Accenture
Innovation Challenge

# Innovate to create 360° value

# TEAM DETAILS

**TEAM NAME: IT SQUAD**



## VENGATESH HARI PRABU J

**COLLEGE:** BANNARI AMMAN
INSTITUTE OF TECHNOLOGY
**STREAM:** ENGINEERING – B.TECH-IT
**YEAR OF GRADUATION:** 2024



## SURESH L

**COLLEGE:** BANNARI AMMAN
INSTITUTE OF TECHNOLOGY
**STREAM:** ENGINEERING – B.TECH-IT
**YEAR OF GRADUATION:** 2024

# INNOVATE FOR SOCIETY:

## IDENTIFICATION OF FAKE LINKS USING BLOCK CHAIN TECHNOLOGY

# INTRODUCTION:

➢ Fake URLs can serve a variety of purposes. URLs are the homes of content on the web.

➢ Without them, we would never be able to navigate through the Internet.

➢ While most web links are perfectly safe and take you exactly where you expect them to, scammers are increasingly making use of a fake URL or two to compromise your safety and privacy online.

➢ In some cases, they're able to infect your devices with malware or even viruses.

➢ Other times, they pose as a real website, ask you to log in, and then steal your data.

➢ In this we are trying to make a model to identify the fake URL.

# ABSTRACT:

➢ During the lockdown period, many people faced the financial problems by staying home.

➢ Many of the people lost their jobs and staved for money.

➢ Some of the people worked at their home and gained money by staying at home.

➢ But there are some really good apps which afford money when we play games or when we do online trading.

➢ In this using design science research methodology (DSRM) process model, we have developed a conceptual model of a blockchain-linked websites.

## IMPLEMENTATION:

**STAGE I: Product Enrollment On The Network:**
Initially the manufacturer will be the first owner of the product. Manufacturer will request administrator to add product on the network at that time QR code will get assigned to that product.

**STAGE II: Ship Product To Distributor:**
In the next step manufacturer will ship the product to distributor and status is set as shipped it will not change the ownership of product until Acknowledgement from distributor is received.

**STAGE III: Ship Product To Retailer:**
In this stage distributor will ship the product to retailer and status is set as shipped and after receiving ACK from retailer that product received successfully, ownership of that product is given to retailer.

**STAGE IV: End User Get Detail About Product:**
In this stage the customer will be provided an android app and the buyer can scan the QR code assigned to the product using android app and get the details about the manufacturer and current owner of the product and can decide whether to buy the product or not.

# DESIGN SCIENCE RESEARCH:

➢ The Design Science Research (DSR) paradigm has its roots in engineering and the sciences of the artificial.

➢ It is fundamentally a problem-solving paradigm.

➢ DSR seeks to enhance human knowledge with the creation of innovative artifacts and the generation of design knowledge via innovative solutions to real-world problems.

➢ The goal of a DSR research project is to extend the boundaries of human and organizational capabilities by designing new and innovative artifacts represented by constructs, models, methods technology related disciplines for the creation of novel solutions to relevant design problems.

➢ Needs are assessed and evaluated within the context of organizational strategies, structure, culture, and existing work processes.

➢ They are positioned relative to existing technology infrastructure, applications, communication architectures, and development capabilities.
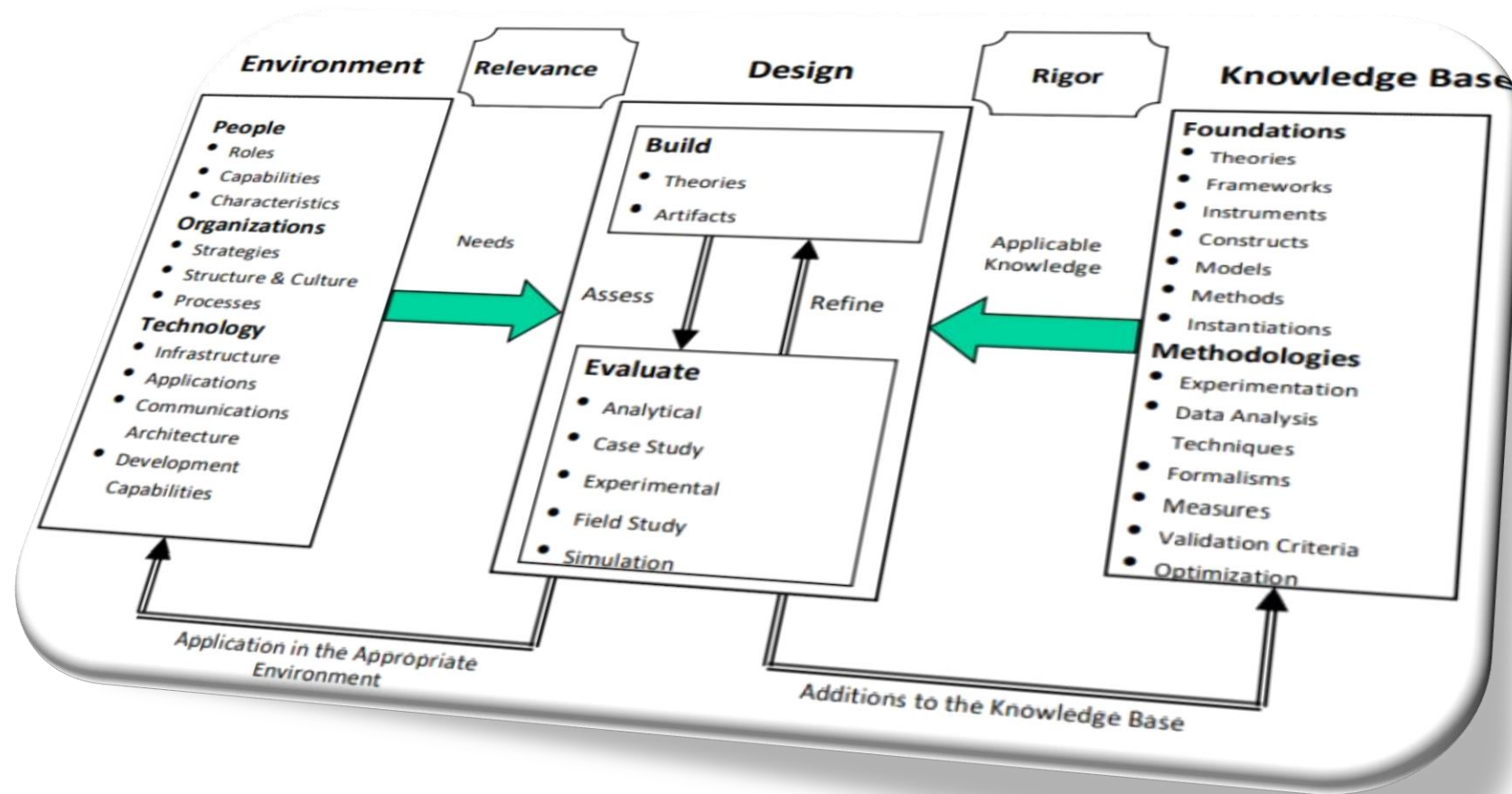
# DSR EVALUATION:

❖ The process of conducting DSR has been further developed in many ways, specifically paying attention to the evaluation activities and allowing for a more concurrent and fine-grained evaluation of intermediate steps in the design process.

❖ In addition, The figure suggests that each DSR activity is followed by an evaluation activity, as follows:

- Eval 1: Evaluating the problem identification; criteria include importance, novelty, and feasibility

- Eval 2: Evaluating the solution design; criteria include simplicity, clarity, and consistency

- Eval 3: Evaluating the solution instantiation; criteria include ease of use, fidelity with real-world phenomena, and robustness

- Eval 4: Evaluating the solution in use; criteria include effectiveness, efficiency, and external consistency.

   Depending on when an evaluation occurs, ex ante and ex post evaluations are distinguished.
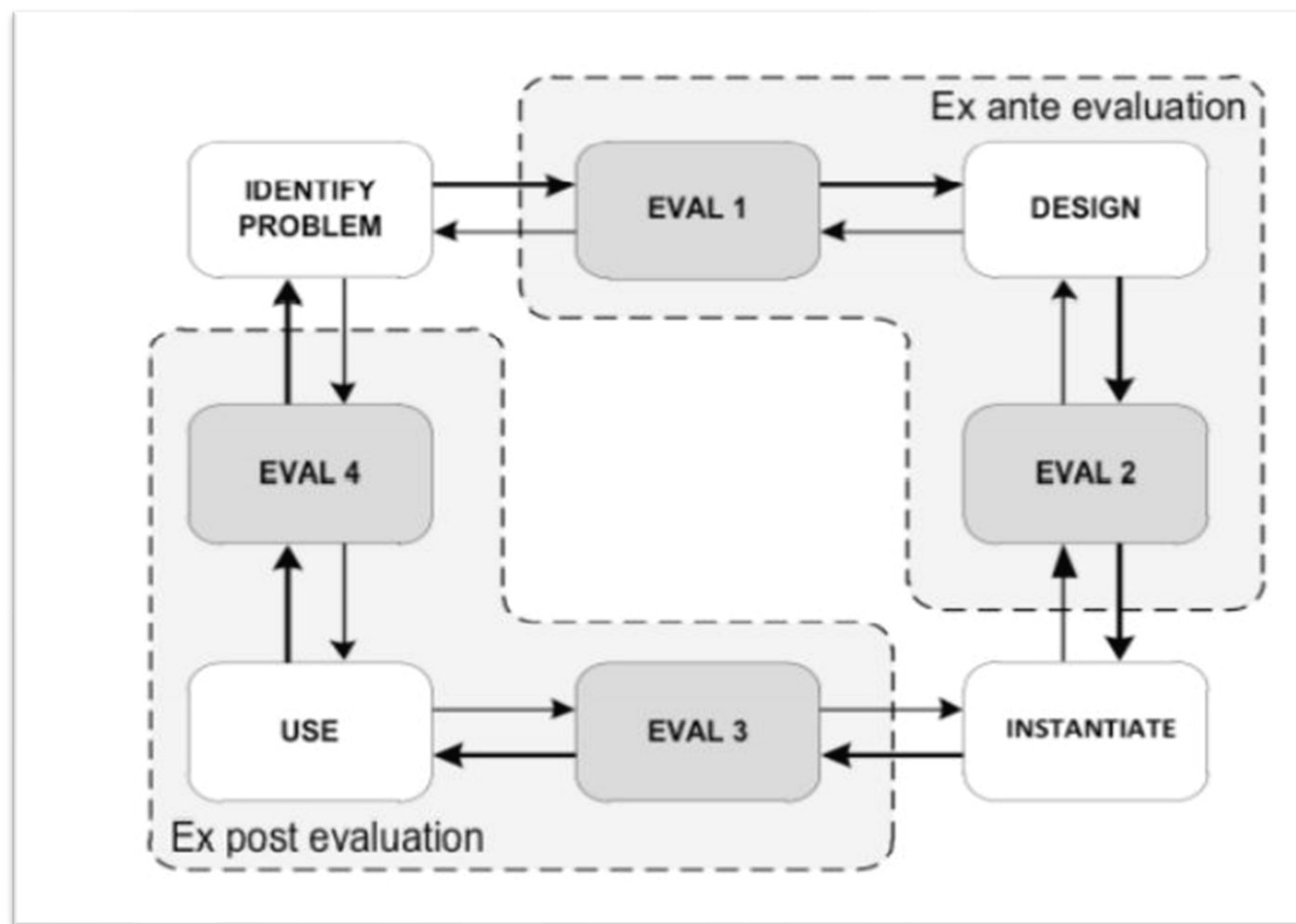
## PURPOSE OF DATA SCIENCE:

➤ Design sciences focus on the process of making choices on what is possible and useful for the creation of possible futures, rather than on what is currently existing.

➤ This mission can be compared to the one of the 'explanatory sciences', like the natural sciences and sociology, which is to develop knowledge to describe, explain and predict.
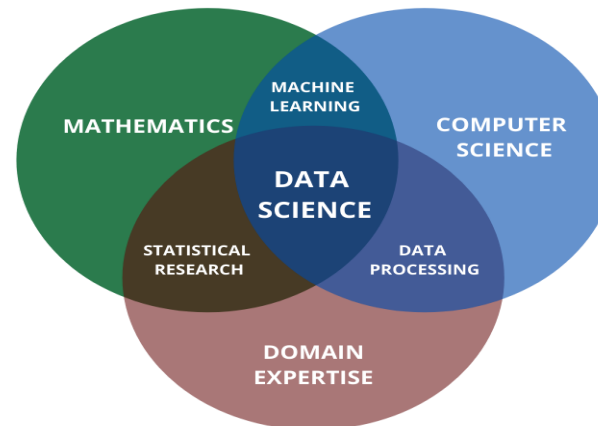
## FUTURE POSSIBLE ENHANCEMENTS:

➢ First, we use link layer feedback when possible, which is also the fastest mechanism of these three to detect link errors.

➢ A link is considered to be broken if frame transmission results in a transmission failure for all retries.

➢ This mechanism is meant for active links and works much faster than in its absence.

➢ DSR is able to detect the link layer transmission failure and notify that as broken.

➢ Recalculation of routes will be triggered when needed.

➢ If user does not want to use link layer acknowledgment, it can be tuned by setting "Link Acknowledgment" attribute to false in "dsr-routing.cc".

➢ Lockdown period

➢ Financial problems

➢ Fraudulent activities

➢ Block chain linked online websites.

Thank you!