

# Identifying the Genuineness of the Product using Blockchain Technology

Mrs. J. Sathiya Jothi<sup>1</sup>, Dr. K. Mohan<sup>2</sup>, Ms. P. Abirami<sup>3</sup>, Ms. J. Bhuvaneswari<sup>4</sup>, Ms. S. Dhiviya<sup>5</sup>

Assistant Professor, Department of Information Technology<sup>1</sup>

Associate Professor/HOD, Department of Information Technology<sup>2</sup>

Students, Department of Information Technology<sup>3,4,5</sup>

Anjalai Ammal Mahalingam Engineering College, Thiruvavur, India

**Abstract:** The global development of a product or technology always comes with risk factors such as counterfeiting and duplication. Which can affect the company's name, revenue and customer review. Blockchain technology is the distributed, decentralized, and digital ledger that stores transactional information in the form of blocks in many databases which is connected with the chains. Blockchain technology is secure technology therefore any block cannot be changed or hacked. By using Blockchain technology. Customers or users do not need to rely on third-party users for confirmation of product safety. This web application uses Blockchain. Blockchain technology helps to solve the problem of counterfeiting a product and will be reliable. This web application uses SHA-256 hashing algorithm (Secured Hashing Algorithm), where every piece of data produces a unique hash that is thoroughly non-duplicable. SHA-256 is applied to identify the genuineness of the product.

**Keywords:** Counterfeiting, Blockchain, SHA-256 Algorithm, Genuineness of the Product, Security, Fake Products

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