mature at the same time.

"As the industry morphs continuously to address the changing needs of brand protection, ASPA took the bold and proactive decision to re-align its focus with a vision of becoming a global voice of the authentication solution providers," said Pasricha.

"And now, it is even more exciting to see the Association offering new members like us an opportunity to take on leadership roles to help shape its vision and future," he added.

The governing body also includes Arun Aggarwal, CEO, Kantas Track-Pack, who will serve as the general secretary and treasurer of ASPA, Luv Shriram, Managing Director, Shriram Veritech, and Deepak Gupta, Director, Shree Lamipack.

The elected governing body has also invited Nityanand S. Shenoy, President and Managing Director, PRS Permacel and Mukesh Goyal, Director, Gopsons Paper Limited as two additional co-opted members. Former president Manoj Kochar, Director, Holoflex Ltd., will continue to be on the governing body as an ex-officio member.

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Authentication Solution Providers' Association (ASPA) is a self-regulated, non-profit organization of authentication solution providers.