

# RFID and Digital India

**We are at an opportune moment to ensure the use of RFID across all initiatives to help India enter the select group of advanced countries – forever shedding the tag of a developing country**

is a joint initiative by the Indian state and central government to distribute essential commodities such as wheat, rice, and kerosene to people living in India through Fair Price Shops (FPS) at affordable price.

It helps to eradicate poverty and ensure nutrition to the economically backward population. PDS can leverage RFID for a number of advantages including addressing mismanagement, corruption, and pilferage.

reader in the toll booth constantly emits a signal which reads the passive tag on the car windscreen that enter the read field.

The RFID tag wakes in response and flashes its EPC ID to the Reader. This EPC ID is routed to the computer which matches it with the driver's pre-stored information and deducts amount to his account appropriately. This not only saves time, it also enables both the vehicle owner and the administration of the toll to



experience in RFID technologies and innovation, is at the core of IoT revolution. The company poised to become one of the world's leading solution providers in the ever-expanding field of RFID with its unique, innovative, cost effective and end-to-end solutions.

its solutions, the company supplies and supports customized turnkey solutions on a worldwide basis for: mobile tour management, library management system, jewelry monitoring system, asset tracking system, access control system, and laptop tracking system.

## GLOBAL PRESENCE

With its head office in Mumbai, Dolphin RFID has its offices in all metro cities of India and in California, USA. In addition to building a strong foundation and leading position domestically, Dolphin has built partnership globally in the form of Channel Partners



RFID captures accurate and detailed information at each stage of the supply chain. RFID helps PDS supply chain in collating the information on time of harvest of grains, the duration it was stored in a warehouse, packaging and transportation details, real-time tracking of the packaged grains and also point of sale information. By combining GPS technologies, RFID can track and save all relevant information about the packed commodities in transit.

By storing information on key parameters such as moisture content, product quality, date of harvest, packaging, transportation mechanism etc., the RFID tag passes relevant information at each stage of the supply chain thus, enhancing efficiency and reducing food wastage. This helps the nation to improve the health of its population and saves them from diseases, especially the ones caused by undernourishment.

### Power distribution system

Electric power distribution system is another area where there is a lot of pilferage and unwarranted intrusions that may come from electricity generation to consumption. An efficient RFID system enables tracking of the system, collecting usage details and saving from unwarranted losses and thefts. A few uses of RFID technology in electric power distribution are:

- \*RFID enables securing residential electricity meters by one time use RFID tagging, recording authentic data about the meters and monitoring them, thereby reducing theft.

- \*RFID improves service quality and productivity.

- \*RFID enhances speed of data collection on usage and distribution in a mobile environment.

- \*RFID tagging greatly enhances asset and inventory management thereby reducing cost of repurchase.

### Toll collection systems

When a car enters the automated toll collection lane, a UHF RFID

efficiently navigate and manage the toll respectively.

### The way ahead

Digital is surely the way to go. The efforts we put towards Digital India initiatives are sure to reap rich dividends for us. We are at an opportune moment to ensure the use of RFID across all such initiatives helps India to enter the select group of advanced countries – forever shedding the tag of a developing country.

### At the core of IoT revolution

Dolphin group of companies, with more than two decades of focused

Dolphin has provided customized turnkey solutions to clients across the globe. OUR solutions are technologically agnostic and universally accepted hence, enabling clients to enhance operational efficiencies and see tangible results instantly.

According to the company, its state of the art solutions offer value to clients across sectors including: aviation, healthcare, hospitality, IT & ITes, retail, government, power, tourism, banking & financial services, transport, jewellery, manufacturing, defence, education, etc.

With worldwide acceptance of

### Global reach

With its head office in Mumbai, Dolphin RFID has its offices in all metro cities of India and in California. In addition to building a strong foundation and leading position domestically, Dolphin has built partnership globally in the form of Channel Partners.



**Suresh Sawhney**  
President & CEO,  
Dolphin RFID Pvt. Ltd.

## Banks re-auction Mallya's Mumbai, Goa villas

Kingfisher House in Mumbai and Kingfisher Villa in Goa, two ultra-luxury properties of businessman Vijay Mallya, were re-auctioned last week by the 17-lender consortium at lower reserve prices compared to the failed previous three auctions.

The reserve price for over 17,000 sq ft Kingfisher House near Mumbai airport was auctioned on December 19 at Rs 115 crore, which is 15 per cent lower than the failed second auction held in August, when the minimum price to sell the asset was fixed at Rs 135 crore.

At the first auction of the erstwhile headquarters of Kingfisher Airlines in March, the lenders had kept the reserve price at Rs 150 crore.

The Kingfisher Villa at Condolim in Goa will be put under the hammer on December 22 last year at a reserve price of Rs 81 crore, which is 5 per cent lower than the auction held in October, when the lenders had tried to sell the sea facing property at Rs 85.29 crore.

Previous auctions of both these properties failed as none of the bidders came forward, citing higher

reserve prices. Similarly, the lenders also could not find takers for the various Kingfisher brands which were given as collaterals for the loans worth over Rs 7,000 crore.

These brands had been valued at Rs 4,000 crore but later valuers appointed by the lenders found them to be worth under Rs 100 crore only.

While Mallya owes over Rs 850 crore to the department, his luxury jet was originally valued at over Rs 150 crore. Besides these two immovable assets, the lenders are once again auctioning the movable properties worth Rs 15.72 lakh, kept at the Kingfisher House on January 5. These assets include 10 cars ranging from Toyota Camry & Innova, and Honda City & Civic among others, and will be auctioned on an individual basis.

Mallya owes over Rs 9,000 crore to lenders like SBI, PNB, IDBI Bank, BoB, Allahabad Bank, Federal Bank and Axis Bank, among others. This includes a little over Rs 6,000 crore in principle amount and the rest in accrued interests and penalties.

Mallya had left the country on March 3 this year and is currently said to be in Britain.



India's Prime Minister Narendra Modi launched the Digital India campaign last year. It is a visionary initiative to ensure last mile reach of services rendered by the government by improving the internet infrastructure and connectivity, especially in rural India.

While Digital India is a great beginning, I believe that RFID (Radio Frequency Identification) will play a vital role in successful implementation of the Digital India dream. RFID is the cornerstone of a digital initiative.

With RFID, identification of assets – both material and human – becomes cost-effective and easy. It further enables easy identification, information management etc. of goods and products that are transported across the supply chain thus bringing increased efficiency and effectiveness in our lives. I would like to illustrate this with a few examples.

### Digital parking system

The digital parking systems of the future will leverage RFID to enable communication between the parking lot and the vehicle owners. The RFID tag on the car (now made compulsory by the Central government) will communicate with the sensors in the parking lot to enable the car owners/ drivers to enter the parking lot and easily find available parking space indicated by LED's controlled by ultrasonic sensors in the parking slots.

Using a mobile application, the drivers can not only check for available space but also reserve the parking slot for themselves. This saves time and enhances efficiency for managing parking lots. It also enables the administration of the parking lot of malls, multiplexes, etc to have a clear data on the demand-supply equation and accordingly decide on differential pricing. This will enable them to earn better for the space offered. As the cities are always congested, vehicle owners can always check the nearby parking spaces, the cost at which it is offered etc. and reserve an appropriate parking slot.

### Smart village

One of the major initiatives of the Modi government is to create Smart Village to ensure that benefits of digitisation are available to the majority of Indians who reside in our villages. A combined use of the Aadhaar Card and RFID technologies can enable positive identification of an individual.

This will be the first step towards ensuring that the services meant for the poor are actually received by them and is not pilfered by the middle man. It will thus ensure last mile reach of the government's services as well as the benefits and subsidies it intends to offer the rural population.

### Public Distribution System

Public distribution system (PDS)