Program Animal Husbandry Startup Grand Challenge 2.0

Development of Cost-effective Animal Identification (RFID) and Traceability Technology

Problem Statement

Animals are identified using polyurethane tags with a unique identification number.

It has been estimated that 5-10% of the tags are lost as these tags are applied externally. It is also difficult to read identification number.

Therefore, it is the need of the hour to give a permanent identification to cattle and buffaloes.

The technology using Radio Frequency Identification (RFID) among animals is presently very costly.

The cost ranges from INR 50 to INR 100, and the reader costs are also huge, ranging from INR 15,000 – INR 20,000.

RFID is a permanent identification number as it is applied under the skin and it cannot be removed easily. As the technology is costly, it is not used on farm animals in India

Expectations from the Solution
Entrepreneur may develop cost effective RFID identification systems for identification of farm animals, specially cattle and buffaloes. Cost reader may also be reduced substantially.