



ASPA OFFERS NEW GENERATION CONSUMER-FRIENDLY AUTHENTICATION SOLUTIONS TO PLUG SPURIOUS MEDICINES IN RAJASTHAN

- *Use Optical Variable Devices (OVDs), digital & IT solutions*
- *Consumers can cut back on health losses via smart app*
- *These new age solutions could permanently damage fake pharma industry in the state*

Jaipur, March 15, 2017: The **Authentication Solution Providers' Association (ASPA)** is the world's first and only self-regulated non-profit organization that represents the entire authentication solutions industry globally. Under its "Make Sure India" campaign, ASPA today organized a workshop in Jaipur to address the recent issue of pharmaceutical counterfeiting held in Rajasthan, offering consumer friendly authentication solutions to curb the menace.

On this occasion **Mr. Nakul Pasricha, Vice-President, ASPA** said, "The global trade in counterfeit goods reached a value of US \$461 billion in 2013, according to a reports from the Organization for Economic Co-operation and Development (OECD). The danger of counterfeiting gets multiplied when it comes to healthcare products including pharmaceuticals, baby care and skin care products. As per International Policy Network report "**Keeping it Real**" over 7,00,000 people avoidably die every year due to fake malaria and tuberculosis drugs. We have noticed the problem of fake medicines in Rajasthan as per media reports.

The DGFT in India has already mandated and enforced barcoding on Tertiary and Secondary packaging for all exported drugs but serialization on the primary packaging is yet to be implemented due to some resistance from industry. The Authentication Solution Providers' Association (ASPA) would encourage the government to continue its leadership role in getting such authentication solutions mandated and rolled out. At the same time, solution providers (i.e. ASPA members) need to work closely with pharma manufacturers to develop and put in place technically sound and cost-effective solutions that don't just meet a mandate but support the business objectives of the companies in question.



As a non-profit association, in interest of consumers and industry, we are offering new generation effective authentic solutions which can empower consumer, brand owners and government authorities to easily identify genuine Goods & Products vs. Fake. In an age of smart phones and high public outreach of technology, a digital platform would not only nip the problem in the bud, but also help authorities restrict the fake pharma market in a big way.

ASPA has proposed a three-pronged approach to identify counterfeit medicines. The first step is applying a physical security feature such as identifying OVD's component for visual verification, combined with a unique Code or barcode for digital verification. These can be applied to each individual blister pack, bottle or injectable vial. The next crucial step would be scanning the 2-D barcode for convenience and to trace products through each point of the supply chain. The final step is to incorporate Track-and-Trace solutions to ensure that the product is completely secure in its journey from the manufacturing plant to the consumer's hands. A Track and Trace solution provides timely and reliable access to product information," explained Mr. Nakul Pasricha, Vice President ASPA.

Mr. Arun Agarwal, General Secretary, ASPA said, "In Rajasthan few departments and brand owners are adopting / using authentication solutions, however, there is the need to increase the awareness. For example, Rajasthan State Food & Civil Supplies Corporation is applying security hologram on daily household food items like Tea, Salt, Pulses, Spices, Atta etc. to secure life and health of people. Similar kind of solutions can easily be implemented to fight drug counterfeiting by putting high security hologram with 2D and alphanumeric codes on each individual blister pack, bottle or injectable vial." The menace of counterfeit pharmaceutical drugs in Rajasthan can be easily addressed by the State Government and consumers, with the adoption of these consumer-friendly authentication solutions.



The lack of awareness is making innocent people unknowingly buy fakes at the cost of original products. In one of the worst examples of harm, buying fake medicines or baby food can result in serious health issues or even loss of life. The authentication solutions play an important role in consumer protection, and help brand owners in increasing revenue by knocking off counterfeiters from the market.

There are case studies in the Pharmaceutical industry which indicated that adoption of authentication solutions has impacted over 50% of increase in sales. The more and more brands are adopting solutions such as high security hologram with 2D and alphanumeric codes on each individual blister pack, bottle or injectable vial. This matter is so serious that if no immediate measures are taken than counterfeit market size in next 5 years will grow tremendously and will be a very substantial loss to the Indian Government.

We believe that our media plays an important role to highlight the menace of counterfeiting, forging of documents and protect the revenues of Central and States Governments which will benefit the citizens of India at large.

About ASPA

The **Authentication Solution Providers' Association (ASPA)** is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to curb counterfeit product in various sector, it is the only association of its type in the world primarily focused on the adoption and advancement of authentication technology and solutions for brand, revenue and document protection. As an industry body of authentication solutions providers, ASPA encourage its members to adopt best practices, standards and usage of advance technology in providing cost effective anti-counterfeiting solutions against counterfeiting. ASPA members protect over 10,000 brands worldwide through the identification of genuine products and documents. ASPA works closely with global authorities & industry association such as International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB), FICCI-CASCADE, Indian Beverage Association and others. ASPA members protect over 11,000 brands worldwide through the identification of genuine products and documents.

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