

**MKSSS's Smt. Hiraben Nanavati Institute of Management & Research for Women, Pune.**

**Report on the Impact of Counterfeit vs. Branded FMCG Goods on Consumer Health and Behavior in India**

A group of 6 students from HNIMR conducted a survey on the Impact of Counterfeit vs. Branded FMCG Goods on Consumer Health and Behaviour in India in collaboration with BKWSRC. The survey aimed to identify and address the prevalence and sources of duplicate products in the market and examine the potential health risks associated with consuming duplicate products. The students visited nearby areas to gather data on issue.

They interviewed the Indian consumers in Pune to gain a comprehensive understanding of the challenges. The survey findings were compiled into a detailed report that highlighted the key issues and proposed solutions.

The report was shared with BKWSRC and local government authorities to facilitate the implementation of necessary interventions. HNIMR's involvement in this social awareness initiative demonstrates its commitment to social responsibility and its efforts to bridge the gap between academia and community development.