



**RUKMINI DEVI**  
Institute of Advanced Studies

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of GGSIPU & DHE, Govt. of NCT of Delhi.

## DOSSIER

ON

*Class Room Lecture on Brand Protection Techniques in  
turbulent times (Internal Event)*

**BBA**

ON

*26/08/2019*



<b>Submitted By:</b>	Smita Mishra
<b>Designation:</b>	Professor
<b>Submitted On:</b>	30/08/2019
<b>Approved On:</b>	02/09/2019

<b>Title</b>	Submission of Dossier for "Class Room Lecture on Brand Protection Techniques in turbulent times"
<b>Resource Person/Facilitator</b>	Mr. Raman Kalia, Co-founder & CIO KnowFakes.com and Mr. Umesh Parasha, Head Sales KnowFakes.com
<b>Date</b>	26/08/2019

### Summary

Guest Lecture on Brand protection techniques in the turbulent times for the students of MBA and BBA

Session Speakers: Mr. Raman Kalia, Co-founder & CIO KnowFakes.com and Mr. Umesh Parasha, Head Sales KnowFakes.com

August 26, 2019

This event was organized for addressing the need to create awareness against counterfeit products, their impact, challenges, and our defence against them. The Speakers touched surface of the problem and named a few of the industries, of which, counterfeiting impact us. Mr. Raman Kalia and Mr. Umesh Parashar both discussed various situations and scenarios to make the audience understand the different sources of counterfeiting and fake products. They provided an interactive session which encapsulated the important areas such as types of counterfeiting, How consumers are effected, how brands and marketers are effected, the solutions which are prevalent to assess the originality of a product etc. They also focused on the solutions provided by their organization KnowFakes.com. They elucidated on the various aspects of their organization in fighting against counterfeiting. They also discussed how their organization check the authenticity of a consumer product in real-time by engaging the consumer and their back end system. They also shed some light on the back end processing of their system to make the audience understand the process better.

This fascinating session made students raise their concerns regarding brand protection against counterfeiting and marketing strategies that might help brand to fight counterfeiting which were satisfactorily addressed.

### Dossier Image



Dr. Sunil Kumar Yadav, Course Coordinator, MBA, welcoming Mr. Umesh Parashar, Chief Sales Evangelist, KnowFakes



The speaker of the day, Mr. Raman Kalia, explaining the concept of Counterfeit to the students.



7. Dr. Smita Mishra, Course Coordinator, BBA, presenting memento to Mr. Umesh Parashar, Chief Sales Evangelist, KnowFakes