Location Based Services integrated with GIS platform to enable digital transformation
5th edition of FICCI's 'Location Based Services (LBS)' conference held

NEW DELHI, 28 June 2017: Location Based Services (LBS) integrated with GIS platform would enable digital transformation which would result in end-to-end service delivery covering work-flows, business activities, processes, competencies and models to fully leverage changes in planning and decision making. This would entail benefits, have a positive impact and create opportunities at all levels of society, said **Dr. Vishnu Chandra, Deputy Director General, NIC, Government of India,** while addressing the fifth edition of FICCI's conference on **'Location Based Services (LBS) 2017'** on the theme **'Transforming Coordinates to Business'.**

Dr. Chandra said that consumer experiences were changing expectations. Mobility, social media, cloud and big data were the new emerging disciplines in which location was embedded, enabling seamless processing of data in parallel and real-time analytics. With the help of LBS, NIC had initiated several programs in diverse sectors such as healthcare, education and agriculture, which was allowing identification of priority areas for improvement and providing information that could be utilized for various purposes. He added that GIS as a major e-governance sub-system was an important lever to accelerate growth and increase focus in different domains.

Highlighting the new business opportunities in LBS, **Mr. Uday Raj, Chief General Manager, NRSC, ISRO, Department of Space, Government of India,** said that automatic check-in at work places; housekeeping, security, elderly care, maintenance; keeping track of equipment, construction machinery, scaffolding; precision farming; geo-tagged SMS & MMS to different geofences and digital advertising, were some of the emerging fields where LBS could be integrated with business.

Mr. Raj said that businesses run across locations and events take place everywhere making location a central factor for every business. Emerging geo-tagged data with business metrics was providing intelligent output which was helping in bringing about transparency in information. Besides, LBS were enabling monitoring, evaluation, optimization of data for receiving real-time information and assisting in developmental planning.

In his theme presentation, **Mr. Maneesh Prasad, Member, FICCI Committee on Geospatial Technologies and CEO, Telematics Wire,** said that maps and location were the two essential components for LBS. It offers business opportunity for the entire domain and can be integrated with diverse sectors such as agriculture and infrastructure to collect and analyze relevant data. Besides, LBS was enabling people to navigate with the help of GPS and other such technology. Citing the example of Uber and Ola cabs, he said that with GPS it was easier to track a location while maintaining transparency and security of the system. Also, LBS could help in workforce management and reduction of accidents effectively.

Later, in his plenary Keynote Address on **'Location Technologies for enabling Swachh Bharat Abhiyan and Urban Sanitation', Mr. Arvind Kumar Singh, Senior Programme Manager, UMC Group,** said that UMC was making efforts towards managing urban areas through spatial information which would optimize resources, improve response time and enable provision of scarce resources to priority areas. He added that with geospatial technologies it was simpler to track open defecation areas and identify condition of toilets. This in turn helped in targeting the areas that needed immediate attention.

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