

ANTI-COUNTERFEITING (ACF)

Counterfeit or spurious products being a growing challenge for the plant science industry, CropLife India and its members, have been continuously engaging with regulators & enforcement agencies in key states and the Central government on the issue of Counterfeits and bio products laced with chemicals. Policy advocacy has played a crucial role in bridging the gap between regulators and industry members by creating collaborator efforts to increase awareness and training programs amongst the farming community and pesticide dealers on spurious crop protection products available in the market.

What are Counterfeits?

Counterfeits are manufactured goods of inferior quality, under a trademark that is identical to or substantially indistinguishable from the brand owner's trademark for the same goods, without the approval or oversight of the trademark owner. Counterfeiting can be distinguished from traditional trademark infringement or passing off, which involves the use of confusingly similar trademarks or service marks on or in association with similar—as opposed to fake—products or services.

Why are Counterfeits/ Spurious / Illegal Crop Protection Products harmful?

1. Produced by mixing together substances that are unknown (Products not registered in the country may also be present)
2. Can contain toxic impurities of the active ingredient (a.i.) copied. / Safety profile not established
3. No registration by the Central Insecticide Board, hence its efficacy and safety has not been scrutinized and approved.

Initiatives by CropLife India

CropLife India produced a film educating the farmers on counterfeit and illegal Crop Protection products. The film has been produced in 7 languages namely Hindi, Bengali, Marathi, Gujarati, Tamil, Telugu and Kannada. These films have been circulated and are played at Stewardship training programmes.

Messages for famers:

- Insist on Cash Memo for every purchase
- Buy only from licensed shops
- The seal should not be tampered at the time of purchase
- Check the manufacturing and expiry date printed on the pack
- Check the CIR number and Active Ingredient
- Please check for Customer Care phone number on the pack

FACT SHEET



Message for Dealers from Department of Agriculture

Letters from State Department of agriculture on the consequences of selling illegal products have been circulated to dealers for awareness. A total of two lakh plus dealer address labels have been provided by Croplife India. Department of Agriculture at the Centre has issued an Order to the States for despatch to dealers/ retailers.

Messages for Dealers:

1. Refrain from stocking/distributing/exhibiting/sale of counterfeit/fake products.
2. Do not stock/distribute/exhibit/sell products without a valid certificate of registration under the provisions of Insecticides Act, 1968
3. It is mandatory under the law to have a valid pesticides licence in order to sell, stock or exhibit for sale or to distribute pesticides
4. All dealers/retailers of pesticides products should procure their stock from legitimate sources with proper bill/invoice
5. It is mandatory to provide a bill or invoice in the form prescribed by law with details of batch no, manufacturing and expiry dates, to customers/farmers on sale of crop protection products
6. Please advise the farmers to read instructions on the label and leaflet of the pesticides before use
7. Do not sell pesticides past their date of expiry
8. Please cooperate with authorities in promoting bonafide and quality products and their use as per instructions on labels and leaflets

A recent FICCI - TSMG study revealed that the Counterfeit/ Spurious products constitute 25% of the total pesticides market in India. Counterfeit / Spurious products greatly impact the quality of food produced by our farmers. These known chemicals, which are not registered, may leave traces behind on the produce, hence, CropLife India works closely with the Government on awareness, deterrence and advocated strict enforcement to deal with counterfeits and spurious products.