



# Controlling counterfeiting of drugs

**Fight the fake drugs by equipping the drug supply chain with the power of AI and blockchain**



# CHALLENGES

Shielding the entire pharmaceutical supply chain is one of the top-most priorities for companies as well as the government ensuring safe access to life-saving and life-enhancing products.

Key challenges involved:



Tracing the origin of non-standard and fake drugs

Tracking the flow of falsified medicines

Identifying the signs of fake logos and medicines

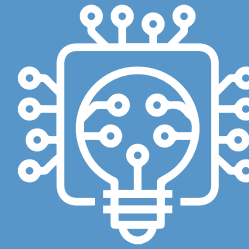
Need of common platform for local supply chain associates as well as the overseas pharmaceutical industries to collaborate

Thrashing 200 billion dollar market of falsified drugs



# SOLUTIONS

The proposed model is a unification of two potential cutting-edge technologies - blockchain and AI.



Piloting the blockchain in the pharmaceuticals supply chain ascertain the paramount track and trace design.

AI algorithms are exploited to deliver noteworthy expansion in productivity and thus contributing to the sustainability of this business.



Recommender System for Patients to take medicine from the more trustable pharmacy.

# IMPACTS



Transparent flow of products.



A better world with a high rate of saved lives



Block and eliminate the fake drugs to enter the Bio-pharma supply chain



Enable citizens, government, pharmaceutical industries, and other beneficiaries to identify falsified drugs



Efficient optimization and better prediction of logistics delivery



Knowledge imparted will act as a golden thread between the innovation of novel therapies and patients receiving them

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