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Today's View

Wearables for livestock

With growing zeal around IoT, farming equipment / inputs are being embedded at lightning speed. After historic waves of industrialization and farming equipment modernization in agriculture that have supported farmers massively impact scale and profitability, IoT is rapidly following and taking over. Farm management information systems are beginning to witness transformation in the form of wearables.

Although global demand for animal products is expected to increase (by as much as 40% in the next 15 years), the number of livestock farmers continues to fall. This makes advanced and continuous monitoring of animals absolutely necessary. Now, more than ever, farmers need to be able to prevent unproductive activities such as overcrowding and unsanitary living conditions. Rapidly embracing emerging tech, farmers can now track and monitor livestock at the flick of a finger. Wearable tech is helping farmers get more involved, provide more targeted care, and even track behaviour.

California-based **Cowlar** is developing smart collars to monitor the vitals of cattle allowing ranchers to adjust animals' diet and living conditions to make them more comfortable. Cowlar features a water resistant and durable design to ensure all the information is current and accurate. Similarly, Colorado based **HerdDogg** manufactures a smart eartag that helps keep up with information on cattle and their health conditions. The system works in three parts – 'the tag' collects and stores data, 'the reader' or 'the DoggBone'

INTERESTING NEWS

RBI should ensure fair MDR share: ePayment cos

Many payment executives feel that RBI needs to ensure equitable distribution of MDR between various participants of digital transactions. They also feel that this form of classification makes calculation cumbersome and throws technological challenges.

The share of MDR is higher for the issuing entity while the acquiring company gets a much smaller share. Further, with new rates, payment companies fear their margins could be under further stress.

Source – The Economic Times

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Date – 08th Dec 17

aggregates the information from the tags so that it can be uploaded on 'the cloud' where the data is analysed and converted into an easy to consume format.

Advancing a step further, Dutch company **Connecterra**, an animal health monitoring technology company, is manufacturing wearable devices for dairy cows. The device monitors their health real-time using machine learning and sensor technology. In addition to monitoring health, the technology is also used to determine calving intervals and dates of the animal. **Moocall**, Ireland based AgriTech Company, is also developing calving sensors that monitor contraction of the animal to accurately determine when it is likely to calf.

Even in India, Bengaluru based start-up **Stellapps Technologies** is using wearables and IoT sensors embedded in milking systems to collect data. It aims to closely monitor milk production and address the lack of expertise in various regions of the country.

While India is the world's largest milk consumer, India's per capita availability of milk at just over 120 litres a year is way below that of western regions like the U.S. and EU boasting of 285 and 281 litres per capita per year respectively. In this context, seizing emerging tech applications such as autonomous vehicles, mesh networks, sensing networks and farm management information systems supported by advanced data analytics tools is imperative to transform an industry traditionally perceived to be a sector incapable of introducing cutting-edge practices.

Today's News

Amazon cloud gets nod to service govt customers

AWS, the cloud service of Amazon, has received clearance from the IT ministry to allow it to pitch to both state and central governments for hosting their applications on its platform. It became the first global cloud service provider to be compliant with specifications laid down by the Ministry of Electronics and IT for quality, security and availability.

"We are excited to deepen our engagement with the governments, and public sector bodies in India to offer them the broadest suite of cloud services, and a transformational approach to accelerate the deployment of digital services in the country," said Peter Moore, regional managing director, Amazon Web Services, public sector - Asia Pacific, based in the AWS Singapore office.

Source – Business Standard   READ MORE

This News Letter has been prepared with the assistance of Sadhika A. and Manish Kulkarni

Consumers can now complain against cos hiking prices under GST

Consumers now have recourse against arbitrary price hikes by manufacturers under GST with the government now notifying the form for complaints to the National Anti-Profiteering Authority.

The form requires basic details of the complainant, the seller or supplier and the product involved as well as GSTIN and the tax component.

Source – BusinessLine

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$70M stolen from NiceHash mining marketplace

More than $70 million worth of bitcoin are estimated to have been stolen from NiceHash, a Slovenia-based mining marketplace. Hackers allegedly stole 4,736 bitcoins from a NiceHash digital wallet. The company is investigating the incident.

Source – Investopedia

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Instagram is testing a direct messaging app

Instagram is testing a standalone Instagram Direct Messaging app. The app is only available in Uruguay, Chile, Turkey, Italy, Portugal and Israel. The app will let users create and share stories, and access exclusive filters, Boomerang and other creative tools on Instagram.

Source – Techcrunch

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Irda sets up committee to study innovations in insurance

The IRDA constituted a working group to understand innovations in insurance involving technological advancements, particularly wearable and portable devices and how it can be treated from the point of view of risk improvement as part of policy design.

The 10 member team chaired by Yegnapriya Bharath, CGM, IRDAI will understand practices of other jurisdictions and suggest a policy framework that needs to be put in place keeping in view the interests of policyholders and examine various aspects that would impact the pricing.

Source – The Economic Times

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UIDAI says linking of Aadhaar to services is valid and lawful

The UIDAI said that the Aadhaar Act is in force and that all notification requiring Aadhaar for welfare programmes, verifying bank account, PAN Card and SIM card with Aadhaar stands valid and lawful. This clarification came after Supreme Court did not give any stay on linking of Aadhaar to various services.

"Therefore, subsequent notifications issued under section/s of Aadhaar Act for requiring Aadhaar as primary identifier by various ministries and departments of Government of India and States/UTs Governments for various services, benefits and subsidies hold the field today," it said.

Source – BusinessLine

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Uber paid 20-year-old Florida man to keep data breach secret

A 20-year-old Florida man was responsible for the large data breach at Uber last year and was paid by Uber to destroy the data through a "bug bounty" program normally used to identify small code vulnerabilities. Uber announced that the personal data of 57 million users, including 600,000 drivers in the US, were stolen in a breach that occurred in Oct'16, and that it paid the hacker $100,000 to destroy the information.

Source – Reuters

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Cybercrooks could use AI, ML for data breaches

The tech world may be gearing up for using AI and ML to enhance operations but cybercrooks are looking at leveraging the same technologies for data breaches, according to Symantec. As per Symantec's 2018 Cyber security predictions, cyber criminals may use AI and ML to attack and explore victims' networks.

"No cyber security conversation today is complete without a discussion about AI and ML. So far, these conversations have been focused on using these technologies as protection and detection mechanisms. However, this could change in 2018," Symantec Director Tarun Kaura warned.

Source – The Times of India

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B2B start-ups see investments surge to seven-year high

Investment is finally flowing into B2B internet start-ups, but a shortage of credit to manufacturers and suppliers continues to hold back the expansion of the sector.

This year, B2B e-commerce start-ups raised a total $196.5 million, highest since 2010. The data also shows most start-ups - 247 out of 575 incorporated since 2010 - came up in 2015.

Source – Livemint

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Razorpay ties-up with Visa to offer certified QR solutions

Razorpay announced its partnership with Visa to roll-out Visa-certified QR solutions. It will roll out QR code solutions for convenience, security and reliability provided by Visa.

With QR technology, merchants need not invest in payment terminals at PoS, enabling them to transact electronically.

Source – The Hans India

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Global internet users to reach 3.47 billion in 2017

This year will see 3.47 billion people using the Internet. Internet users will represent 46.8% of the global population and mobile phones will be the primary device for Internet access, used by 2.73 billion people, eMarketer said.

Source – The Economic Times

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