

16.01.24

Dr Earth Ai Technologies Pvt Ltd

(Formerly known as Sree Mudranalaya Technology Pvt Ltd)

A Geo Ai Product & Solutions Company

Business Plan

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QUICK FACTS

Name : Dr Earth Ai Technologies Pvt Ltd

(Formerly known as Shree Mudranalaya Technology Pvt Ltd)

A Geo-Ai Products and Solutions Company

INDUSTRY – GIS(Geographic Information Systems)

INCORPORATED : 2006

PRODUCT :

**LAND MASTER GEO AI PRODUCT “ALL STATES AND UT’S LAND RECORDS
MODERNISATION AND MANAGEMENT”**

Certifications :

ISO 9001 :2015

ISO 27001:2013

CMM Level 5

Registered office :

Terminus Building ,

BG12 UG Floor

Action Area 1B ,

New Town ,

Kolkata – 700156

INTRODUCTION :

1.HIGHLIGHTS :

The company is a GEO AI COMPNAY in the GIS Industry and is now engaged in building and selling Geo Ai Products and Solutions.

The company currently sells LAND MASTER which is a Geo Ai Product and may be described as a “ Stack of Ai powered products and solutions for all States and UT’s Land Records Modernistiaon and Management” .

1.1.LAND MASTER : Products and Solutions for Government Land Records Modernisation and Management (GLRMM)

“LAND MASTER is an Goe Ai powered Stack of Products and Solutions for “All STATES AND UT’s Land Records Modernisation and Management” Objectives .

All States and UT’s have to implement the above Land Records Modernisation Program as mentioned in the Govt of India’s DILRMP (Digital India Land Records Modernisation and Management Program) Policy Document.

1.2. WHAT ARE THE TOP PRIORITIES OF THE GOI FOR LANDS RECORDS MODERNISATION AND MANAGEMENT AND TO BE IMPLEMENTED BY ALL STATES IN INDIA .

DILRMP : Digital Indian Lands Records Modernisation Program

The Government on India has come out with a policy document called **DILRMP (Digital India Land Records Modernisation Program)** mentioning All States and UT’s Land Modernisation and Management Programs and Policies to be implemented by the 28 State Governments and UT’s.

1.3 The Government Of India Key Programs under the Land Records Modernisation Program to be implemented by all 28 States and UT's in India as follows

- i.. Computerisation of all Land Records
- ii. Survey and Resurvey Updates
- iii. Integration of Property Registration and Land Records (synchronized with Land Registry)
- iv. Mutation to immediately reflect on Land Record Portal
- v. Centralised Data of all Land Records
- vi. Geo Spatial Information (Geo Referencing)-
- vii. Citizen Services – Access to all Land Records on Citizen Portal
- viii. Implementation of ULPIN: It is classified as Aadhar for Land, which contains ownership information, area and size of the plot.

1.4. WHAT IS LAND MASTER AND WHAT PROBLEMS DOES IT SOLVE ?

LAND MASTER IS A STACK OF PRODUCTS AND SOLUTION FOR “ALL STATES AND UT’S LAND RECORDS MODERNISATION AND MANAGEMENT ” PROGRAM TO BE IMPLEMENTED BY ALL STATES AS MENTIONED IN THE of GOI’s DILRMP PAPER :

Problem: Inefficient, outdated, and fragmented land record systems are costing governments time, money, and trust.

Solution: LAND MASTER IS A STACK OF AI POWERED PRODUCTS AND SOLUTIONS STATES , INSTITUTIONS AND UT’S which does Land Records Modernisation which Computerisation for ALL STATES AND UT’S of all the Land Records, Survey and Resurvey Updates , Integration of Property Registration and Land Records (synchronized with Land Registry), Mutation to immediately reflect on Land Record Portal , Centralised Data of all Land Records , Geo Spatial Information (Geo Referencing) and Citizen Services – Access to all Land Records on Citizen Portal

Fulfils the VISION OF GOVERNMENT OF INDIA : LAND MASTER , our product fulfils the vision of GOI Building to build an Ai powered Technology Platform called the One Nation One Platform which serves as an Integrated Land Records Platform to meet the needs of Land Records Modernisation and

Management for all States with features like Land Aadhar , Ownership data on Blockchain and finally leading to this LAND PLATFORM TO BE THE DIGITAL TWIN LAND PLATFORM OF INDIA

1.5. LAND MASTER- TRACK RECORD

Success Stories and Metrics:

With projects across West Bengal and beyond, LAND MASTER is shaping the future of Land Records Management in India.

LAND MASTER ,over the last several years has been able to execute several projects for the State government for its Land Records and Survey Department and Registration & Stamp Revenue , Govt of West Bengal

LAND MASTER'S Lifetime turnover of Rs 100 cr. Fastest Growing Geo Tech Product in India

LAND MASTER is a Full Stack of Ai powered Geo Tech Products and Solution for all land Records, Surveys and Registration Management

LAND MASTER is a full stack , modular and scalable Geo Tech products and solutions built with Ai tools and technologies

2. PRODUCT:

LAND MASTER : PRODUCT AND SOLUTIONS FOR ALL STATES AND UT'S LAND RECORDS MODERNISATION AND MANAGEMENT (GLRMM)

LAND MASTER is an Ai powered Stack of Products and Solutions for All States and UT's Government Land Records Modernisation and Management" objective.

All States and UT's have to implement the above Land Records Modernisation Program as mentioned in the Govt of India's DILRMP (Digital India Land Records Modernisation and Management Program) Policy Document.

DILRMP- Digital India Lands Records Modernisation Program : DILRMP is a policy documents issued the Central Government which mentions all the programs which ALL STATES AND UT'S must complete for their LAND RECORDS MODERNSITION .

2.1 LAND MASTER – Products and Solutions for All States and UT's

Maps , Surveys and Resurveys

Digitisation (Vectorisation)of Cadastral Maps and FMB

Geo Referencing of all Maps

Integration of Text data (RoR) with Spatial Data

Integration of Registrations and Land Records

Storing Land Ownership Data with Blockchain

Linking of Aadhar Card with Record of Rights – Consent based Linking

2.1 LAND MASTER – Services Offerings for All States and UT's

Setting up of Modern Record Rooms

Setting up Data Centers

Setting up of Land Record Management Centres at Tehsil /Circle/Block

Computerisation of Record of Rights

Computerisation of Sub Registrar Office

Computerisation of Property Valuation Details

Computerisation of Legacy Data Regarding Property

Connecting Sub Registrar Office with Tehsildar (Land Revenue) Office

Scanning and preserving of Old Data

3. Dr Earth R&D

Dr Earth R&D Centre is currently focused on building Ai Products and Solutions for land records Modernisation and Management program of the Government of India

For the above ,we are researching with the entire UNIVERSE of Subject Matter Experts , Institutions , Startups and Universities to find out and keep track on what are the new Ai tools and technologies now available which we could use in our LAND MASTER product and services offerings

3.1. LAND MASTER- Our AI RESEARCH INCLUDES THE FOLLOWING PARTNERS , ASSOCIATES ENTITIES AND PUBLISHED RESEARCH PAPERS :

- a. Subject Matter Experts and Senior Industry Professionals*
- b. Startups, Incubators and Accelerators*
- c. Founders and Entrepreneurs*
- d. Universities, Research Institutes and Centre of Excellence*
- e. Government Ministries and Policies and Institutions*
- f. Industry Association and Federation*
- g. Technology Blogs and Review Platforms and Websites*
- h. Social Media – LinkedIn, Reddit*
- i. Ai cutting edge Research papers, Technical reports – Platforms ArXiv, Research Gate , Google Scholar*
- j. Ai Market places for Ai Products – Hugging Face Model Hub, AWA Market place, Alogithimia*
- k. Generative Ai ChatBots for Products Research : ChatGPT , ChatSonic, ChatAi, CoPilot , Poe etc*
- l. Research Conferences , Workshops and Seminars*
- m. Policy Advocacy – Engage with Policy Makers*
- n. Collaborate with Government -Public Private Partnership*
- o. Consortia And Alliances*

3.2 Dr Earth R&D - AI TOOLS AND TECHNOLOGIES BEING USED TO BUILD LAND MASTER MODULES :

Blockchain + AI: Immutable, tamper-proof land records and smart contracts for transparent transactions.

Computer Vision: Automated identification and mapping of land parcels using satellite and drone imagery.

NLP: Automating the extraction of relevant data from legal documents for faster land registration processes.

RPA + AI: Automating the administrative tasks involved in land registration, reducing human error and speeding up the process.

Predictive AI: Identifying fraud and risk in land registration and predicting future land use changes.

Drones + AI: Autonomous drones for surveying and updating land records in real-time.

4A. CUSTOMERS –

4A.1. Current list of Customers :

Out of Rs 100cr lifetime revenues generated by the company over the last 15 years, over 90% of the revenues has been generated from the State Governments .

State of West Bengal : Land Records

Directorate of Land Records and Survey & Jt Land Reforms Commissioner , West Bengal

State of West Bengal : Land Registration

Inspector General of Registration & Stamp Revenue , Govt of West Bengal

Directorate of Registration & Stamp Revenue , Govt of West Bengal

Sub-Registrar Offices (SRO)- West Bengal

Land Registration is carried out by Sub Registrar officer under the Registration of each state

Functions – Registration of Property Sales , Mortgages , Lease and Gifts ,Safe Guarding of Legal Docs and Collection of Stamp Duty

Others- Municipalities ,Institutions and Corporate :

Webel Technologies Ltd
 Webel Mediatronics Limited
 Kolkata Metropolitan Development Authority
 Kerala State Electronics Development Corporation Ltd
 Rail India Technical and Economic Services
 Kolkata Urban Services for Poor
 Delhi Indira Gandhi International Airport
 Rolta India Ltd
 Hiland Group
 North Dum Dum Municipality
 Dum Dum Municipality
 Dankuni Municipality
 Maheshtala Municipality
 Rajpur Sonarpur Municipality
 Naihati Municipality
 Gayeshpur Municipality
 Garulia Municipality

4B. Future CUSTOMERS : WHO CAN USE - LAND MASTER

i. ALL States and UT's in India can use LAND MASTER for their Land Records Modernisation Programs

ii. Survey of India :

Survey of India can use LAND MASTER for Maps and Survey Projects with LAND MASTER can execute

iii. State Level Land Portals:

LAND MASTER can provide all Vector Map files and Geo Referenced files and all Information and Ai support

iv.100 Countries in the World can use LAND MASTER

LAND MASTER could be used in by Governments in over 100 countries in the world for Government Land Records Modernisation Programs

v. Over 50 Public Sector Institutions in India can use LAND MASTER :

They can use LAND MASTER to manage their large and unorganized land parcels and properties in India and abroad . Examples :Life Insurance Corporation of India(LICI ,Indian Railways ,STATE BANK OF INDIA etc

5A. CURRENT MARKET SIZE :

i.Total Geographic Information Systems (GIS) Market (2025)

65000 cr as mentioned by “Ministry for Science and Technology- (UN –WGIC)2022 in Hyderabad.

ii. Market for All States and UT’s for Land Records Modernisation and Management (GLRMM) in India

Rs 13000 cr- (20%) of the above 65000 cr GIS Market in India.

The market for Land Records Management will a steep rise as Government of India has announced Geo Referencing for all plots across India

The market for Land Records Management will a steep rise after the Government of India has announces its policies for Land Aadhar to be implemented across India

5B. FUTURE MARKET SIZE :

Will grow as the Land Records Modernisation Program will keep growing till we have “One India and One Land “ Land Platform and simultaneously building the Digital Land Twin of India

Future Market to grow with following Government Policies and Programs :

i.Digital India Land Record Modernisation Programme (DILRMP) –It is a Central sector scheme with 100 % funding by centre and aims to develop Integrated Land Information Management System (ILIMS) across the country.

ii.National Generic Document Registration System(NGDRS) –Department of Land Resources, Ministry of Rural Development : One Nation , One Software : It is a common, generic and configurable application developed for all Under “One Nation , One Software” initiative . NGDRS can also be integrated with State Land Portals for Zone value and location of land , NOC for party and land details , for Online Payment , e Stamp and Citizen Services .

iii.SVAMITVA – Survey of Villages and Mapping with Improvised Technology in Village Areas: This was launched in 2020.It aims to provide the ‘Record of Rights’ to village household owners possessing houses in inhabited areas in villages.

iv.Bhumi Rashi Portal , Ministry of Road & Highways for Land Acquisition Programs : This portal makes it easier fo GOI to acquire land for Infrastructure Projects

v.E Panchayat and GIS Integration :Aims to provide digital governance at the Village Level including Land Records Management

vi.State Level e-Initiatives : Maharashtra Land Records Online Portal , Karnataka Computerized land Record System called BHUMI , for West Bengal Portal called BANGLAR BHUMI and Punjab Land Records Online access called PLRS

6A. LAND MASTER'S COMPETITION –

i.LAND MASTER IS ONE PROMINENT PLAYER IN THE ALL STATES AND UT'S LAND RECORDS MODERNISATION AND MANAGEMENT (GLRMM) MARKET IN INDIA .

We have done a Life-Time Revenue of 100 cr with LAND MASTER (LAND Records Management) product since start of the company.

GIS MARKET – COMPANIES AND THEIR PRODUCTS :

Dr Earth Ai Technologies Pvt Ltd – LAND MASTER (Lands Records Management)
Map My India offers digital Mapping and location based solutions in India
Heliware Analystics Platform provides GIS Web Mapping and Spatial Data Science Tools
Aarav Unmanned systems is into Drone Solutions
Prolincular Technologies specializes in Geometric Modelling
Accel UAV is into Defense Tech Solutions
Prakhoj is into Geo Informatics and Bio Technologies
Sagar Defence in into Unmanned marine Vehicle solutions

6B. LAND MASTER'S COMPETITIVE ADVANTAGES:

LAND MASTER is building Ai Centric Products and Solutions for States for their own Land Records Modernisation Programs

For Map Digitisation : We are working on machine learning models to detect and convert lines (roads and rivers) and shapes (building) into vector elements such as points , lines and polygons . This is particularly useful for converting legacy maps into vector formats that can be easily use in GIS for Urban Planning, navigation and land management

For Geo Referencing : We are working on Ai models for image recognition and matching algorithms to pinpoint locations on a modern coordinate systems .
 Ai based Algorithms such as machine learning and deep learning can improve the accuracy of Geo Location and Geo Referencing . Ai Models can correct for any distortions in satellite imagery or GPS Data .

BLOCKCHAIN: FOR TAMPER PROOF OWNERSHIP CHANGES IN LAND RECORDS - Blockchain offers tamper proof system for land acquisition and ownership details

7. OPERATIONS

7A. SKILLING CENTRES

Huge shortage of GIS Trained professionals who can be employed to execute large scale projects .

We have capabilities to train more than 100 to 200 candidates in one month .

Our Skilling Centres have done over 50 Training Programs

We have over 500 candidates in the past several years.

7B. PROJECT EXECUTION TEAMS :

Our Team has done over 50 GIS and Land Records Modernisation and Management Projects in the past

8. INFRASTRUCTURE :

8A.OFFICE INFRASTRUCTURE

7000 sq ft Office in New Model Town fully equipped with all facilities and amenities.

The Office has a seating capacity for more than 100 persons

8B. TECHNOLOGY INFRASTRUCTURE :

All GIS Related Software and Hardware has been installed in the office

9.MANAGEMENT TEAM:

9A. BOARD OF DIRECTORS:

Mr Asit Roy- Over 25 Years of Experience in GIS and Land Records Modernisation Industry

Mr Amit Mitra – Over 20 years of Experience in Technology , Hardware and Software Sales

9B. Key Roles :

Asit Roy- Director – Handling Government Dept

Amit Mitra –Director –Sales

MS Islam- CEO- Over 30 years of experience in the GIS industry

Sanjay Agarwal – Head of Finance –Over 30 years of experience in Finance and Business Acceleration

9C. ADVISORY BOARD :

Dr Biswajit Roy Chowdhury – Member Executive Committee ,Chairman SAIARD and RSIGST

10. FINANCIALS – PROJECTIONS

Profit and Loss Account -

	FIVE YEARS PERFORMANCE					PROJECTIONS			
	19-20	20-21	21-22	22-23	23-24	24-25	25-26	26- 27	27-28
	Rs Cr	Rs Cr	Rs Cr	Rs Cr	Rs Cr	Rs Cr	Rs Cr	Rs Cr	Rscr
	Aud	Aud	Aud	Aud	Aud	Proj	Proj	Proj	Proj
Sales									
Sales – Land Master	7.96	6.56	9.52	4.98	1.00	4.00	25.00	50.00	100
Operating Cost -									
	9.67	6.02	8.42	4.37	0.95	2.40	15.00	30.00	60
						60%	60%	60%	60%
Operating Margins	(1.70)	0.54	1.10	0.61	0.05	1.60	10.0	20.0	40
EBIDTA %		--	8%	12 %	12%	40%	40%	40%	40%
Net Profits(Rs Cr)									
	(0.60)	0.26Cr	1.38Cr	0.55Cr	0.05Cr	1.0 Cr	6.25Cr	12.5cr	25cr
Net Profit %		--	4.0%	15.0%	11%	25%	25%	25%	25%

11. PARTNERSHIPS AND JOINT VENTURES

11.A Our Partnership with RSIGST

R RSIGST is a Centre of Excellence under SAIARD .

About RSIGST :Training and Skill Development Center of Excellence
(website –iigst.in)

RSIGST, a premier geospatial institution, focuses on advancing research, training, and technology development in geospatial sciences. It is dedicated to promoting skill development, research collaboration, and academic excellence in the GIS domain through partnerships with industry leaders and academic institutions.

SIGST :Our Skill Training & Research Partners

Objectives of the Partnership with RSIGST

For Joint Marketing Research :

For Joint Skill Training , Research and Internships