```asm
%macro write 2
mov rax,1
mov rdi,1
mov rsi,%1
mov rdx,%2
syscall
%endmacro

section .data
msg1 db "Accept the string : ",20
len1 equ $-msg1
msg2 db "Length of the string is: ",20
len2 equ $-msg2

section .bss
result resb 16
str1 resb 40

section .text
global _start
        _start:
        write msg1,len1
        mov rax,0
        mov rdi,0
        mov rsi,str1
        mov rdx,50
        syscall

        dec rax
        push rax
        write msg2,len2
        pop rax
        call display
        exit:
        mov rax,60
        mov rdi,0
        syscall

        display:
        mov rbx,rax
        mov cx,16
        mov edi,result


        up: rol rbx,4
        mov al,bl
        and al,0FH
        cmp al,09H
        jg add_37
        add al,30H
        jmp skip
        add_37:
        add al,37H

        skip: mov[edi],al
        inc edi
        dec cx
        jnz up
        write result,16
        ret
```