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# WORKSHEET - 6

## Geo Tagging (S&T)

### Paper-3

Foundation PT CUM MAINS  
WORK-SHEET

Part - 6

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## Geotagging

**Geotagging**– It is the process of adding geographical identification like latitude and longitude to various media such as a photo or video. Geotagging can help users find a wide variety of location-specific information from a device. It provides users the location of the content of a given picture.

Note: **Geomapping** a visual representation of the geographical location of geotagged assets layered on top of map or satellite imagery

## Body

### Applications of geo-tagging:

- **Social media:** Users can geotag photos that can be added to the page of the location they are tagging. Users may also use a feature that allows them to find nearby Face book friends, by generating a list of people according to the location tracker in their mobile devices.
- **Daily updates:** The increasing numbers of cell phones with built-in GPS facilities are capable of geo-tagging a photograph as its being shot.
- **Efficiency:** Allows projects in remote and conflict-affected locations to be easily and accurately located, managed and validated.
- **Health system:** Used as a Monitoring Tool in Large Scale Public Health Projects it enable to capture the location on the mobile device it also allows users to read this location for varied purposes.
- **Infrastructure:** Geo-tagging of assets will ensure better monitoring, recording, and terrain mapping for future development works.
- **Public works:** Easy identification of assets created under MNREGA, such information can be utilized for creation of additional developmental works on existing assets.
- **Specific advertisements:** advertisements relevant to particular area can be customized according to targeted audience, place and product

### Disadvantages of geo-tagging:

- **Information can be sold to advertisers:** Location services and geo-tagging provide information that may be sold on to advertisers, who can use this data to provide you with targeted advertising based on your position – and loads of it.
- **Private details:** Unintentionally revealing the location of yourself or your loved ones to those who have legitimate reason to assume that you or they are somewhere else. Showing up on Face book drinking cocktails in the Bahamas when you’re supposed to be at work is at the milder end of this spectrum.

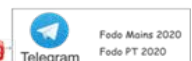
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- **More threats:** Giving enough information about your current whereabouts to allow malicious parties to target you or your loved ones for assault, or worse.
- **Easy targets:** Providing geo-tagging metadata that could allow outsiders’ access to your children or vulnerable members of your family or social circle.

## PIB SPECIAL:

**Geotagging-** It is the process of adding geographical identification like latitude and longitude to various media such as a photo or video. Geotagging can help users find a wide variety of location-specific information from a device. It provides users the location of the content of a given picture.

**Geomapping-** a visual representation of the geographical location of geotagged assets layered on top of map or satellite imagery

## Why is Geotagging important?

Several assets are created in the states under various schemes of the Ministry of Agriculture. **Under RKVY also**, states have been utilising substantial amount of funds for creation of infrastructure/assets in agriculture and allied sectors such as soil testing labs, pesticide testing labs, bio fertiliser setting units, custom hiring centres, vaccine production units, veterinary diagnosis labs, dispensaries, milk collection centres, fish production units, godowns, cold storage, shade nets, pandals for vegetable cultivation etc. Monitoring of such wide spread activities is of paramount importance to states and Government of India to understand flow of funds, inventorising the assets, bringing in transparency, planning of assets for future, and finally informing the farmers about the facilities available.

• PM on several occasions emphasised on use of technology for reporting of assets created through geo-tagging (example: drought review meeting held on 14/05/2016). Finance Minister also highlighted monitoring of MGNREGA assets through Geotagging in his budget speech.

• Geotagging for monitoring of assets is already started in Ministry of Rural Development for MGNREGA and Department of Land Resources for monitoring of watershed activities in the states. Postal department has also geotagged the post offices using NRSC Bhuvan Platform.

## Who does it?

**National Remote Sensing Agency (NRSA)**, ISRO at Hyderabad : This centre of ISRO has a software platform, **Bhuvan** that allows users to explore a 2D/3D representation of the surface of the Earth. It also acts as a platform for hosting

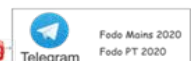
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government data. Bhuvan Application Services that are diversified and relevant for many ministries were released.

- NRSC is involved in mapping of resources (Postal, GAIL, Forest etc) as well as monitoring of assets created under various schemes of Ministry of water Resources, Ministry of rural development etc.
- The assets created under RKVY could be monitored by Geotagging them using **BHUVAN**, a **geoplatform** of **National Remote Sensing Centre (NRSC)** of ISRO, Hyderabad. In future, the location of the infrastructure created and distances from each other could also be utilised for arriving at distribution of assets and optimum number of that particular asset required in a district or state. The process involves development of a mobile app for mapping the assets through photographs and Geo-tagging (providing geo co-ordinates) before hosting on to DAC –RKVY platform that would be specially created for RKVY monitoring.

## **Proposal for geotagging of infrastructure /assets created under RKVY:**

Therefore, it is proposed to prepare inventory of the assets created in the last one decade (2007-2017) under RKVY through Geotagging technique. National Remote Sensing Centre (NRSC), wing of Indian Space Research Organisation is providing technical support to RKVY division and has come up with a detailed procedure for the same. The institute is involved in preparation of the required app, imparting training to the states etc..The trained officers at the field level will take the photographs (with details of latitude, longitude, year of creation etc.) of the assets and upload on to the Bhuvan-RKVY platform of NRSC.

- So far NRSC has developed RKVY app, training manual, imparted training to 17 states regarding use of the app. The organisation will provide technical backstopping till the Geotagging exercise is completed. Pilot work has been initiated in 4 sattes of Orissa, Maharashtra, Bihar and Karnataka.
- A formal MoU is proposed to be signed between DAC&FW and NRSC regarding use of BHUVAN for launching BHUVAN-RKVY platform. It is proposed to sign the MoU on 6<sup>th</sup> April .Minsters of Agriculture, Department of Science, Secretary (DAC&FW), Director ISRO, Director NRSA and other senior officers from both the sides are expected to be present during the ceremony.

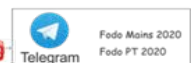
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## Other News:

As per the newly proposed norms, **Companies will have to geotag their registered offices in the annual statutory filings of documents with the Registrar of Companies (RoC).**

## Why geo-tagging?

- The move is a part of government actions against shell companies.
- The coordinates of the registered premises will act as a key input for mining data in the Ministry Of Commerce and Industry’s IT infrastructure, called MCA21, to identify companies with a common address, common contact numbers, common directors and sudden and unexpected changes in revenue, etc.
- It will also help the government to identify companies who give vacant plots as their registered office address. A technique often employed by shell companies.
- With this move, the ministry seeks to prevent abuse of the corporate structure by companies that inflate costs by issuing fake invoices and laundering unaccounted wealth in the form of loans or equity through bogus transactions.
- The move is in line with the recommendation of Justice M.B. Shah panel, which had recommended proactive mining of the Registrar of Companies (RoC) database to weed out shell companies. The SIT found that these shell companies were being used to launder black money.

## Concerns

- India has a booming start-up culture sometimes start-ups also work in clusters. Multiple firms having a common address does not always mean fraud.  
Having a common address is a practice among professional services companies such as law firms and audit firms to work from a large, common infrastructure.

All the best  
JAI HIND

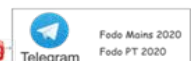
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Class explanation- mind map

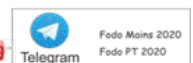
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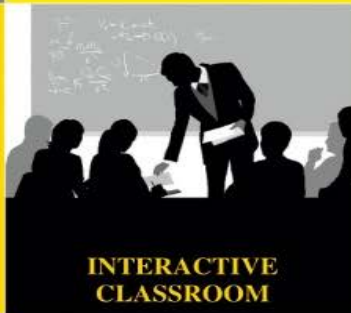
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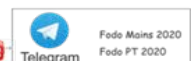
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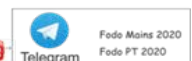
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