



# Newsletter

Volume V | September-October 2022

## From the President's Desk

The use of location-based services or LBS has pervaded our daily lives now more than ever before. Not just businesses, but even governments across the world are leveraging location-based services to derive Geospatial insights and better understand patterns.

Cutting-edge LBS applications across sectors like health, retail and eCommerce, recreation, transport, and mobility, as well as entertainment and social networking are making these fields more intuitive and customer-centric. LBS also finds application in areas like fraud prevention and emergency management, and its integration with technologies like AI and AR/VR is paving the way for many more unprecedented use cases.

The increased prevalence of smartphones has further sparked this trend, extending the reach of LBS from enterprise models to local communities and individuals. The technology is bringing an entirely new era of mobile commerce into the picture, making customer experiences much more personalized. The fusion of wireless communications, network computing, the internet, and Geospatial technologies, coupled with the proliferation of mobile devices is steering the popularity of location-based services all over the world.

Advancements in Geospatial tools and technologies, therefore, are intrinsically linked with the development of location-based services. Further developments and integrations with fields like AI, IoT, and 5G will only accelerate innovations in LBS for governance, business, and service delivery.

As a forum for the exchange of ideas, techniques, approaches, and experiences by those who design, implement and use Geospatial technology solutions, AGI dedicates this Edition of its newsletter to the theme of Location-Based Services and the role of Geospatial technologies in their advancement.

We hope this Edition comes across as insightful and enjoyable. Stay tuned for more insights, stories, and analyses from AGI in the coming months.

Enjoy Reading,

**Pramod Kaushik**  
President, AGI



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# ZonoCiti: Facilitating Strategic Governance, Investments, and Grassroots Development

Regional assessments of liveability and development are commonly done at a citywide scale in countries. However, irrespective of the city's overall ranking, a finer look at its individual localities reveals that many are left unplanned, with lower liveability conditions and mismanaged utility and infrastructure systems at the ground level. For improved governance and well-integrated development in the Smart Cities of the future, we need to understand a city's actual requirements at the local level.

When it comes to property investments or moving to a new location, the data shared by consultants and developers about the immediate neighbourhood is usually insufficient. The location, surrounding context, and development patterns around the property or location of interest can give key insights on property investments, be it renting, leasing, or buying the property for use or expected returns.

Most real estate consultants give only partial information on the locality of concern due to their vested interest in the sale of the property, while other feedback could be based on biases or personal priorities. The need of the hour is readily available information to assess a locality on an intracity scale so that users get a basic idea of the immediate surrounding locality, which could vary every 3-5 km within the city limits.

## The Solution: ZonoCiti

ZonoCiti can help bridge this information gap by providing a data-driven relative ranking of localities in a city. Localities are compared on various parameters using GIS-integrated information analyses. Different stakeholders may use these rankings in different ways, the crux being well-

integrated planning and decision-making at a local scale.

ZonoCiti will be made available as a web application with access to information on a subscription/one-time use basis for individual users and as a shareable API for PropTech companies enabling easy integration of locality information with their property listings. The product will be fully developed and launched for multiple cities across the country by the end of the current financial year.

## Working and Application

The application ranks the relative liveability for each neighbourhood zone in the city from 1 - 10 based on the presence and individual ranks of surrounding green cover, noise and AQI levels, safety, and accessibility to public transport, business centres, healthcare facilities, and general and recreational amenities.

The product offers the scope of adding many more parameters such as local property market trends and demography, infrastructure development trends, utility maintenance, etc., leveraging spatial data and GIS technology. Such insights can be quickly referred to when looking for areas within the city requiring rejuvenation activities or health infrastructures, etc. by city administrators; and even by real estate investors to assess the condition and the surrounding urban environment of the property of interest.

## Key Benefits

- Quantitative monitoring of development across the city.
- Highlighting unacknowledged and unaddressed urbanisation issues.
- More uniformity and judicious use of resources in development planning.
- Ensuring accountability and

coordination for achieving local governance objectives.

- Data-driven investment decisions and better returns on investments.
- Potential for enhanced community participation in a healthy competitive spirit.

## Beneficiaries

- PropTech websites
- Intercity and interstate migrants and NRIs
- Urban Planners
- Government development authorities

## Conclusion

ZonoCiti by Prakhoj was selected by the India Accelerator and ESRI India's GeoInnovation programmes and received superior mentorship, access to business operations tools, and software support to build the prototype. Prakhoj is also an ESRI Global startup partner with access to their platform and developer support for the project. Recently, ZonoCiti has also been selected for the AWS-MoHUA Innovation Pod 2022 in partnership with AGI, where Prakhoj will receive technical support from the Amazon Web Services team, along with a chance to conduct a pilot with city administrators once the official formalities are completed.

The availability of rich local-level insights using Geospatial technologies is going to be a game changer in the real estate and urban development industries. Prakhoj is open to partnering with various PropTech websites looking to integrate such information with their property listings to help their users make better decisions.

## Contact Information

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