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Fake Product Identification System using Blockchain Technology

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Abstract: *The global development of a technology or product always has a risk component in the rapidly evolving world of technology, such as copying and counterfeiting, which can harm the reputation of the company, its revenue, and the health of its customers. The main goal of the project is to confirm that the customer's purchased item is as described in the fake or genuine We have the conventional supply chain in comparison to blockchain. Typical supply chains offer centralised network where the firm providing the service or the products holds the data they control the market and the data, making them vulnerable because they can manipulate it anyway they like. To profit from the better value of the imitation products, counterfeit goods are created. As was already established, centralised networks are provided by traditional supply chains, but decentralised databases are provided by blockchain, and each transaction involves the data value for the commodity. This is accomplished by establishing a record whose veracity can be checked by everyone in the network as blockchain operates on a peer-to-peer basis. So that the buyer receives genuine products, the manufacturer might use this approach. This will contribute to preserving client confidence and raising the market worth of the product's brand. Each block in a blockchain is made up of data, a hash, and the previous block's hash. Both the data and the hash contain the necessary information.*

Keywords: Blockchain technology

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