

The AUTHENTICATION

The official magazine of the Authentication Solution Providers' Association (ASPA) **Times**

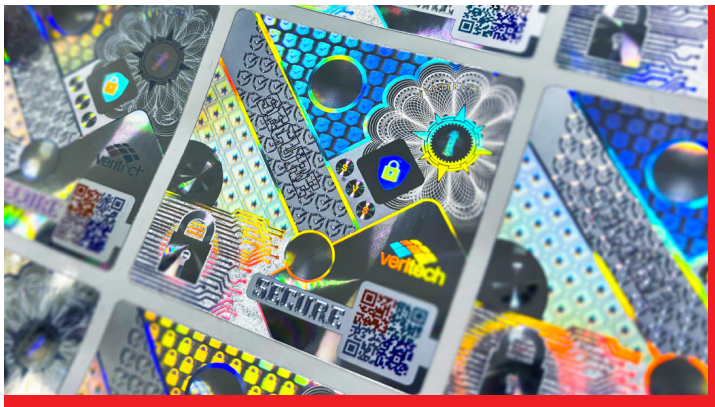
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Fighting Fakes**
A Call for Secure Agro Inputs

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The AUTHENTICATION Times

The official magazine of the Authentication Solution Providers' Association (ASPA)

Editor's Corner



Dear Readers,

Welcome to the 55th edition of The Authentication Times. As we step further into 2025, the fight against counterfeiting continues to evolve-especially in sectors that lie at the heart of national well-being and economic stability.

In this special edition, our cover story, **"Feeding a Nation, Fighting Fakes: A Call for Secure Agro Inputs"**, highlights the growing threat of counterfeit agrochemicals, seeds, and fertilizers in India. With over 50% of our population depending on agriculture, and India poised to become a global agri-export hub, ensuring the authenticity and traceability of agricultural inputs is no longer optional-it is mission-critical. Drawing insights from the ASPA-CRISIL Report and industry leaders like Dhanuka Agritech and General Crop Science, the story underscores the need for robust authentication technologies and collaborative frameworks to safeguard our farms.

ASPA continues to build on its core pillars: awareness, innovation, research, and advocacy. The second edition of our ASPA-CRISIL **"State of Counterfeiting in India - 2025"** report is underway and promises to deliver deeper insights into high-risk sectors, including agriculture, pharmaceuticals, FMCG, automotive, and apparel. We also mark **World Anti-Counterfeiting Day** with renewed commitment and active member engagement.

We thank you for your continued support and commitment to a world free of counterfeiting. We invite you to join us in raising awareness and advocating for smarter, safer, and more transparent supply chains.

Happy reading!!

Yours Sincerely,

Puneet Maithani
Editor,
The Authentication Times

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Issue Editor: Puneet Maithani

Publication Committee: Manoj Kochar, Nakul Pasricha, Luv D Shriram, Ankit Gupta, Vikas Jain

Issue Designer: SR Films / Gajender Singh

Published by: Corporate Communication, Authentication Solution Providers' Association (ASPA) 521, 5th Floor, Ansal Tower 38, Nehru Place, New Delhi – 110019, India

Email: info@aspaglobal.com

Website: www.aspaglobal.com

The **AUTHENTICATION** Times
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About the Authentication Times

The Authentication Times is the official magazine published by Authentication Solution Providers' Association (ASPA). The publication offers in-depth analysis, news, research, article, and expert opinion on the latest developments on Anti-counterfeiting, Brand Protection, Serialization and Traceability in and out of India. The editorial team welcomes news, contributions, and comments.

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Counterfeiting Alert

Centre to bring stricter law to deal with fake fertilizers

The Centre plans to introduce a stricter law to combat fake fertilisers, which account for 40% of sales and harm farmers' output, with harsher penalties for offenders. According to a recent study, counterfeit fertilisers and spurious agricultural inputs account for 40% of total sales by value and cause significant economic losses by reducing crop output, Hindustan Times has learnt. Although the country already has provisions that ban and criminalise the sale of counterfeit pesticides and fertilisers, seizures and enforcement actions remain uncommon. The new law will include harsher punishments and target entire supply chains, an official said.

Agriculture Minister Shivraj Singh Chouhan recently raised the issue, urging farmers to avoid overusing agricultural chemicals and to stick to recommended application levels. He also warned sellers of fake fertilisers of stern action. Under current provisions, the Fertilizer (Control) Order, 1985 (clause 19), lays down technical specifications for each type of fertiliser approved for farm use, making it illegal to market agrochemicals that do not meet these standards.

However, the sale of substandard, fake, or adulterated fertilisers is currently punishable under the Essential Commodities Act, 1955, a law primarily intended to regulate the supply of goods and curb hoarding and inflation. "The government wants to bring a strict law that is specifically meant to penalise the sale of illegal and fake fertilisers and farm chemicals," the official said.

Fake products reduce agricultural output by over 10 million tonnes in the world's most populous country, according to a 2015 study by the Federation of Indian Chambers of Commerce and Industry (FICCI). The value of illegal pesticides, for instance, has been expanding by nearly 20% a year, a study found.

Farmers often complain about a lack of accountability in spurious sales. In 2023, the Ministry of Chemicals and Fertilisers, while uncovering the diversion of subsidised urea,

had seized 70,000 bags of potentially counterfeit products. Counterfeiters manage to penetrate rural markets by copying packaging and labelling of genuine brands, a second official said.

On May 30, the Rajasthan government sealed 34 factories and lodged 12 First Information Reports (FIRs) related to fake fertiliser sales.

"Vigilance has been strengthened over time. There is also a district-level quality control mechanism to raise awareness and maintain vigilance in the field on a regular basis. Farmers usually realise they have used spurious products only when they don't see the desired results. By then, they have already suffered losses," said Deshraj Dahiya, a former scientist with the Indian Council of Agricultural Research. Fake products may not only contain inactive ingredients but often include harmful contaminants, he added.

Source: Hindustan Times

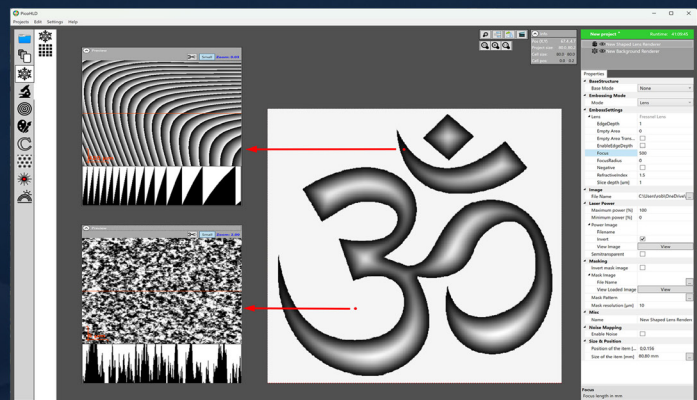
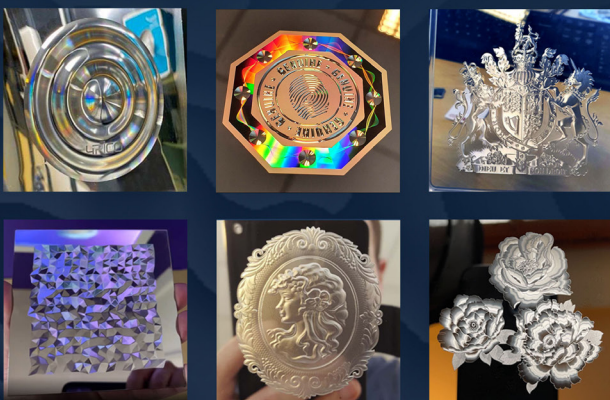


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Counterfeiting Alert



Rajasthan's Agriculture Department launches campaign against fake fertilisers

Suresh Kumar Ola, the state's Agriculture Commissioner, said that the quality control campaign will run until July 10.



On May 15, Rajasthan's Agriculture Department launched a campaign against the sale of fake fertilisers and the hoarding of fertilisers and seeds during the kharif (monsoon crop) season. Suresh Kumar Ola, the state's Agriculture Commissioner, said the quality control campaign will run until July 10, during which department officials will

inspect the establishments of fertiliser, seed, and pesticide manufacturers and sellers.

"If irregularities are found, actions such as sales bans, seizures, or suspension or cancellation of licenses will be taken under rules related to agricultural inputs, the Fertiliser (Control) Order, 1985, and the Essential Commodities Act 1955," he added.

Source: Business Standard

Anti-Counterfeiting Initiative

ASPA marks World Anti-Counterfeiting Day with major industry initiative

Commissions second edition of 'State of Counterfeiting in India – 2025' report in collaboration with CRISIL

The Authentication Solution Providers' Association (ASPA), ahead of World Anti-Counterfeiting Day, has commissioned the second edition of its flagship industry report, 'State of Counterfeiting in India – 2025,' in collaboration with CRISIL, a global analytics company.

The report, expected to be released before the end of calendar year 2025, will offer a in-depth analysis of the state of counterfeiting in high-risk sectors, including pharmaceuticals, agriculture, consumer durables, automotive, apparel, and fast-moving consumer goods.

The objective is to empower brand owners, regulators, policymakers and solution providers with credible insights and actionable recommendations to strengthen India's anti-counterfeiting efforts.

The initiative builds on the success of the first edition of the report, released in 2022, which proved to be a landmark reference document for the industry. The findings were widely quoted by national and international speakers, cited at conferences, and referenced by both government and private sector leaders, highlighting its value as a knowledge and advocacy tool.

"On World Anti-Counterfeiting Day, we reaffirm our commitment to building a safer and more transparent global

marketplace. Counterfeiting is not just an economic threat, but it also endangers lives, erodes trust and undermines innovation. At ASPA, we stand united with industry, government, and consumers in the fight against fakes, empowering authenticity through technology, standards, and collaboration. As a timely and strategic tool for stakeholders across sectors, the ASPA-CRISIL 2025 report will enable an ecosystem of trust, transparency and zero tolerance for counterfeiting. Let us pledge for a future where every product is trusted and every brand protected," said Mr. Manoj Kochar, President, ASPA.

Established in 1998, ASPA is a self-regulated, non-profit industry body dedicated to fighting counterfeiting and protecting brands through authentication and traceability solutions. Over the past 27 years, ASPA has emerged as a key voice in the authentication ecosystem, driving awareness, standards, and collaboration.

With a strong and growing network of more than 90 member companies, ASPA represents India's leading anti-counterfeiting solution providers, collectively safeguarding over 15,000 brands worldwide through advanced physical, digital, and phygital technologies — from holography and secure printing to blockchain, QR/NFC (near-field communication), and track-and-trace systems. ASPA members are at the forefront of innovation and vigilance, helping protect consumer trust and brand equity in India and globally.

Source: Business Standard

Protecting Farmers from Fakes: Dr. Agarwal Shares Dhanuka's Strategy

How are you using anti-counterfeiting technology to make it easier to track and check your products? Why is this important for your brand?

Ans: Dhanuka, being a pioneer in the agriculture sector, faces the problem of counterfeit/ duplicate fake pesticides that mimic our branded products and resemble the originals, tarnishing the brand value of the products as well as the company. This makes it necessary for us to adopt anti-counterfeiting technology to make it easier for the company, the dealers, and the gullible farmers to track and check the legitimacy of the product. Our mission at Dhanuka is to **"Transform India through Agriculture"** by offering high-quality products for the protection of crops from pests and diseases. Dhanuka has already initiated the use of unique QR codes for each of our products which confirm the genuineness of the product. When this QR code is scanned, the farmer is redirected to the official website of Dhanuka where one can find all the necessary details related to the product for its effective usage. In addition, Dhanuka has a toll-free number (18001021022) which can be used by the farmers in case of any queries related to the products. We have a vast network of authorized distributors/dealers all over the country to ensure the procurement of genuine products by the farmers in the region. Dhanuka's vast network in India is awe-inspiring,

comprising four central manufacturing units, 39 warehouses, over 6,500 distributors, and 75,000 dealers. The company's more than 1,500 techno-commercial staff provide farmers with product application methods, training, and solutions, significantly enhancing their production capacity and quality. The Dhanuka

Agritech Research and Technology Centre in Palwal, Haryana, is equipped with state-of-the-art facilities, showcasing technologies in crop protection, bio stimulants, drones, precision tech, and modern spray techniques.

What creative ways can you help customers verify that they are buying genuine products from your brand?

Ans: One of the biggest challenges to Indian agriculture is to ensure the advancement of new technologies reaches the remotest corners of the country, where millions of

farmers reside. Keeping this in view, Dhanuka has signed an MoU with the ICAR to realize our common objective and endeavour to create sustainable and prosperous agriculture in India. This MoU provides us the leverage to utilize the ICAR's well-established network of 113 research institutes, 11 ATARIs, and 731 Krishi Vigyan Kendras (KVKs) ensuring widespread dissemination of knowledge and GAPs (Good Agricultural Practices). Together with ICAR, Dhanuka has launched an initiative entitled, **"Jaago Kisan Jaago"** all over the country



Dr. RG Agarwal,
Chairman Emeritus,
Dhanuka Agritech Ltd.

whereby the farmers are alerted about the consequences of using counterfeit/ fake/ duplicate agrochemicals. This initiative also encourages farmers to purchase only genuine products, with an original bill, only from authorized dealers in the market. Dhanuka is continuously working in collaboration with the ICAR to enhance the effectiveness of this campaign thus protecting the farmers from the menace of spurious agrochemicals sold in the market.

Can you share an example of how working with anti-counterfeiting solution providers has helped you protect your products from being copied?

Ans: Most of the fraudulent people engaged in the production of spurious products tend to copy the exact packaging of the genuine products to create confusion among the farmers and sell them at cheaper prices as compared to the genuine ones. Anti-counterfeit solutions work as a deterrent, a barrier that makes it difficult for counterfeiters to circulate a fake product as a genuine one. Having collaborated with many American, European, and Japanese companies, Dhanuka has excelled in providing cutting-edge novel technologies to farmers. However, providing advanced and novel technologies is not sufficient in this era; protecting this technology from being copied is equally important. Using unique QR codes for each of its products by Dhanuka helps to differentiate our products from the counterfeit/fake products available in the market at cheaper prices. In addition to this, awareness campaigns conducted by Dhanuka in collaboration with ICAR act as an effective tool in protecting farmers from the use of any spurious product. We have printed posters in various regional languages which are displayed with ICAR centers, the Agriculture Department, and dealers; advising customers to purchase products only against a bill. We have made short educational videos to create awareness among the various stakeholders.

How does tracking your products in real-time help stop counterfeits and ensure quality? Can you share a recent success story?

Ans: Our end customers are empowered to find out the authenticity of products on the spot by scanning the QR code with their mobile phones. The QR code redirects farmers to the official website of Dhanuka, where they can access product details and confirm authenticity. This information helps build confidence in the purchase of genuine products. Awareness about these technologies is actively being spread by the company. Though may not be possible to quantify success immediately, in the long run, it will certainly help farmers become more tech-savvy and better identify genuine products. We have also appointed a detective agency, and if they find duplicate products, they conduct raids with support from the police and the agriculture department against the duplicators. This QR code has helped in tracking the duplicate materials.

What new technologies do you think will have the biggest impact on stopping counterfeits and tracking products over the next five years?

Ans: Several anticounterfeiting technologies are prevalent, and more are in development to further safeguard our products beyond QR codes. Previously, holograms were commonly used to protect trademarks, but such technologies have often been compromised through identical copies by unethical players. One of the latest technologies under development aims to prevent QR codes from being decrypted. Combating counterfeiting not only requires good technology but also depends on various factors such as usability, ease of adoption, and awareness among farmers. A promising innovation involves aligning QR codes with the product's packing seal. Once the container is opened and repacked with counterfeit material, the original



Feeding a Nation, Fighting Fakes: A Call for Secure Agro Inputs

India's agriculture sector, hailed as the backbone of the nation's economy, is under siege from a silent yet devastating threat—counterfeit agrochemicals. At a time when the nation is striving to become a global agricultural powerhouse, the rise of fake seeds, adulterated fertilizers, and spurious pesticides is eroding farmer trust, damaging crop yields, and compromising food safety.

According to the ASPA-CRISIL 2022 Report on the State of Counterfeiting in India, counterfeiting is no longer a marginal issue. Across sectors, it affects an estimated 25–30% of the market by consumer perception, and agrochemicals are no exception. In fact, 35% of consumers in the agro segment admitted to having knowingly or unknowingly purchased counterfeit products, while 16% directly reported coming across fakes in the market. However, industry insiders believe the actual exposure is significantly higher, especially in Tier II/III cities and rural regions.

Agrochemicals — including fertilizers, pesticides, and seeds — are among the most counterfeited product categories in rural markets. These fake inputs mimic the branding, packaging, and labelling of trusted brands, and infiltrate deep into rural distribution networks, often undetected by farmers or small dealers.

In cities like Patna (32%), Indore (29%), and Chennai (25%), the consumer experience of counterfeit agro products far exceeds the national average. Even in regions like Delhi NCR, Mumbai, and Agra - considered relatively organized - exposure to fake agrochemicals was reported at 13–15% — signalling that no geography is entirely immune.

According to the report:

- 40% of consumers cited lower prices as the primary reason for buying counterfeits.
- 31% pointed to unavailability of original brands.
- 21% admitted they were unaware that the product was fake at the time of purchase.

The consequences of counterfeiting in agriculture are multifaceted:

- **Farmers:** Use of substandard pesticides or seeds leads to crop failure, pest resurgence, reduced productivity, and financial distress. In worst-case scenarios, it can force indebted farmers into cycles of poverty.
- **Brand Owners:** Reputational damage, loss of market share, and legal liabilities due to defective counterfeit products being attributed to genuine companies.
- **Government:** Loss of tax revenue from the unorganised market and increased burden on agricultural subsidy programs due to reduced input efficacy.
- **Consumers:** The end-users of the food grown with counterfeit inputs face potential health risks due to chemical residues or inferior produce.

The ASPA-CRISIL survey found that 27% of respondents were unaware they had purchased counterfeit agrochemicals. Further, a large proportion of those who realized the deception did not take any action, often due to lack of awareness or access to grievance redressal.

Interestingly, the perceived harmfulness of counterfeit agro products was rated moderate by most consumers—indicative of a psychological normalization of fake goods in rural India. This dangerous perception undermines deterrence, allowing the counterfeit market to flourish unchecked.

The broader economic impact is massive.

- Reduced yields and outputs across millions of hectares.
- Degraded soil health due to low-quality or unapproved inputs.

- Export challenges, as contaminated or inferior produce faces rejection in global markets.

Wasted government subsidies, as intended productivity gains fail to materialize.

To safeguard Indian agriculture, there is an urgent need to implement robust authentication and traceability solutions (ATS).

ASPA and its members advocate for:

- Tamper-evident packaging
- Holograms, QR codes, serialization, and non-clonable identifiers
- Track & trace platforms accessible to farmers via mobile apps
- Authentication via SMS, web portals, or scan-enabled verification

Additionally, strategic policy intervention is critical. As a trusted partner to both government bodies and brand owners, ASPA is working actively to bring these issues to the forefront. From hosting forums on traceability, to engaging agro input brands in solution adoption, ASPA is driving the push for a counterfeit-resilient agriculture ecosystem.

We believe it is only through collaborative action—between regulators, solution providers, farmer cooperatives, and local distributors—that the fight against agro counterfeiting can be won.

The fight against counterfeit agro products is not just about saving brand reputation—it is about ensuring food security, farmer dignity, and national economic resilience. As India aims to double farmer income and become a global food supplier, ensuring the authenticity of every seed, spray, and soil enhancer becomes non-negotiable.

Let us sow the seeds of trust and harvest a future that is authentic, secure, and sustainable.

alignment is disrupted and cannot be restored. This misalignment reveals tampering. Other technologies expected to have a major impact include:

Blockchain Technology: Blockchain's decentralized and immutable ledger system offers a powerful tool for product tracking and authentication. Each product can have a unique digital identity recorded on the blockchain, and every step in its supply chain - from raw materials to the consumer - can be immutably recorded.

How important do you think it is for brands and consumers to work together to fight counterfeiting and raise awareness?

Ans: Counterfeit/fake products can cause various problems, such as:

- **Consumer and farmer health:** Spurious products contain toxic impurities and unknown substances that compromise consumer health and pose risks to farmers during application.
- **Losses to farmers and the nation:** Counterfeit agrochemicals can damage

crops, reduce yield and income, and lead to rejection of produce by food companies. During the Amrit Kaal, exports of horticultural products laced with spurious and unregistered pesticides may be widely rejected by the importing countries.

- **Harm to the environment:** The use of such pesticides affects human and environmental health, degrades water quality, and leaves residues in soil, impacting biodiversity.
- **Economic loss and brand erosion:** These include loss of sales, employment, patent/trademark infringement, data theft, damage to reputation, and reduced farmer confidence in legitimate products.

Given these consequences, it is the collective responsibility of public institutions and industry to raise awareness among farmers and consumers to use genuine products. The success of Indian agriculture hinges on collaboration between all stakeholders – public institutions like ICAR, private companies like Dhanuka Agritech, our dedicated farmers, and other key players.

An Interaction with Mr. Rajat Srivastava, General Manager - Regulatory Affairs & IPR, General Crop Science Pvt Ltd.

How are you using anti-counterfeiting technology to make it easier to track and check your products? Why is this important for your brand?

Counterfeiting is a big menace in crop protection chemical industry since it directly impacts the efficacy and safety of the product and thereby, having a harmful effect on the plant health, beneficial insects and arthropods, soil health and its micro and macro-flora and finally human health when the residues of these products enter the food chain and huge losses in crop yields as well as quality. Counterfeiting is mostly done by mimicking the product packaging of the

established brands and companies by fly-by-night operators and packing the product of sub-standard or inferior quality in them. The purpose of such counterfeiters is to make quick money without giving any thought on havoc that they are going to play with the agriculture of our country.

Considering the importance of combating the menace of counterfeiting, Government of India through Ministry of Agriculture & Farmers Welfare has made it mandatory for the manufacturers of crop protection chemicals to affix Quick Response or QR Code on the product labels. QR Code contains dynamic as well as some static information about the product

Brand Insights

like name of the product, batch number, date of manufacturing, date of expiry, name and address of the manufacturer and a web-link which will direct the consumer of the product to the portal of the manufacturer wherein the other static information of the product will be available. This is one of the initiatives that the manufacturers are following and apart from that they are taking many other steps, such as ensuring product traceability, where each product package is uniquely numbered and if any mischief is being done during the product cycle then that can be easily traced, companies are placing their holograms on the product labels, embossing their logo on the product package, coming out with patented package designs, tamper-proof packaging etc. All these technologies and many more are being followed by the manufacturers in different permutations and combinations considering the product branding, financial involvements and return on investment. It is very important for the whole crop protection chemical industry to fight this problem since apart from affecting their own brand and image and financial losses, it is having a direct negative impact on our agriculture in a big manner.

What creative ways can you help customers verify that they are buying genuine products from your brand?

As explained in the previous question, QR Code is one of the ways to ensure that the farmers are buying genuine products of our brand. They can scan these codes through their mobiles and will be directed to the website of the manufacturer, which will ensure that the product is genuine. Apart from that, Legal Metrology Rules have made it compulsory for the manufacturers to mention Customer Care

details on the labels, which contains customer care number and e-mail address. The farmers can contact the manufacturer directly through the customer care number to verify whether the product is genuine or not in case of any doubt. Also, the farmers are encouraged to buy the products through GST bills only with the purpose that the manufacturer can be held

accountable if there are any concerns due to the product quality as well as crop losses. Further, every manufacturer has developed their own unique way of designing the product labels, which if properly observed can help the farmers in identifying counterfeit products amongst the genuine products.

Can you share an example of how working with anti-counterfeiting solution providers has helped you protect your products from being copied?

We have been working with the solution providers who are presently helping us by providing the complete solutions in terms of both hardware and software for

printing QR codes on the product labels. We are using these solutions for product track and traceability apart from ensuring that the product is genuine. We are maintaining a huge database on the servers using which we can back trace to address any problem that may come up due to counterfeit products. Further, we are putting holograms in our labels, which can also help prevent our products from being copied. Also, we are working on developing unique seals and stickers, including 3D holograms which are used on package closures or on labels and in case anyone tries to tamper with them then it can be easily made out by the consumers that some mischief has been done during the transportation which can be reported to the manufacturer as well as to the local law enforcement agents and



Mr. Rajat Srivastava
General Manager - Regulatory
Affairs & IPR, General Crop
Science Pvt Ltd

thus they can help in fighting the problem of counterfeiting in collaboration with the genuine manufacturers.

How does tracking your products in real-time help stop counterfeits and ensure quality? Can you share a recent success story?

Tracking the products in real-time will help the crop protection chemical industry to ensure that the counterfeits are stopped as well as the product quality is maintained. However, Indian crop protection chemical industry has started adopting such solutions in the last 3 – 4 years only and since such solutions involve lot of investments on the part of the manufacturer as well as lot of infrastructure has to be developed for providing and maintaining them and will have significant effect on product pricing, which will increase the cost of crop protection for the farmers and finally increase the cost of agriculture produce. Therefore, it is important to ensure that the traceability solutions should not only be effective but also cost-efficient. Despite such in-built cost and infrastructure issues, we have started to adopt the counterfeit solutions which are helping us to identify the counterfeit products of our brands available in the marketplace and fight them out through legal procedures. Also, the industry as a whole is fighting together to tackle such problems and have conducted raids at the premises of fly-by-night operators with the help of local police leading to confiscation of huge quantities of counterfeit products.

What new technologies do you think will have the biggest impact on stopping counterfeits and tracking products over the next five years?

There are a lot of new technologies that are being developed by the anti-counterfeit solution providers with the aim that they can never be hacked or copied by the ingenuine players. The current problem is that even QR codes can be copied is also another issue that needs to be dealt with firmly and that is another avenue that the solution providers are already working on. Looking into all these aspects, it is very important for the solution

providers to come up with improved and fool-proof solutions to ensure that they are hack-proof and can never be copied but these solutions must be cost-effective for the users of such technologies. The solution providers must be smart enough to be one step ahead of the counterfeiters so as to ensure that the technologies are ever evolving with no scope of hacking and copying thus making the whole business of counterfeiting getting unviable due to the economics involved. India is still in nascent stage of adopting the counterfeiting solutions and though some progress has been made but there is lot of roads still to be covered.

How important do you think it is for brands and consumers to work together to fight counterfeiting and raise awareness?

It is just not about brands and consumers who must work together to fight counterfeiting and raise awareness. We must involve other stakeholders like the different government ministries, departments, regulatory and statutory bodies both at central and state levels, law enforcement agencies, solution providers, industry associations like ASPA and even sectoral associations and chambers to fight the problems associated with counterfeiting and come out with mechanisms and solutions to fight them and raise awareness amongst the end users as well as general public. Every sector has their unique problems related to counterfeiting and requires unique solutions to deal with them and consequently the thought that “one shoe will fit all” will not work. We have to come up with unique solutions for each sector wherein associations like ASPA can play an important role by organizing conferences, seminars and workshops to identify, discuss and come up with solutions related to counterfeiting and also sector specific working groups can be created where counterfeiting problems are discussed in depth and possible solutions can be identified, which can be converted into a white paper to be presented to the government to help them to come out with policies to deal with the counterfeiting problems. These will be ever evolving processes and will have to be continuously pursued that the ever-evolving problems are dealt with accordingly and adequately.

In the dynamic realm of innovation and collaboration, ASPA (Authentication Solution Provider Association) has embarked on groundbreaking collaborations, aligning with renowned organisers to fortify the industry and deliver immense value to ASPA members. Let's delve into these exciting ventures:

- **Bharat PacExpo 2025:** The Packaging & Supply Chain event Bharat PacExpo, is scheduled from 28 - 30 November at the Jaipur Exhibition & Convention Centre (JECC). ASPA is participating as a Supporting Association.
- **IntraPac India 2025:** IntraPac India, the latest addition to IPAMA's long-standing legacy, will be held from 10-13 December 2025 at the India Expo Centre, Greater Noida, NCR Delhi. The event will showcase a comprehensive range of packaging solutions, machinery, and allied products including plastic, metal, glass, and paper packaging as well as filling, capping, filling & sealing, biodegradable packaging, protective packaging, automation and robotics, tube packaging, mono cartons, traceability & tracking, logistics, film, moulding, and many more. ASPA is supporting as a Supporting Association.
- **ASIASec2025: Anti-Counterfeiting, Illicit Trade & Brand Protection (23rd & 24th July 2025 Venue: Aloft Aerocity, New Delhi):** ASPA is supporting the event as a Supporting Association. This high-level conference brings together brand

owners, enforcement agencies, technology providers, policymakers, and IP experts to address the evolving challenges of illicit trade and counterfeiting across India and the Asia region.

- **Track & Trace 2025 Packaging Solutions in Labelling and Serialization Summit**

Scheduled for **11th July 2025**, the summit is being organized by **PHD Chamber of Commerce and Industry (PHDCCI)**. We are pleased to share that **ASPA is supporting this initiative as a Supporting Association.**

These collaborations exemplify ASPA's proactive approach to fostering innovation, promoting security, and championing cutting-edge solutions across sectors such as Food and Beverage, Beauty and Cosmetics, Healthcare, Pharmaceuticals, Packaging, Brand Security, Security Services, Logistics, and technology. ASPA continues to be a driving force, navigating the industry toward a future of enhanced security and technological excellence.

Stay tuned for more exciting developments as ASPA continues to shape the landscape of authentication and traceability solutions.

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Holostik India Limited

F-9, Pocket F, Okhla Phase I, Okhla,
New Delhi, Delhi 110020

Connect with us:

+91-9905-124-124

marcom@holostik.com www.holostik.com

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