



PR: Authentication Solution Provider's Association (ASPA) all set to launch a new fight against counterfeiting in India

Authentication solutions integrated with digital technologies can help in India's fight against counterfeiting and assure better consumer protection and public welfare. New technology authentication, track and trace and tamper evident solutions are key to curbing huge economic losses that the government and brands face on account of illicit markets.

Authentication Solution Providers' Association (ASPA) and CSIR – NIIST (National Institute for Interdisciplinary Science and Technology, Ministry of Science and Technology, Government of India) have agreed to join hands after signing a MoU for knowledge sharing, research and development of new generation Physical and Digital Authentication Solutions to support Make in India program and strengthening India's position as a global leader in fight against counterfeit goods and products. Pooling in their resources together both these pioneering organizations can progress rapidly on India's fight against counterfeiting. The decision was taken in the recently concluded Annual General Meeting (AGM) of ASPA.

ASPA in its AGM (Annual general meeting) announced its new governing body. Mr. Nakul Pasricha was elected as the new President of ASPA, in recognition of his ongoing efforts to promote the Digital Authentication industry in India. Mr. Pasricha, CEO & President, PharmaSecure has been elected as the president of ASPA for the first time. This is the first time in ASPA history, that a command has been given to Digital Authentication Solutions providers.

Mr. Arun Agarwal will hold the position of Vice President, Mr. Luv D. Shriram will be the General Secretary & Treasurer, Mr. U. K. Gupta is Ex-Officio and Mr. Nityanand Shenoy and Mr. Dinesh Jain are Co-opted members, Mr. Sanjay Kumbhat and Mr. Ashish Chandra are also the members of the governing body.

While addressing the gathering, Mr. Nakul Pasricha, President, ASPA said, "ASPA has decided to focus on research and advancement and innovation, upgrading their current technologies, systems and processes to cope up with the global markets. The Association has been a driving force in bringing awareness around benefits of authentication solutions in stakeholders - government, decision makers, business leaders and customers."

Mr. Nakul Pasricha added, "Today Brand owners & authorities are looking towards us to provide new generation physical and digital authentication solutions in order to fight fake and spurious products. We are committed to help all stakeholders in fighting counterfeiting activities and will speed up our ongoing campaigns like Make Sure India & Brand protection Awareness initiatives across India. Meanwhile, Mr. Arun Agarwal, the Chief Executive Officer of Kantas Track Pack India Ltd. expressed his pleasure on being elected as the ASPA vice-president. He said, "I am honoured to be re-elected as Vice President of this distinguished association. At the cusp of a transformation, I look forward to working closely with ASPA teams to deliver on our core principles of creating brand protection awareness and advocacy for promotion of authentication solutions in country and consumer interests."

Today, nearly every industry in India such as Pharmaceuticals, FMCG, Automotive, Mineral Water, etc face the menace of dealing with counterfeiting. Selling fake and illegal mineral water bottles has attracted many gangs in the country. Our Government seems to be 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 assure that member companies are fully geared up to help industries meet this challenge.

The date of the 3rd Edition of The Authentication Forum, Leadership Summit on Anti-Counterfeiting & Brand Protection was also announced at the AGM. The two-day landmark event will be held at Hotel Lalit, New Delhi on 7-8 November 2019.

Going forward ASPA is looking to expand knowledge and availability of promising anti-counterfeiting technologies including Blockchain, Artificial Intelligence, NFC, RFID, Traceability and other covert and overt Physical Authentication features.

To strengthen the authentication solution ecosystem in the country the Association will also concentrate its energy on formation of regional chapters and committees. This will help the association to reach close to indigenous Indian brands and more importantly the consumers.

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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