

Authentication Partners



Webinar Summary Report

Protecting lives and securing the pharmaceutical supply chain during COVID-19



Friday, 11 June 2021

Time: 3.00 – 4.30 pm

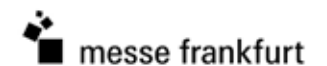
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Fighting The Fake Together

As we fight the Covid-19 pandemic, we are also dealing with increasing incidents of frauds including counterfeiting, tampering and diversion of life-saving medicines, vaccines & other critical essentials.

With a view to finding a way to combat this counterfeiting menace, ASPA and Messe Frankfurt India brought together key representatives of the industry together in an insightful webinar.

The interactive discussion on “Protecting lives & securing pharmaceutical supply chain during COVID-19” touched upon important aspects in identifying gaps in pharma supply chain and collective steps that can be taken to minimize incidents of tampering.

Discussion Overview

The session was marked by a warm welcome by Messe Frankfurt and ASPA; represented by Mr. Nakul Pasricha, President, ASPA, who also drew attention to research and data-backed insights into the global counterfeiting menace with a focus on Pharma and Covid-19.

The panel addressed various aspects of the counterfeiting issue covering topics on:

- The impact of counterfeit drugs on a massively populated country like India – public health, profitability, economy at large
- Important measures the GOI undertaking to tackle this menace
- Exigency and challenges in adopting serialization for distribution within India
- Rise of e-pharmacies during the pandemic and the tussle with counterfeiting
- Definitive steps the industry needs to take in prevention of proliferation in supply chain



We in The National Digital Health Mission (NDHM) driven by NHA, are engaging with Centre for Development of Advanced Computing (C-DAC) and coming out with Drug Registry of India which should enable us to track and monitor the pharmaceutical supply chain in a much more efficient way.



Dr. Praveen Gedam
IAS, Additional CEO,
National Health Authority

Packaging is the key gateway against counterfeiting. A mechanism wherein patients are able to easily digitally authenticate the purchased products on their own works best. I would recommend to go in for a 2 phase implementation: Phase 1 is Digital Authentication. Pharma companies can put Unique IDs on each saleable pack which can be verified for authenticity by patients using digital modes such as Mobile phones, Web, Messaging Apps etc. This should be implemented asap in 2021 itself. Phase 2 will involve complete end-to-end Track & Trace which can be envisaged 2-3 years down the line, say in 2023 or 2024.



Mr. Girish Pai
Chief Business Officer,
PharmaSecure

Serialisation of pharma products must be made mandatory for all players, to make the supply chain strongly secure.



Mr. Gaurav Bhatia
General Manager -
Supply Chain,
Reliance Retail – Pharma

CDSCO has taken various actions to disrupt the movement of the spurious drugs in India, including setting up of additional drug testing laboratories at Central and State level, strengthening regulatory measures by increasing manpower, additional equipment for laboratories and special courts set-up in all states to prosecute offenders.



Dr. K Bangarurajan
Advisor,
CDSCO – Central Drugs
Standard Control Organisation

Serialisation has not yet been implemented in India because many pharmaceutical companies still rely on old infrastructure. It calls for complete packaging line automation. We are doing it for exports and should also aim to implement it in our domestic market.



Mr. Prabir Das
SME,
Pharma Packaging

Creating end-to-end visibility through track and trace system, increasing awareness about the pitfalls of using spurious pharma products & collaboration between stakeholders to define a cohesive policy against counterfeiting, are key to securing the pharmaceutical supply chain.



Mr. Subrato Dey
DGM, Industry Engagement,
GS1 India

Speaker Insights

Looking and dealing with the problem of counterfeit drugs proactively will be much more beneficial for Pharma companies operating in India and would thereby further enhance patient safety



Mr. Rajiv Joshi
Partner,
Forensic and Integrity Services,
Ernst & Young LLP

Moderator

Integration of Physical Security Solutions with Digital Authentication Solutions is the right solution for the safety and security of the Pharma products against Counterfeiting. Physical Security Solutions facilitate the Identification and Integrity of the Original Products' Packaging whereas the Digital Security Solution integrated with the Physical Security Solution acts as the second stage Verification tool to ascertain the authenticity of the product. Medicine and Healthcare Industry should implement Good Anti-counterfeiting Practices/ Policies for their Packaging and Supply chain standards in the interest of the Safety and Health of their Consumers.



Mr. Prashant K Gupta
Country Head Sales,
Shriram Veritech Solutions Pvt Ltd

In Attendance

ACG

Avery Dennison (India) Pvt. Ltd.

CDSCO (Central Drugs Standard Control Organization)

Colorcon Asia Pvt Limited

GS1 India

Indian Pharmacopoeia Commission

Micro Labs LTD

Morphotonix S.a.r.l.

National Health Authority (NHA)

Novartis

On Point Healthcare

Pharma Impex Laboratories Pvt Ltd

PRS Permacel Pvt. Ltd.

Reliance Retail - Pharma

Roerich Healthcare

Sanofi

Sato Argox India Private Limited

Shree Lamipack Pvt.Ltd

US FDA

Many others

Attendee Reactions

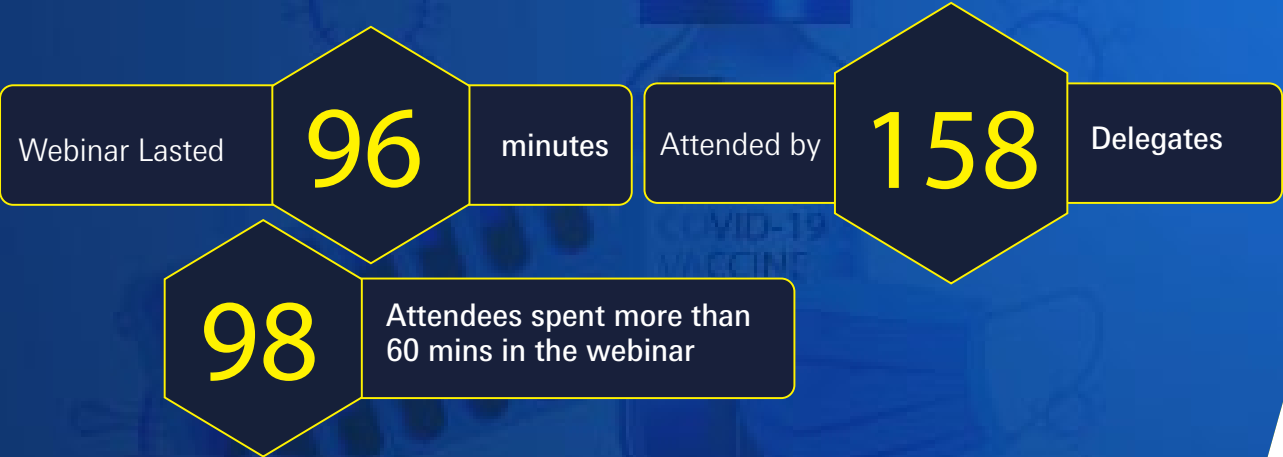
Excellent

The webinar provided a lot of knowledge

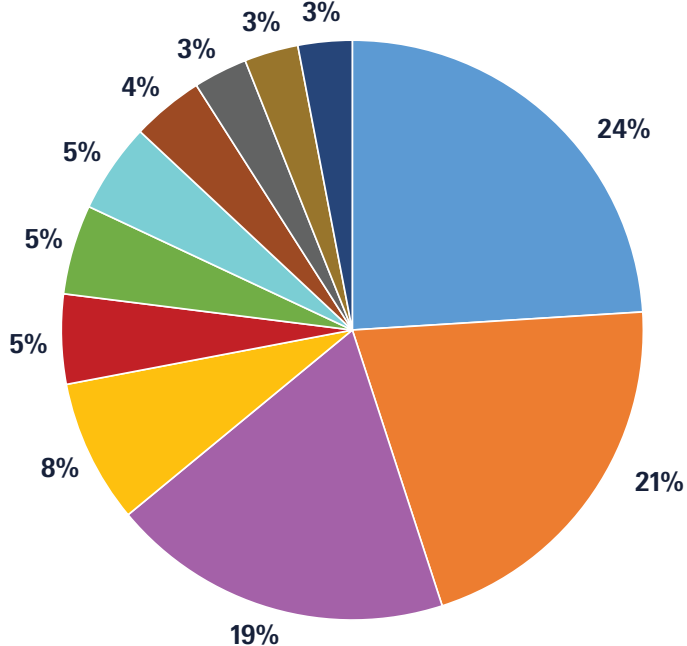
ASPA should organise events like this every month with other companies so we get more Knowledge

Very informative and valuable session

Webinar summary statistics



Attendee Breakdown by Industry



Attendee Breakdown by Location



- Manufacturing
- Other
- Medical, Pharma, Biotech
- Advertising/Marketing/PR
- Consulting
- Hospital, Clinic, Doctor Office
- Software - Healthcare
- Education
- VAR/Systems Integrator
- Energy, Chemical, Utilities
- Government - Federal & Legal

Point-of-sale
Product
Authentication

Real-Time
Traceability

Supply Chain
Security

Anti-Counterfeiting
Solutions

Packaging
Solutions

Versatile &
Intuitive Mobile App



Veritech is a leading name in Brand Protection Solutions all over the world - with its mammoth range of brand security and packaging solutions. We are also fully geared up to provide **world-class digital security solutions for end-to-end supply chain monitoring and end-user product authentication.**

Brand Protection for the Digital Age

Veritech offers high-quality **anti-counterfeiting, anti-tampering & secure labelling solutions** for a multitude of industry sectors and applications, with products such as:

- Secure Holograms
- Hot Stamping Foils
- Secure Documents
- Secure Labels
- Anti-Tamper Seals
- Security Printing

Veritech is equipped to create the most vibrant of **packaging products** that are aesthetically at par with your brand and immediately catch the attention of your customers. We also have the infrastructure & technical expertise to integrate various security features with your packaging such as holographic or security printing elements.



Digital Solutions From Veritech

Digital Authentication: A point-of-sale, real time product verification tool. which enables your customers to verify the authenticity of your products by scanning a QR code.

Track & Trace: A supply chain security tool that can be used by organizations to detect and solve supply chain issues such as cargo theft, inventory mismatch etc.



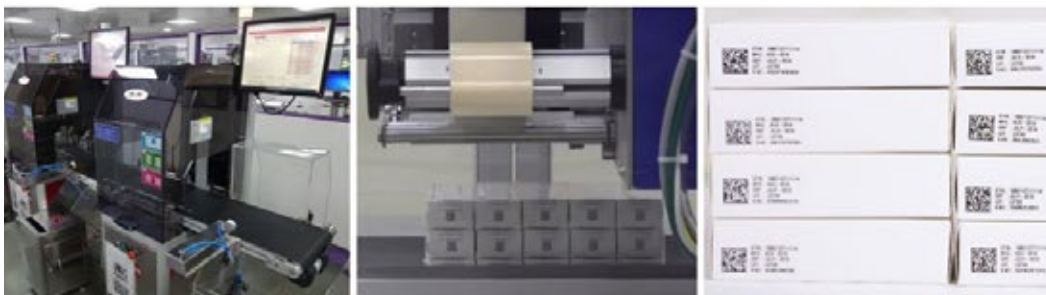
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PharmaSecure® is a global brand protection, track-and-trace and consumer engagement company that has helped protect close to 5 billion packages through its technology-enabled solutions

Close to 5 Billion psID® Codes issued and applied
450 packaging lines | 100+ manufacturing plants



A PharmaSecure® Brand

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STOP!

Counterfeit Medicines



PROTECT your
PATIENT from
COUNTERFEITS

Protect your Medicine Brand!



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About the Organisers



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 15,000 brands worldwide through the identification of genuine products and documents. ASPA works closely with global authorities such as International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB), FICCI-CASCADE , Indian Beverage Association (IBA) & others industry bodies in India.



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