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Release Resource Guide for Government “Report for Nation: Ways to tackle Counterfeit / Spurious & Illicit Liquor Problem”

ASPA release concern over UP plain barcode stamps for Liquor, Release Report for Nation

February 19, 2019 – The Authentication Solution Providers’ Association (ASPA) release a Advisory Resource Guide for Government on the recent unfortunate hooch tragedy happened in Uttar Pradesh. The Resource Guide title “Report for Nation – Ways to tackle counterfeit, spurious and illicit liquor problem” concerns the usage of plain paper label by State Excise Department. The Association has also recommend to create more awareness to educate consumers and indsutry towards identification of genuine items before buying and consuming liquor items.

The concern was raised as it has been noted that Uttar Pradesh and Delhi are using plain barcoded paper label devoid of any physical security features, which can be easily copied and duplicate and can lead to ill-fated hooch tragedies like the recent one which took many lives in U.P and Uttarakhand. It should be noted that Uttar Pradesh was one of the first states in India to adopt holographic tax stamps almost 17 years ago and today such stamps are used in most states across the country on spirits and wines. The Department of Excise, Uttar Pradesh replaced secured holographic liquor tax stamps with plain barcoded stamps devoid of any physical security features in compliance with the move to implement track and trace technology as per the state’s 2018-19 excise policy.

Mr. U.K. Gupta, President, ASPA, said, “We are deeply saddened by the loss of lives in the recent hooch tragedy which happened in U.P and Uttarakhand and express our heartfelt condolence to their families. We request the States Government and State Excise to review their existing excise policy and implement a solution that is recommended by experts and bodies of the global anti-counterfeiting industry. This will help in ensuring consumer safety, easy identification of genuine products, plugging leakages in supply chain and enhancing revenue for the exchequer.”

He further added, “There are always two primary objectives involved in providing a result oriented anti-counterfeiting solution: first is to provide, safe, genuine products while

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protecting the revenue stream of the government, and second, of course, is to catch the offenders and stop hooch tragedies and protect humans”.

The Uttar Pradesh & Delhi Excise Department currently uses a Biaxially Oriented Polypropylene (BOPP) label with a 2D barcode which can be easily counterfeited and doesn't check tampering in an efficient manner. The implementation of bar-code technology is good but in absence of a dedicated physical anti-counterfeiting technology it may not be of much help to solve the problem of counterfeiting.

The International Tax Stamp Association (ITSA) and International Organization for Standardization (ISO) standards such as 16678 and 22382 (the tax stamp standard) support the use of a combination of physical technology and digital technology to check counterfeiting.

ISO 16678 covers the relationship between unique identification and authentication and recommends that in order to mitigate the risk of duplicated (or cloned) unique identifying codes, an intrinsic, physical security layer can be incorporated into a code as an authentication element.

As far as ISO 22382 is concerned, it recommends tax authorities to:

- 'achieve the best protection for a tax stamp by using a combination of specific and layered security features (overt and covert), depending on the configuration and the control to be performed (e.g. by consumers or authorities) during the life cycle of the product; and
- 'note that a printed UID not associated with one or more authentication features or not protected against copying or replication cannot provide authentication.'

The complete report can be downloaded from the link <https://aspaglobal.com/wp-content/uploads/2019/02/White-Paper-Report-for-Nation-Ways-to-tackle-Counterfeit-Spurious-Illicit-Liquor-Problem.pdf>.

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Picture: Mr. U K Gupta
Caption: President, ASPA

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About: Authentication Solution Providers' Association (ASPA)

Authentication Solution Providers' Association (ASPA) is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to fight fakes products in various sectors, it is one of its kind association in the world primarily focused on the adoption and advancement of authentication technologies and solutions for Brand, Revenue and Document Protection. ASPA members protect over 15,000 brands worldwide through the identification of genuine products and documents. ASPA is creating awareness to fight fake / duplicate & counterfeit products which are harmful to consumer, industry, economy and society at large. ASPA works closely with global authorities such as International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB - Interpol), FICCI CASCADE, and other industry bodies in India.

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