

ISI mark on your milk powder may be a counterfeit

BIS urged to use hitech 'optically variable devices' for certification

By **Neetu Chandra Sharma**
in New Delhi

ALARMED over fake baby milk powders circulating in the market, the Authentication Solution Providers' Association (ASPA) that works closely with global authorities such as Counterfeit Intelligence Bureau (CIB), Interpol and FICCI Committee against counterfeiting and smuggling, has written to Bureau of Indian Standards (BIS) to implement forensic features on products to ensure safety.

"As the recent scandal in China has shown, counterfeiters will go to any lengths for a quick profit, including putting babies at risk. To protect the 25 million babies born every year in India, it is essential to protect baby milk powders and other nutritional products from the scourge of counterfeiting," said Nakul Pasricha, Vice President, ASPA. "This can be

OVD is used by govt authorities worldwide



PHOTO: AFP

Incidents of adulterated milk are common with criminal cases to prevent them regularly being registered across the country.

OVD: THE TAGGANT EFFECT

■ A highly specialised nano-technology forensic security feature similar to DNA composition

■ Configured to read nano-particles on the security hologram, would glow green or Red

achieved by securing supply chains through authentication, track-and-trace and other digital solutions, as well as by applying tamper-proof or tamper-evident physical solutions onto packaging, such as security labels and holograms," he added.

Incidents of adulterated milk are very common in India. Currently, BIS has a product certification scheme that allows more than 30,000 licensees to use the ISI mark as a symbol of quality product. However, experts say, it's easier for unscrupulous manufacturers to produce fake ISI mark with the advancement in digital technology.

■ It cannot be duplicated and used to enhance the security feature of the OVD

■ 'Green' in the presence of nano-particles, 'Red' in their absence on the security hologram

The increasing number of counterfeit ISI mark products has become a menace for the Government authorities and legitimate brand owners affecting consumer's health and resulting in loss of revenue. The ASPA has proposed to the BIS for usage of high security Optically Variable Devices (OVD). OVD's technology has been used by more than 100 Government authorities world-

wide for banknote and high security documents. "The OVD technology fully conforms to the recommendation and guidelines stipulated by ISO Standards 12931 in curbing the menace of product counterfeiting. OVD contains various 'overt' and 'covert' high security features," said U K Gupta, President, ASPA.

It is impossible to duplicate with the Mirror effect.