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A BLOCKCHAIN-BASED FAKE ITEM IDENTIFICATION SYSTEM

Mrs. M. Anusha[1], S. Rachana[2], A. Supriya[3], J. Chandrika[4], P. Naga Meghana[5] , M. Himaja[6]

[1]Assistant Professor in Department of Computer Science and Engineering, Santhiram Engineering College, Nandyal, Kurnool, AndhraPradesh, India.

[2,3,4,5,6]Student, Department of Computer Science and Engineering, Santhiram Engineering College, Nandyal-518501, AndhraPradesh, India.

[1]Corresponding Author: anusha.cse@srecnandyal.edu.in

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ABSTRACT

The fusion of Quick Response (QR) codes with blockchain technology creates a robust solution against counterfeit goods in the supply chain. QR codes, widely used in web applications, streamline verification processes. When linked to blockchain, they establish an immutable ledger, storing vital product details. Upon scanning, users input their unique code, cross-referenced with blockchain records. Matching codes yield comprehensive product information, ensuring authenticity. Conversely, mismatches signal counterfeit status. This integration enhances trust and transparency, empowering stakeholders to track and verify product authenticity, mitigating risks associated with counterfeit goods. In summary, this innovative approach combines supply chain management, blockchain, and QR technology to combat counterfeiting effectively.

1. INTRODUCTION

In the contemporary marketplace, counterfeit goods pose a pervasive and multifaceted challenge, threatening consumer safety, undermining brand integrity, and eroding trust in online commerce. Defined as low-quality replicas of original products, counterfeits are designed to imitate luxury items at a fraction of the cost, enticing consumers with the promise of savings. The quality of counterfeit goods has evolved to closely resemble their authentic counterparts, exacerbating the difficulty of discerning between genuine and fake products. According to the Organization for Economic Co-operation and Development (OECD), the global trade in counterfeit goods has witnessed a steady rise, comprising 3.3% of global trade [1]. This flourishing illicit trade not only siphons revenue away from legitimate brands but also jeopardizes consumer health, particularly in sectors such as medicine and beauty products.

In response to the escalating prevalence of counterfeit goods, online retailers are intensifying their efforts to combat this menace and safeguard consumer interests. Notably, e-commerce giant Amazon has implemented initiatives such as Project Zero, leveraging machine learning technology to detect and eliminate counterfeit listings from its platform [2]. With a substantial investment of resources and manpower, Amazon endeavors to uphold the integrity of its marketplace and protect consumers from fraudulent products. Despite these measures, the proliferation of counterfeit goods continues to plague the global market, perpetuating consumer skepticism and undermining the competitiveness of authentic brands.

Within the European Union, a significant proportion of consumers have fallen victim to counterfeit products, unwittingly purchasing items they believed to be genuine [3]. This alarming trend not only erodes consumer trust but also jeopardizes the viability of authentic brands, as disillusioned consumers retreat from online commerce. Moreover, the unchecked proliferation of counterfeit goods not only diminishes the profitability of legitimate businesses but also facilitates the enrichment of counterfeiters at the expense of genuine manufacturers.

Amidst these challenges, there emerges an urgent imperative for a robust and reliable mechanism to authenticate products and restore consumer confidence in online transactions. Blockchain technology emerges as a promising solution, offering a decentralized platform of trust that empowers consumers to verify the authenticity of goods seamlessly. By leveraging blockchain's inherent attributes such as consensus, provenance, immutability, and finality, stakeholders can establish a transparent and tamper-proof ledger of product information, thereby mitigating the risks associated with counterfeiting.

This introduction lays the groundwork for a comprehensive examination of the impact of counterfeit goods on consumer trust and brand integrity in the digital age. Through an analysis of industry trends, regulatory frameworks, and technological innovations, this paper aims to elucidate the potential of blockchain technology to combat counterfeit goods effectively. By exploring the benefits and challenges of blockchain-based authentication systems, this study seeks to inform policymakers, businesses, and consumers alike on strategies to mitigate the risks posed by counterfeitproducts and foster a more secure and trustworthy marketplace.

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2. EXISTING SYSTEM

Counterfeit products are unauthorized or fake replicas of genuine products, often produced and sold with the intent to deceive consumers or profit from the reputation of the genuine product. The primary goal of this project is to enhance product authentication and combat counterfeits. Traditional product authentication methods have two main problems. First, they're not very good at stopping fake products from being sold, resulting in economic losses and potential risks to consumers.. Second, they often depend on middlemen or authorities that might not always be honest, making it hard to trust the authentication process.

Disadvantages of the existing system:

- Their effectiveness in preventing the sale of counterfeit goods is questionable, leading to financial losses and possible hazards for buyers.
- It is difficult to trust the authentication process because they frequently rely on intermediaries or authorities who may not always be trustworthy.

3. PROPOSED SYSTEM

To overcome these challenges, we are integrating blockchain technology. Blockchain is like a digital ledger that records transactions securely and transparently. In our case, it's used to store information regarding product origins, verification processes, and authenticity checks. Instead of having all the data in one place, blockchain stores records as blocks of data, each with a unique code called a hash. These blocks are distributed across multiple computers (nodes), making it much harder for anyone to tamper with the data or compromise the entire system.

4. WORKING PRINCIPLE

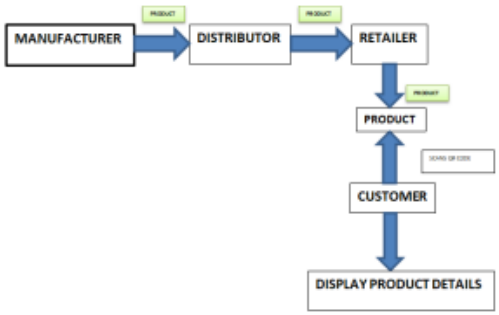

Fig 1: Work Flow

Advantages of the Proposed System:

- First, it's decentralized, meaning the data isn't stored in one vulnerable location.
- Second, it enhances security because the data is stored in encrypted format that's very difficult to alter or hack.
- Third, it promotes transparency, as all transactions are recorded and visible to authorized users.
- Fourth, it ensures data immutability, meaning once something is recorded in the blockchain, it can't be easily changed.
- Finally, it's resilient to failures because even if some nodes go down, others continue to maintain the data.

5. RESULTS

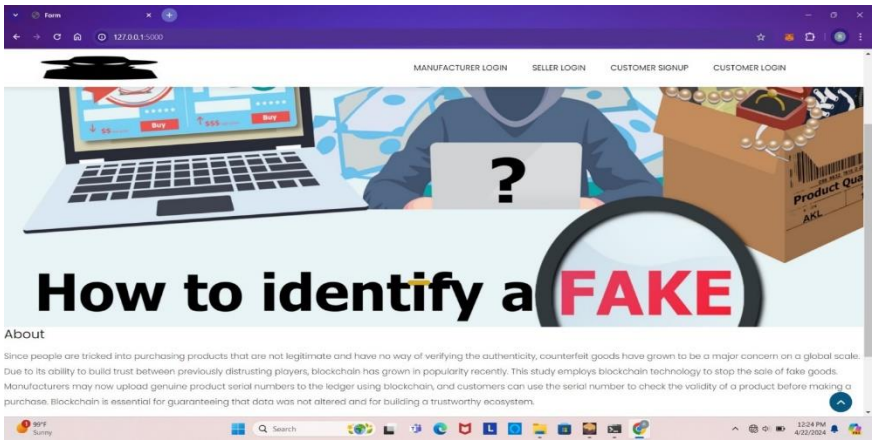

Fig 2: Home Page

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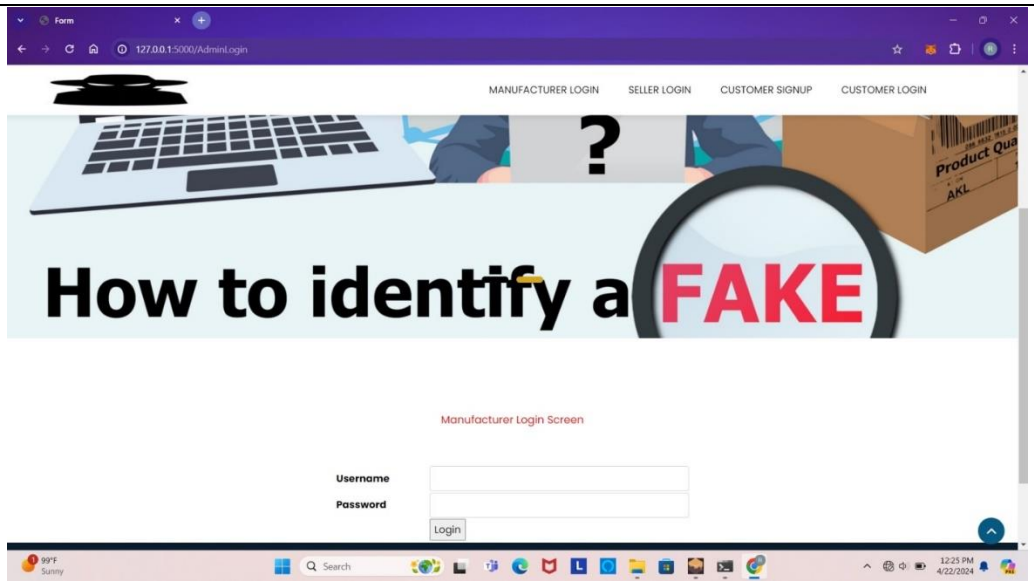

Fig 3: Manufacturer Login Screen

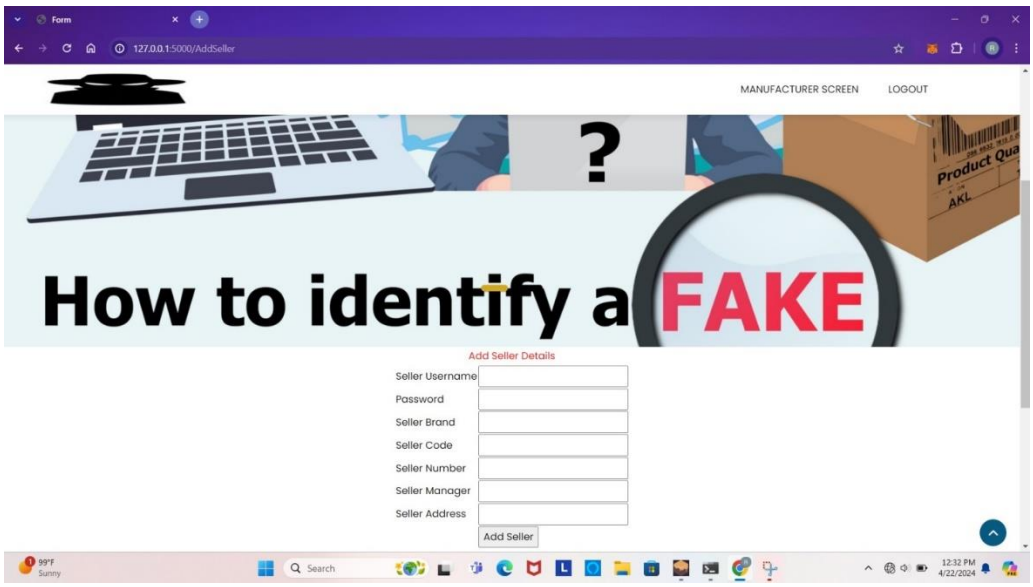

Fig 4: Add Seller Details Screen

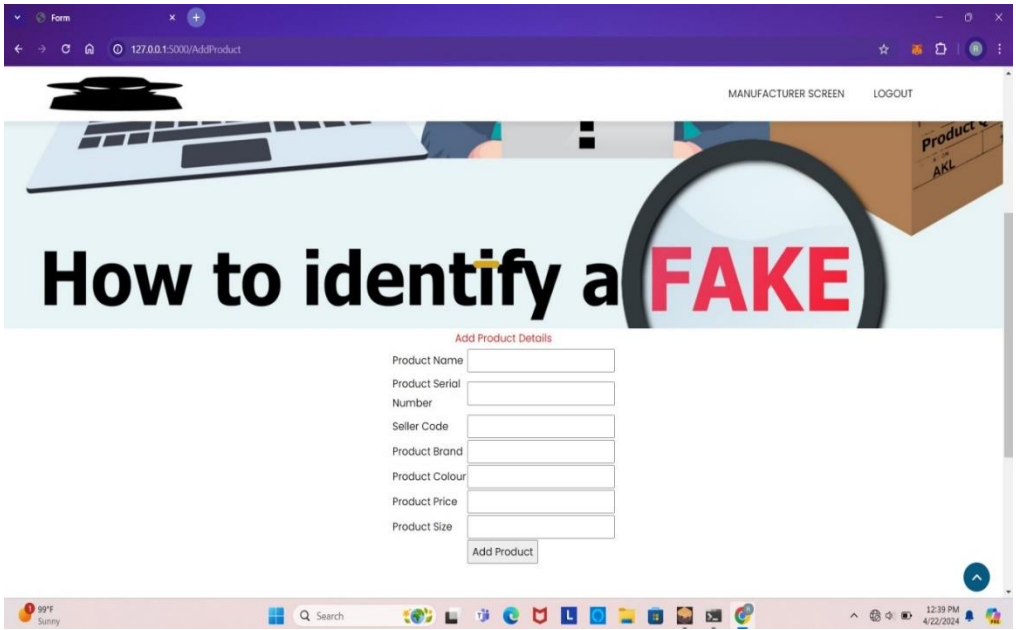

Fig 5: Add Product Details Screen

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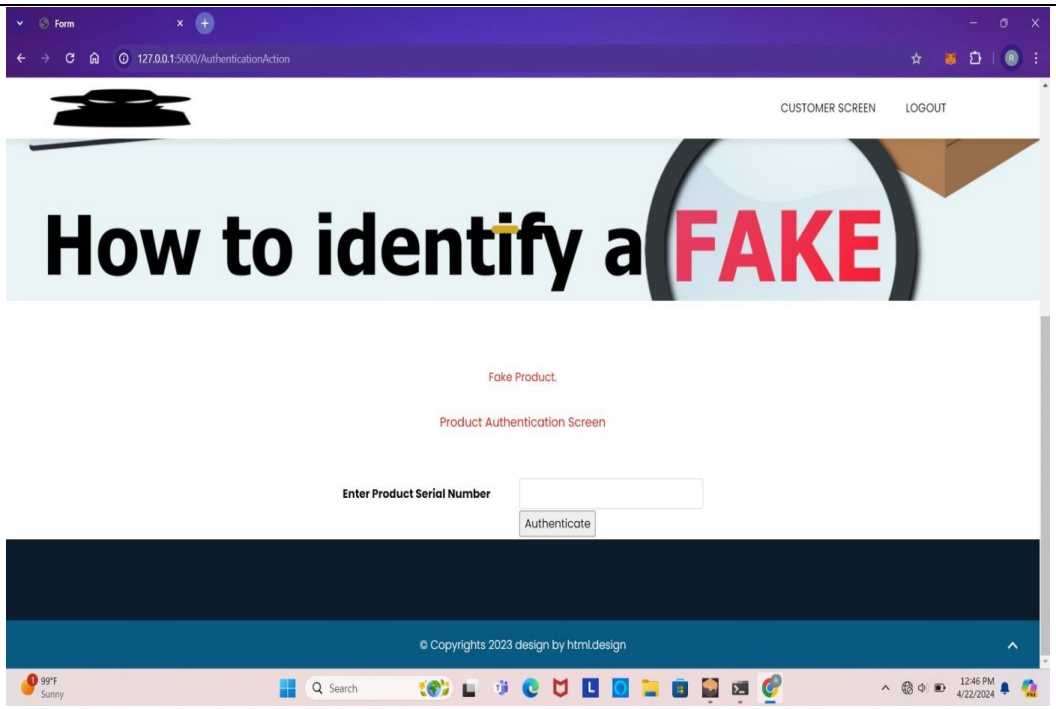

Fig 6: Fake Product Identification Screen

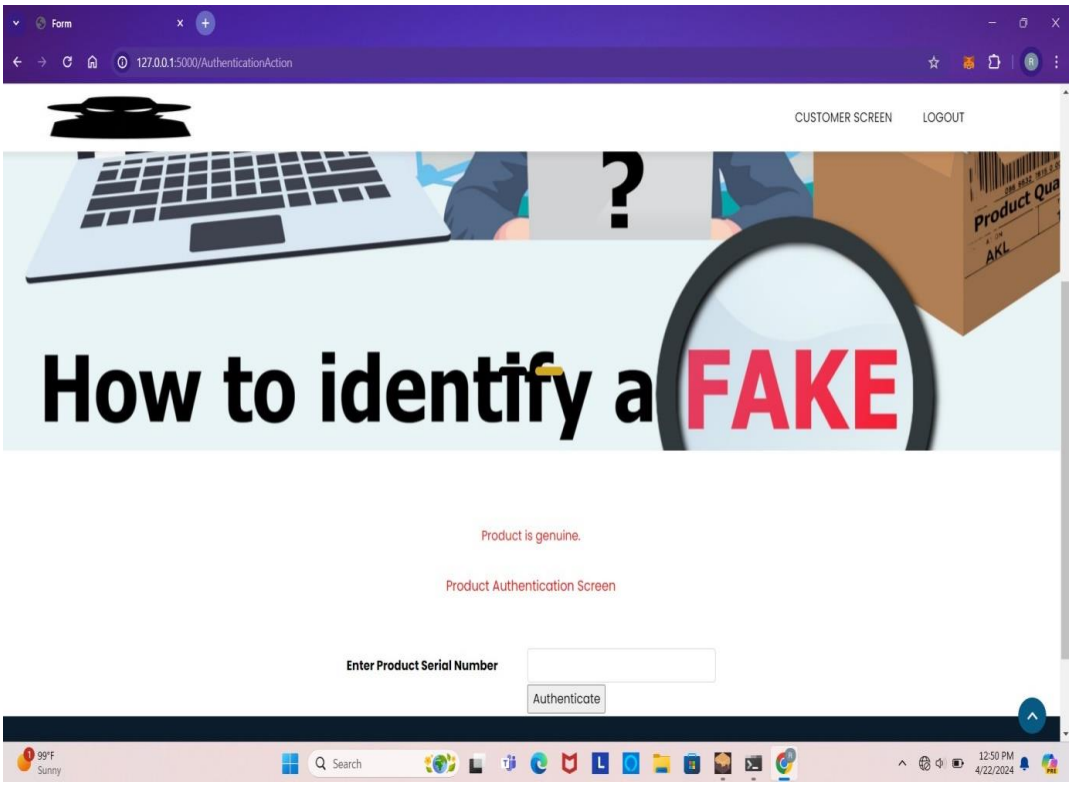

Fig 7: Real Product Identification Screen

6. CONCLUSION

In conclusion, the project harnesses blockchain technology to empower consumers in distinguishing genuine items from counterfeits, fostering trust and confidence in their purchases. By integrating blockchain within supply chains, the initiative effectively combats counterfeit products, elevating transparency and reliability across industries. Collaborative efforts with stakeholders promote standardized blockchain integration protocols, further enhancing counterfeit prevention measures.

Through a user-friendly interface, consumers can easily verify product authenticity, instilling confidence in everyday purchases. Ultimately, by diminishing counterfeit products and associated risks, the project emerges as a pivotal guardian for consumers and markets, while highlighting the sustainability benefits of its support.

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