



12 Jan 2025

Creating Awareness among consumers about fake Medicine.

Name of activity : **Creating Awareness among consumers about fake Medicine.**
Date : **12 Jan 2025**
Day : **Sunday**
Organized by : **DLLE**
Club : **SENSE Club**
Venue : **Sawantwadi.**
Type : **Awareness Session**
Mode : **Offline**
Number of beneficiaries : **10**
Event co-ordinator : **Ms. Sheetal S. Samant & Mr. Jatin A. Tekawade**
Event advisor : **Dr Vijay A Jagtap**
Beneficiary : **UG**
Days : **1**
Expenses : **NA**

DLLE UNIT OF SENSE CLUB OF
YASHWANTRAO BHONSALE
COLLEGE OF PHARMACY
Sawantwadi, Sindhudurg, Maharashtra
Organizes
Creating Awareness among consumers about fake
Medicine
&
How to do Complaint about Fake Medicine
12 January 2025
Venue: Sawantwadi

Ms. Sheetal Samant
DLLE Extension
Teacher

Mr. Jatin Tekawade
DLLE Extension
Teacher

Dr. Vijay A. Jagtap
Principal
YBCP.

Objectives :

- Inform consumers about the risks and dangers of counterfeit medicines, including potential health hazards.
- Guide consumers on how to recognize fake medicines based on packaging, labeling, and authentication codes.
- Provide information on where and how to report counterfeit medicines to regulatory authorities like CDSCO (Central Drugs Standard Control Organization) or State Drug Control Authorities.
- Encourage consumers to buy medicines from licensed pharmacies and verified online platforms.
- Make consumers aware of laws and regulations regarding counterfeit medicines and the penalties for selling them.
- Build confidence in the pharmaceutical supply chain by ensuring the availability of genuine and quality medicines.
- Motivate consumers to actively report suspicious medicines and contribute to the fight against counterfeit drugs.

About the Activity :

On 12 th January 2025 group of 10 students visited Sawantwadi and participated in the Awareness Program on consumers about fake Medicine. Organised by the DLLE Unit of the college. Fake or counterfeit medicines are drugs that are falsely labeled, may contain incorrect ingredients, harmful substances, or incorrect dosages. These can cause severe health risks, treatment failure, or even death.

How to Identify Fake Medicines?

Consumers can check for the following signs to identify fake medicines:

1. Packaging Issues – Poor quality printing, spelling errors, missing batch numbers, or expiry dates.

2. Unusual Appearance – Different color, shape, or texture compared to original medicine.
3. No Effect or Unexpected Side Effects – If the medicine does not work as expected or causes adverse reactions.
4. Price Variation – Extremely cheap medicines compared to market prices can be suspicious.
5. Absence of Security Features – Some medicines have QR codes, holograms, or scratch codes for authentication.

Where to Report Fake Medicines?

If a consumer suspects a medicine is fake, they can file a complaint with:

1. CDSCO (Central Drugs Standard Control Organization) – India's main regulatory authority.
 - Website: www.cdsc.gov.in
 - Email: dci@nic.in
2. State Drug Control Authorities – Each state has its own drug regulatory department.
3. Pharmaceutical Company – Report directly to the manufacturer if the fake product bears their name.
4. Consumer Helplines –
 - National Consumer Helpline: 1800-11-4000
 - Email: consumerhelpline.gov.in
5. Police or Legal Action – Lodge a complaint at the nearest police station if needed.

How to File a Complaint?

1. Collect evidence – Keep the medicine's packaging, bill, and batch number.
2. Take clear pictures – Photograph the medicine and any suspicious details.
3. Submit a complaint online – Visit CDSCO or Consumer Helpline websites.
4. Follow up – Keep track of your complaint status.

Preventive Measures for Consumers

- Buy medicines only from licensed pharmacies and trusted online platforms.
- Check the QR code or verification tools if available.
- Avoid medicines sold without prescriptions.
- Verify the batch number and manufacturer details before use.

Details of Participants :

No. Of Participants : 10

Glimpses of the event:



Report prepared and approved by :

Mr. Jatin A. Tekawade
Event Coordinator

Ms. Sheetal S. Samant
Event Coordinator

Mr. Vinod R. Biradar
SENSE Club Head

Dr Vijay A Jagtap
Convener