CERTONCE

Blockchain Secured Digital Certificates

CERTONCE

Blockchain-secured Digital Records Management platform

Education

- Degrees
- Transcripts
- Thesis
- Research

Banking

- Documents
- Smart Contracts
- De-Fi
- Currency

Government

- Social IDs
- Tax IDs
- Land records
- Driving License
- Concession Cards

Healthcare

- Clinical trials
- Research Progress tracking
- Prescriptions
- Lab reports

Workforce

- Employment Certificates
- Offer Letters
- Appraisals
- Rewards and Recognition

Blockchain is already here

timesofindia.indiatimes.com/city/kanpur/pm-modi-launches-blockchain-based-digital-degrees-at-iit-kanpur-convocation/articleshow/88540264.cms

THE TIMES OF INDIA

City Kanpur Mumbai Delhi Bengaluru Hyderabad Kolkata Chennai Agra Agartala Ahmedabad Ajmer Allahabad •••

PHOTOS WEATHER POLLUTION NEWS UP ELECTIONS

NEWS / CITY NEWS / KANPUR NEWS / PM Narendra Modi Launches Blockchain-Based Digital Degrees At IIT Kanpur Convocation

PM Narendra Modi launches blockchain-based digital degrees at IIT Kanpur convocation

TIMESOFINDIA.COM / Updated: Dec 28, 2021, 16:53 IST

ARTICLES

- PM Narendra Modi launches blockchain-based digital degrees a...
- Greentech felicitates Kanpur Metro for environ protection
- Kanpur metro completes one month of ridership
- Madhya Pradesh police bust gang of serial fake bomb planters; 1...

KANPUR: Prime Minister Narendra Modi on Tuesday launched blockchain-based digital degrees at the Indian Institute of Technology (IIT) Kanpur.

esofindia.indiatimes.com/home/education/news/mit-wpu-to-offer-blockchain-anchored-digital-degrees

Education News Jobs Board Exams Entrance Exams Exams Result News Admission News CBSE CBSE 12th

MIT-WPU to offer Blockchain-anchored digital degrees

IANS | Mar 7, 2021, 16:51 IST

A- A+

MIT-WPU ।। विश्वशान्तिर्धुवं ध्रुवा ।।

Representative Image.

PUNE: The MIT World Peace University (MIT-WPU) announced that it has become the first in India to offer Blockchain-anchored digital degrees and diplomas to its students.

MIT-WPU has signed a partnership agreement with CertOnce to implement its platform to offer Blockchain-anchored digital degrees and diplomas to over 2,568 students across programs from this year.

HOME NEWS K-12 HIGHER EDUCATION PARENT STUDENT VIDEOS EVENTS COMMUNITI

StartUp-&-Entrepreneur # Hospitality-Industry # Smartcities # Technology-Leaders # Advertising-&-Event-Industr

Blockchain-secured Graduation Certificates Launched At NIT Kurukshetra

At the launch, the digital copies of the certificates were sent to all the students via email

The President of India, Droupadi Murmu launched blockchain-secured graduation degrees in Haryana at the National Institute of Technology (NIT), Kurukshetra, on 29 November 2022. The guests of honour at the ceremony were Manohar Lal, Chief Minister of Haryana and Bandaru Dattatraya, Governor of Haryana. The convocation degrees were awarded to two consecutive batches of 2020 and 2021 whose convocation ceremony was deferred due to the Covid-19 pandemic.

The technology for awarding blockchain-secured certificates for the students has been provided by CertOnce, a firm offering blockchain-based solutions.

At the launch, the digital copies of the certificates were sent to all the students via email, published on the blockchain and instantly verifiable on the NIT Kurukshetra website.

Share this article:

https://timesofindia.indiatimes.com/city/kanpur/pm-modi-launches-blockchain-based-digital-degrees-at-iit-kanpur-convocation/articleshow/88540264.cms

Leading Adopters of CertOnce

SP Jain
(India)

NIT
(Kurukshetra)

Galgotias
University

LJ University
(India)

LeadWomen
(Malaysia)

Enhelion
(India)

CHARUSAT
(India)

360DigiTMG
(Malaysia, India)

New Delhi Instt of
Mgmt (India)

Pixeltrack
(India)

Centurian
University

LENAPE
(US)

Fake Certificates is a REAL issue

INDIAN NATIONAL BAR ASSOCIATION

Home About INBA Membership Events IN

Indian Bar Council Reveals That 30% Of All Lawyers In The Country Are Fake

30% of Indian Lawyers are Fake

Indian Bar Council Reveals That 30% Of All Lawyers In The Country Are Fake

In a shocking revelation, Bar Council of India (BCI) chairman Manan Kumar Mishra has said 30% of all lawyers in India are fake, holding fraudulent law degrees. Speaking at Lawyers Meet-2015, organised by BCI in Chennai on Saturday, Mishra said the council, which is statutorily empowered to discipline errant lawyers and take action

MIT Admissions Dean Resigns After Fake Degrees Come to Light

Diplomas from three schools were fabricated, school officials say

By Zachary M. Seward, Crimson Staff Writer

April 26, 2007

big-shots who lied on their resumes

lished: Sept 20, 2014 7:32 a.m. ET

By PRIYA ANAND

David Tovar

Wal-Mart's top spokesman has resigned over a two-decade-old resume lie. Dav Tovar claimed he had a bachelor's degree from the University of Delaware, wh in fact he never finished the required coursework to get a diploma, Bloomberg reported this week; the fib was exposed during a background check while Tova was being considered for a promotion.

Tovar's case is part of a long tradition: His is just the latest in a string of high-profile cases in which prominent figures in business and education got caught i an embarrassing resume lie -- often years later. The background check compan

3 Marketing Problems Online Programs

#1
Paid Digital Marketing is too expensive

#2
Partnership Model causes a big dent in profitability

#3
Content Marketing is too slow to yield results and too crowded

$3 Mn

Av. spend on Social Media Ads in Google, FB, Insta etc

40%

Av. revenue shared with admission partners

99%

content marketers don't reach on first page in organic search

*Average per annum for a mid sized university

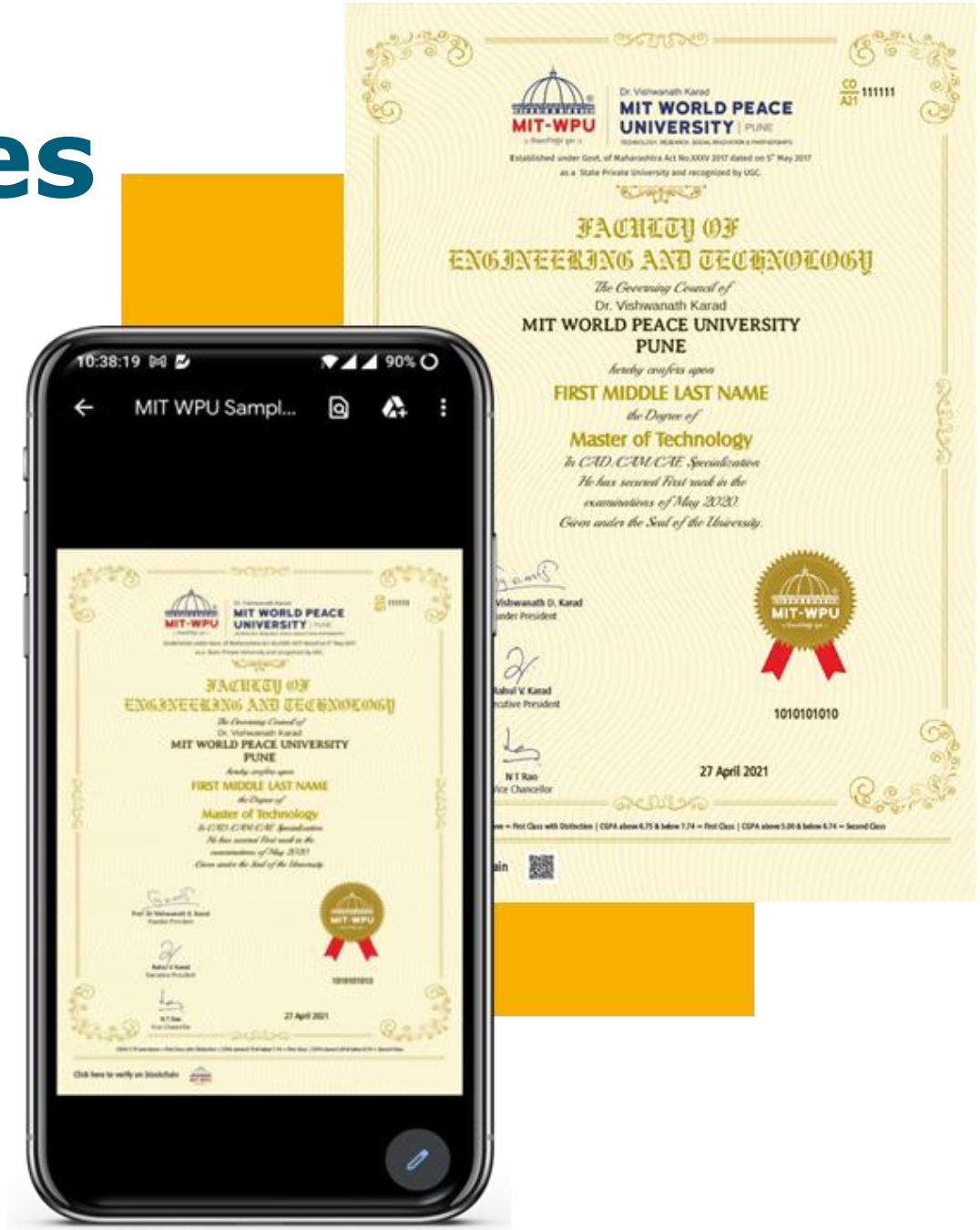
Solution

Blockchain Verifiable Digital Certificates

- Tamper Proof
- Instantly Verifiable
- Globally Accepted

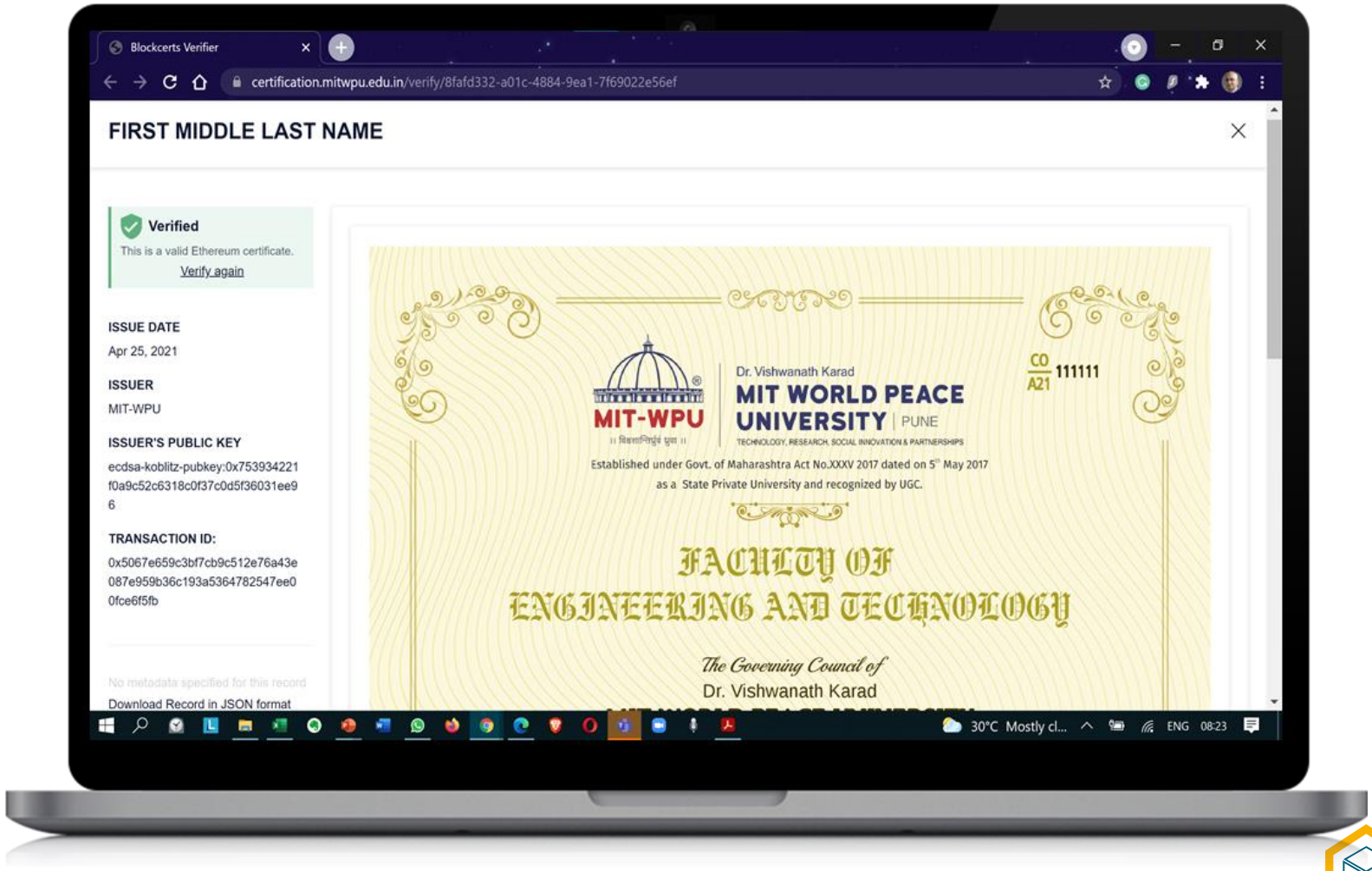
Sample Certificates

- Offered both in print and digital version
- **Digital PDF –** With Verification Link
- **Printed Certificate –** With QR Code
- Customizable Designs as per the University current template
- Verification on Blockchain
- Sharing on social Media



Instant Online Verification

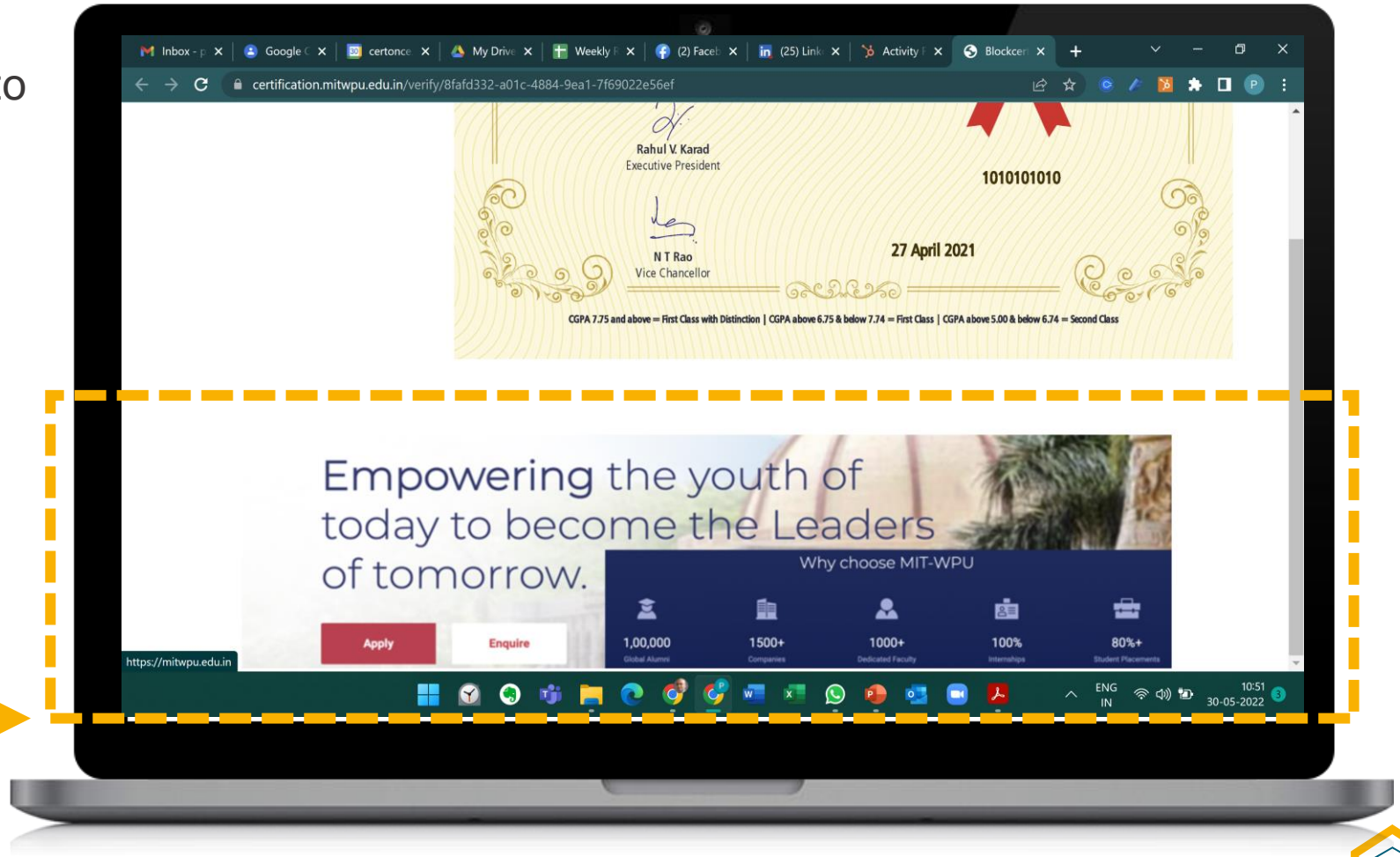
- See verified copy of the certificate online on the website of Issuing University.
- Verification within seconds with Click on digital PDF or scan of QR Code on the printed version.
- See Issue Date, Issuer Name, Public key, Blockchain Transaction ID
- Green Tick confirms it as valid Ethereum Blockchain Certificate



Institute Banner for Marketing

- Turning every Certificate into a branding and marketing tool
- Capture every visitor
- Generate organic traffic on Institute Website
- Dynamically change banner and landing page with type of certificate being verified

This will be University Banner



Design Elements and Benefits

Directly shows the Blockchain published copy on Issuer website

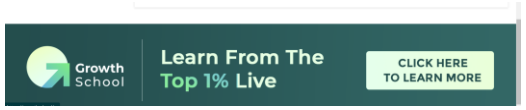
- **Builds Trust** on Brand due to instant verifiability on Blockchain
- **Organic Traffic** to Website
- **Convert Traffic to Customer** Issuer using CTA based banners on Verification page

Learner clicks to directly add to profile on LinkedIn

- **Increased Brand Reputation** with every view of the learner profile
- **Aspirational Value** for profile visitor
- Clicking the profile brings **Organic Traffic** to issuer website

Click to Directly Share on Social Media

- Turning Learner to **Brand Ambassador**
- Every click on social media leads to Verified Copy on Issuer Portal brining **Organic Traffic**
- **Spear Fishing the Target Audience**



Company ad banner on Verification Page

- **360 degree marketing strategy**
- **Every click on any social media share of certificate leads to verified copy**
- **Every visitor converts to organic traffic for Brand Promotion**

NFTs – The next Buzz

- **Issue to Meritorious Students**
- **Preserved Forever**
- **Alumni Connect**
  - Hedonic Value
  - Memorabilia
  - Marketing Value

Features of Blockchain Secured Degrees

Easily Shareable	One click share on Social media e.g. Linkedin, Facebook, Instagram, twitter giving **tremendous opportunity and social media recall to the Institute brand**
Instantly Verifiable	One-click verification from the certificate PDF directly, by displaying Blockchain Secured Tamperproof copy of the certificate on the verification page of the institute website. www.institutename.edu/verify or credentials.institutename.edu
Tamper Proof	One-way, deterministic cryptographic SHA26 hash created by the document is committed on Blockchain making it time stamped and its content tamperproof.
Learner Owned	Learner controlled process from authorization of issuance, choice of storage in local mobile app or cloud vault ensuring content privacy and recipient-managed sharing
Vendor Independent	Verifiable independent of and in addition to its vendor OR issuer on any of open standard compliant platform www.certonce.com, www.blocekrts.org, credentials.cenacademy.vn
Intrinsically Trustworthy	Architected to ensure that issuer and recipient identities, contents of document, validity & time stamp remain immutable forever
Revocable	In case of any discrepancy discovered post issuance, the certificate can be revoked or reissued later at any time by the issuer.
Open Standards based	Based on MIT incubated open standards reference architecture & open-source Blockcerts platform. Aligned with the following standards: IMS Open Badges, W3C Verifiable Claims, W3C Linked Data Signatures to ensure interoperability across wide range of organizations

How it helps Institute?

Feature

1. Tamper Proof certificates
2. Instant Verification on Blockchain
3. One-click Shareable on Social Media
4. One-click add to LinkedIn profile
5. Revocable
6. Time Stamped

Benefit

1. No Fake Certificates
2. Trust
3. Faster Employment
4. Brand Marketing for Institute
5. Revocability useful feature for validity based certificate that require renewal
6. Forever Verifiable

Benefits to all stakeholders

Institution	Marketing benefits	**Targeted Digital Marketing to potential customers through Linkedin** **Leveraging Network Effect when learners shares their completion certificates** **Industry Recall when employers see Blockchain secured verifiable certificates**
	Cost Benefits	**Saving through automation of verification process** **Saving on student records management**
Learners	Faster Employability	**Due to trust and instantly verifiability**
	Profile Building	**Through sharable Digital Credentials**
Verifiers	Reduce verification cycle	**Instant online verifications in seconds instead of weeks** **Eliminating opportunity cost of wrong hires**
	Build Trust on Institute	**And stronger relation through brand recall.**

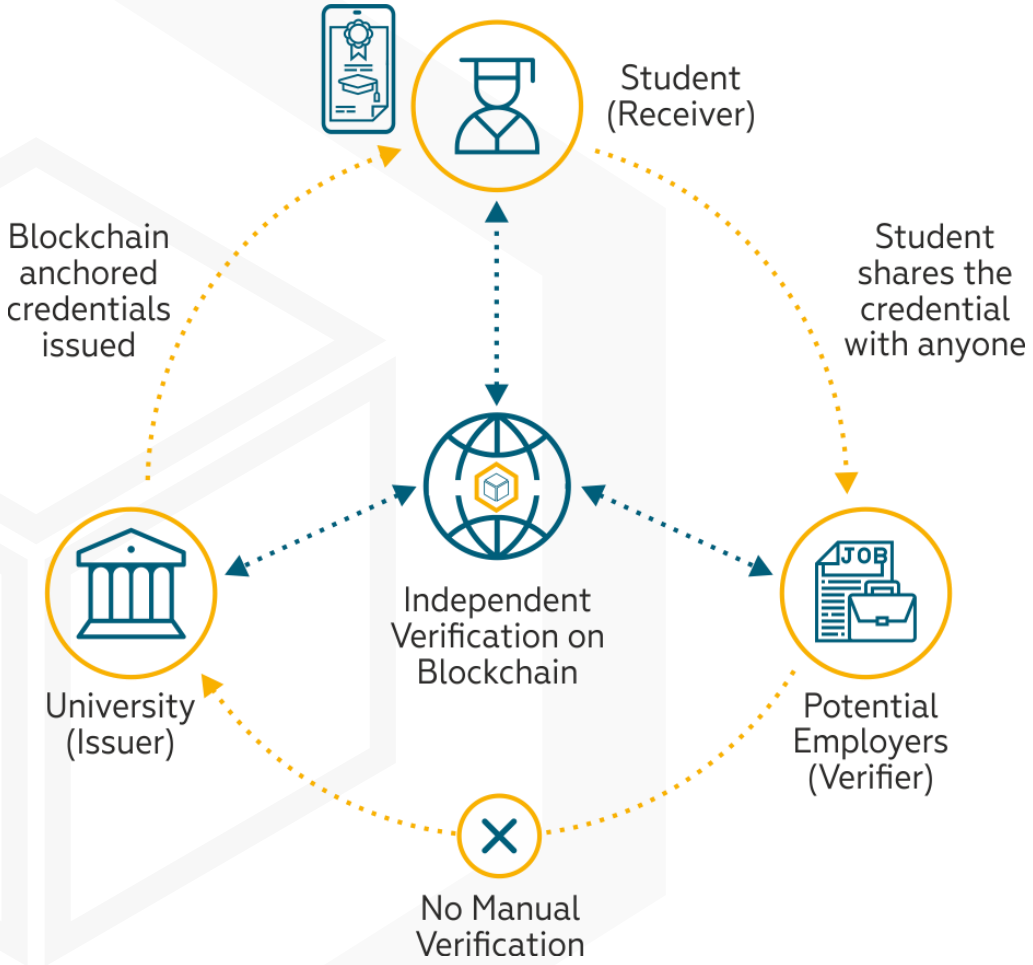
Deployment Architecture

Certificate
Generation Server

CERTONCE

Certificate
Verification Portal

Certificate Flow on Blockchain



The complete process flow from Issuance to Verification involves the three stake holders at various stages

- Issuer
- Receiver (Student)
- Verifier (Employer/Verification agency)

Key points of the solution

- The process of issuance is a one-time activity on account of the issuer.
- Student holds the Credential in her/his respective open source wallet as well as personal storage.
- Student has a complete control on the sharing of the credentials with anyone in future any number of times.
- Verification process is initiated by verifier upon receiving the credentials from the student and can be done any number of times.

The New Global Standard

Massachusetts Institute of Technology

Boston, USA

SPJIMR
Bharatiya Vidya Bhavan

McMaster University

Canada

University of Baharin

THE UNIVERSITY OF MELBOURNE

Australia

MIT-WPU

MIT World Peace University PUNE

What's under the Hood?

Core Technology Roadmap

Blockcerts

MIT Incubated
Open Standards
Adopted by MIT, U Melbourne, U Bahrain, SNMU, SPJain

Digital Credentials Consortium

Further evolution
12 Founding Members
Harvard, MIT, UC (Irvine), UC (Berkley), Georgia Tech, U Toronto, Delft and more

W3C Verifiable Credentials

Global Standard
Evolved further to extend to Human to Human, Human to Machine, Machine to Machine Credentials exchange

Technology Stack

SELF VERIFIABLE CREDENTIAL

Patented

Automated one click verification

No database exposure

PKI

Time tested technology

Identity locking and verification

BLOCKCHAIN

Immutability

Time stamped

BLOCKCERTS W3C : Verifiable Credentials

MIT Incubated and adapted

Open standard

Independent verification

OPEN BADGES

Interoperability

Global standards

CRYPTOGRAPHY

NSA designed SHA 256 algorithm

One-way deterministic encryption

More about

Self-Verifiable Credential

patented technology by CertOnce

Unique process to create and verify Digital Credential

- Automated process of verification on blockchain = **Zero** Learning curve for verifier
- Verifiable on opensource platform
- No need maintain student database online – **EVER**

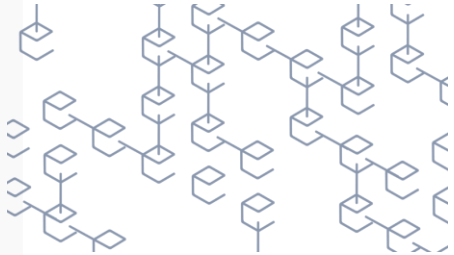
How is Blockchain Secure

University

Traditional Single Database on premise or cloud

Prone to hacking, data theft, manipulation, crash

Reputation Risk



Decentralized Distributed Public Ledger of Blockchain

Tamper proof, time stamped, Immutable,

DigiLocker isn’t enough

	DigiLocker Document Wallet to Empower Citizens	CERTONCE
Shareable globally	No (only in India)	Yes. (Global Standard)
Accessible outside India	No	Yes
Verification time	1-4 weeks	5 seconds
Tamperproof	No	Yes
Verification through Mail	No	Yes
Verification Monetization	No	Yes
Adopted by verifiers	No	Yes
Alumni record management	No	Yes
Customizable Templates	No	Yes
Brand Building	No	Yes

Key Points

- Global Standard (MIT Boston, DCC, W3C.org)
- No More Fake Certificates
- Monetizing the Verification Revenue
- Lead Generation via Organic Traffic
- Brand Positioning as Technology Thought Leader

Mission
LET'S GET STARTED.
To Bring
Verifiable Trust
in every
Digital Document
CERTONCE
BLOCKCHAIN VERIFIED CREDENTIALS

Thank You