A Project Report

on

COUNTERFEIT PRODUCT DETECTION SYSTEM USING BLOCKCHAIN

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By

JAVVAJI HARINI

(19BQ1A1256)

ENUKOLLU DEDIPYA **GANJI PUSHPALATHA**

(19BQ1A1233) **(19BQ1A1236)**

GOVATHOTI LAKSHMI

TEJASWI (19BQ1A1243)

Under the esteemed guidance of

DR. ALLA KALAVATHI , M. Tech., Ph.D

Professor & HOD

DEPARTMENT OF INFORMATION TECHNOLOGY

VASIREDDY VENKATADRI INSTITUTE OF TECHNOLOGY

Approved by AICTE and An Autonomous Institution affiliated to JNTUK

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NAMBUR (V), PEDAKAKANI (M), GUNTUR-522 508.

Tel no: 0863-2118036, url: www.vvitguntur.com January 2023

ABSTRACT

The primary goal of this project is to utilize blockchain technology to identify counterfeit products, which are essentially inferior copies of authentic brands. The purpose is to enhance the ability to detect fake products by using blockchain as a secure and protected mechanism for recording transactions. To prevent the duplication of products, a blockchain-based system can be employed. This system keeps a record of the supply chain of products at each stage of the transaction to a new party, thereby preserving the product's ownership history through a QR code. Consequently, when customers purchase the product, they can access complete information about its journey from the manufacturer to the retailer, ensuring that they acquire the original product..

There are many different methods those have been adopted from time to time to combat the counterfeiting of the products such as RFID tags, artificial intelligence, machine learning, QR code-base system, and many more. But these methods have their disadvantages such as Artificial intelligence and machine learning need high computational power to do operations, Also QR code can be copied from a genuine product to a fake product.

Blockchain helps us to store the supply chain of products as a blockchain-based system makes a decentralized system. This technology provides security to the end user that the product he is buying is really genuine and is branded and also it helps manufacturers to maintain its company reputation and company value. Overall, the aim of this project is to enhance the detection of counterfeit products and promote consumer trust in the supply chain, which can ultimately lead to increased customer confidence and satisfaction.

PROJECT GUIDE SIGNATURE

JAVVAJI HARINI-19BQ1A1256

ENUKOLLU DEDIPYA-19BQ1A1233

GANJI PUSHPALATHA-19BQ1A1236

GOVATHOTI LAKSHMI TEJASWI-19BQ1A1243