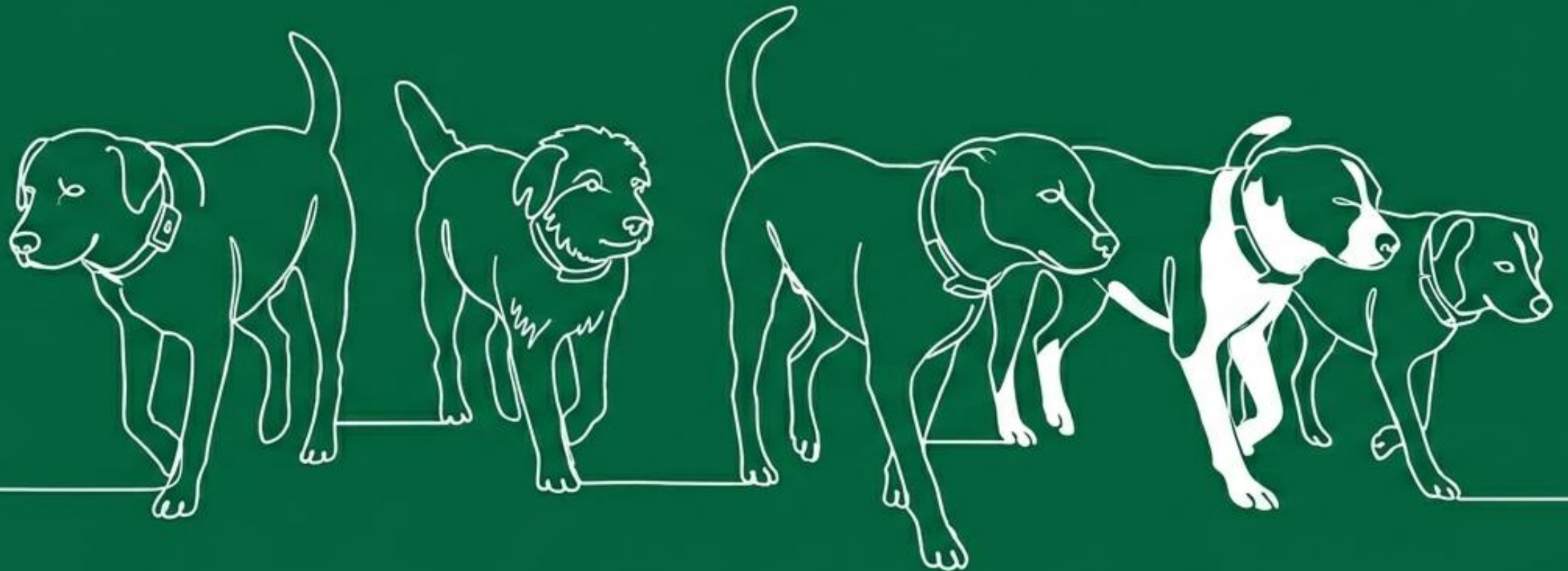


PawLink

**Digital Transformation of Stray Dog
Management for Municipal Corporations**





The Core Challenge

Urban Local Bodies face a dual challenge of escalating human-animal conflicts and an operational inability to track interventions at scale.

Community Scale & Friction

High density of free roaming dog populations drives thousands of monthly citizen grievances, public anxiety over dog-bite incidents, and intense social media friction.

Administrative Blind Spots

Fragmented, paper-based reporting limits a corporation's visibility into individual animal IDs, resulting in redundant vaccinations and unverified contractor metrics.

Value Leakage

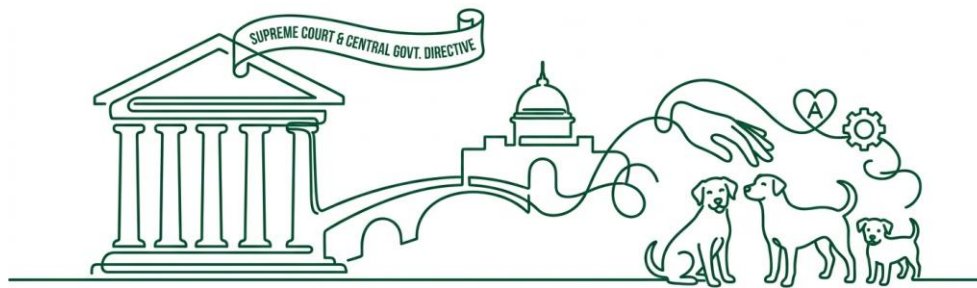
Massive annual budgetary allocations are deployed into untracked, self-certified interventions, allowing for significant operational opacity and financial leakage.





The Imperative: The Supreme Court & Central Mandate

Stray dog management is no longer an administrative choice; it is a heavily scrutinized judicial and central regulatory mandate.



The Central Govt. Directive

The Union Ministry of Fisheries, Animal Husbandry, and Dairying mandates that all municipal corporations nationwide must integrate RFID microchip as a standard, mandatory protocol during routine Animal Birth Control (ABC) procedures.

Supreme Court Suo Motu Interventions

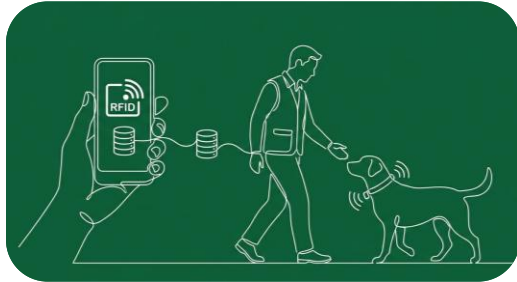
In landmark orders addressing human-dog conflicts (Re: "City Hounded by Strays, Kids Pay Price"), the Apex Court directed strict execution of tracking mechanisms, explicitly transferring monitoring accountability to respective state High Courts.

High Court & Infrastructure Accountability

State High Courts regularly push municipal bodies for lacking infrastructure. Corporations are structurally obligated to prove exact sterilization percentages via data-tracking integrations linked to the Central Government's Bharat Pashudhan Portal.



The Solution – Project PawLink



PawLink is a 100% digital, RFID-backed enterprise platform that establishes an immutable, court-admissible chain of custody for municipal operations.

Foundation

ISO RFID Registry

Subcutaneous, ISO-compliant RFID tags permanently identify each community dog, eliminating duplicate entries and creating a verifiable national node of truth.

Application

The complete ABC Ecosystem

A unified architecture running GIS analytics, veterinarian digital signatures, NGO management, and automated statutory reporting on append-only databases.

Dependability

Identity Protector

The unique AI Algorithm for recognizing face, muzzle, shape, pattern to ensure a dog's identity is never lost

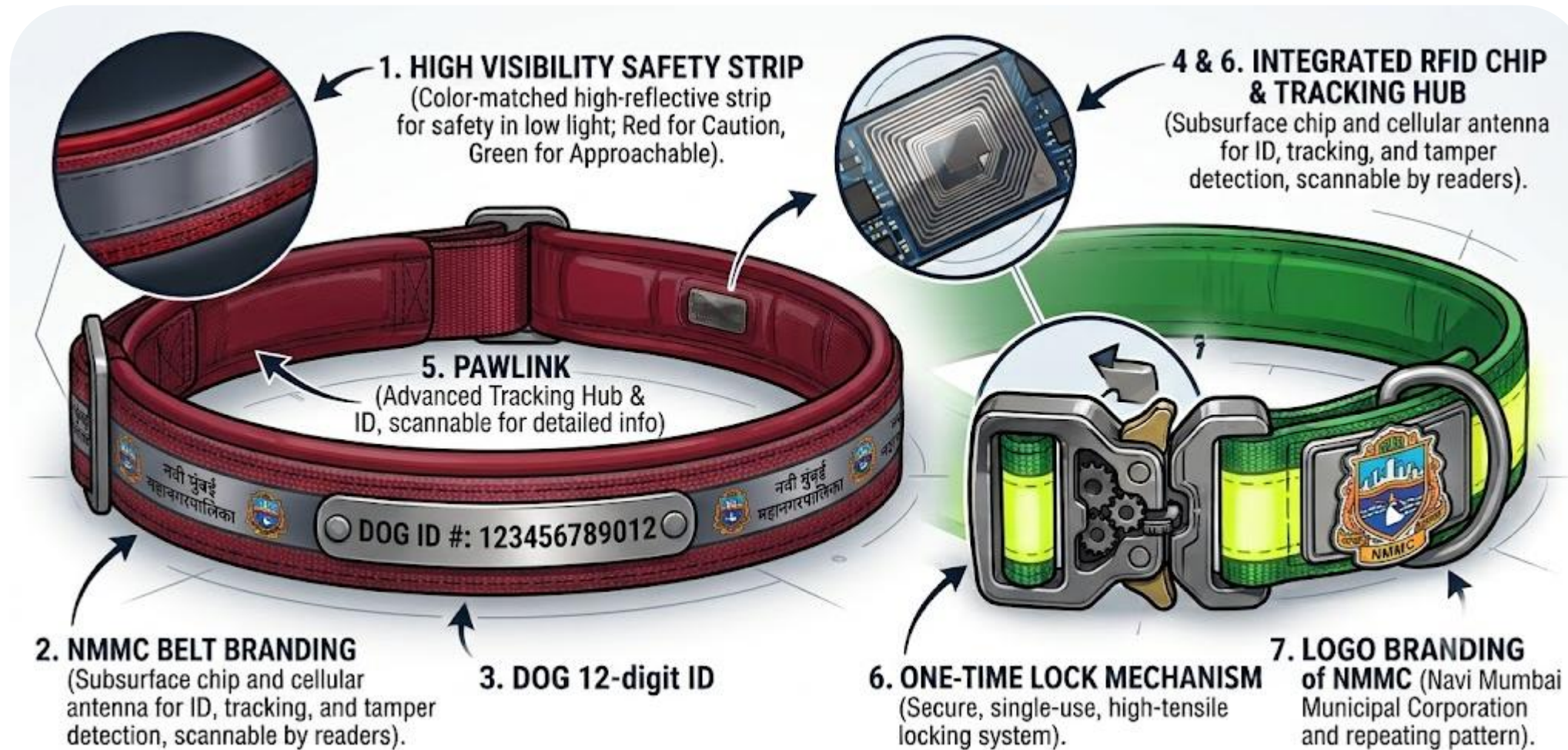
Sustenance

Sovereignty & Security

Engineered for 100% on-premise server deployment within municipal data centers, ensuring absolute data sovereignty, role-based access, and zero third-party cloud data extraction.



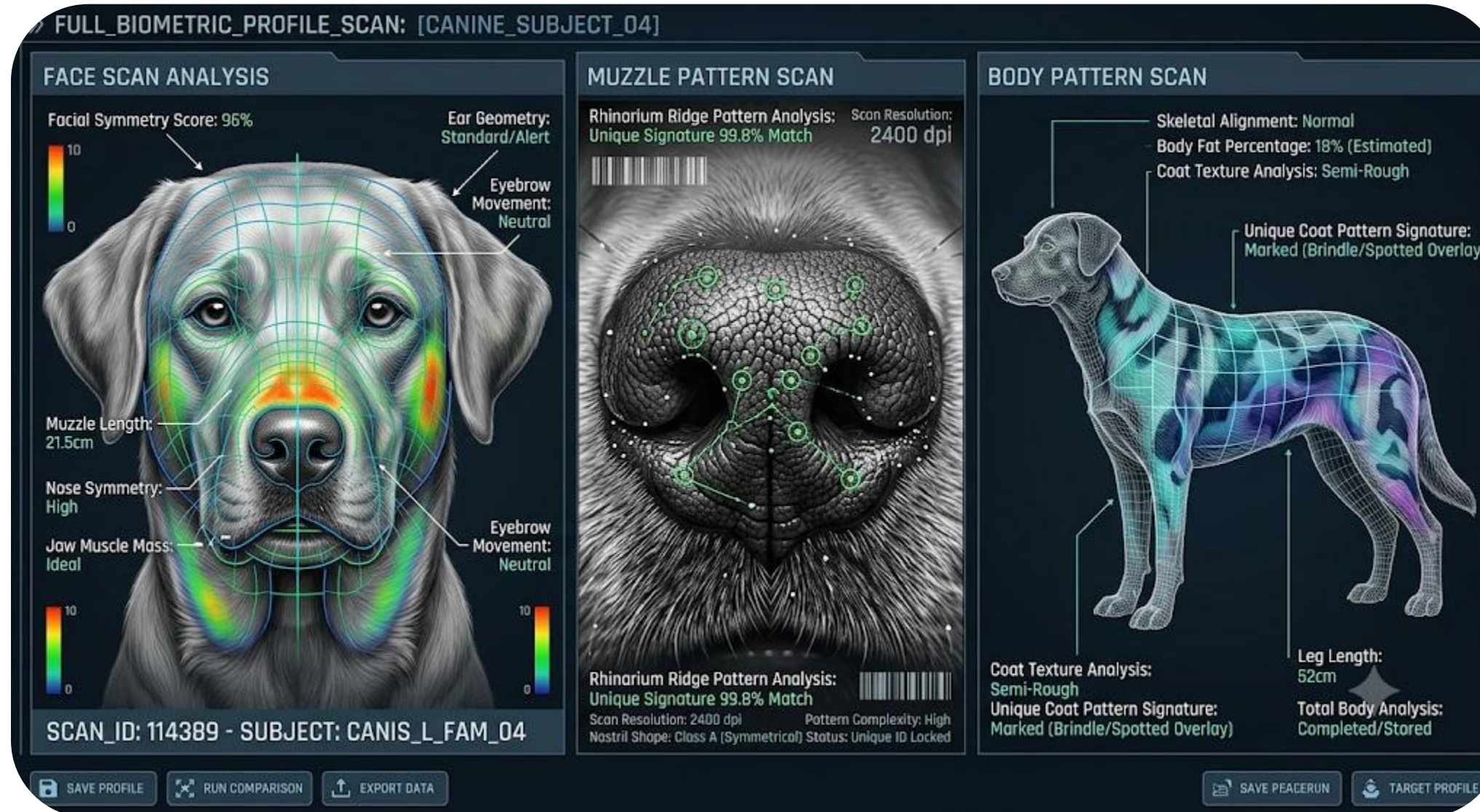
The Dog Collar Anatomy



*Visual Representation Only



Our Unique AI Algorithm Engine

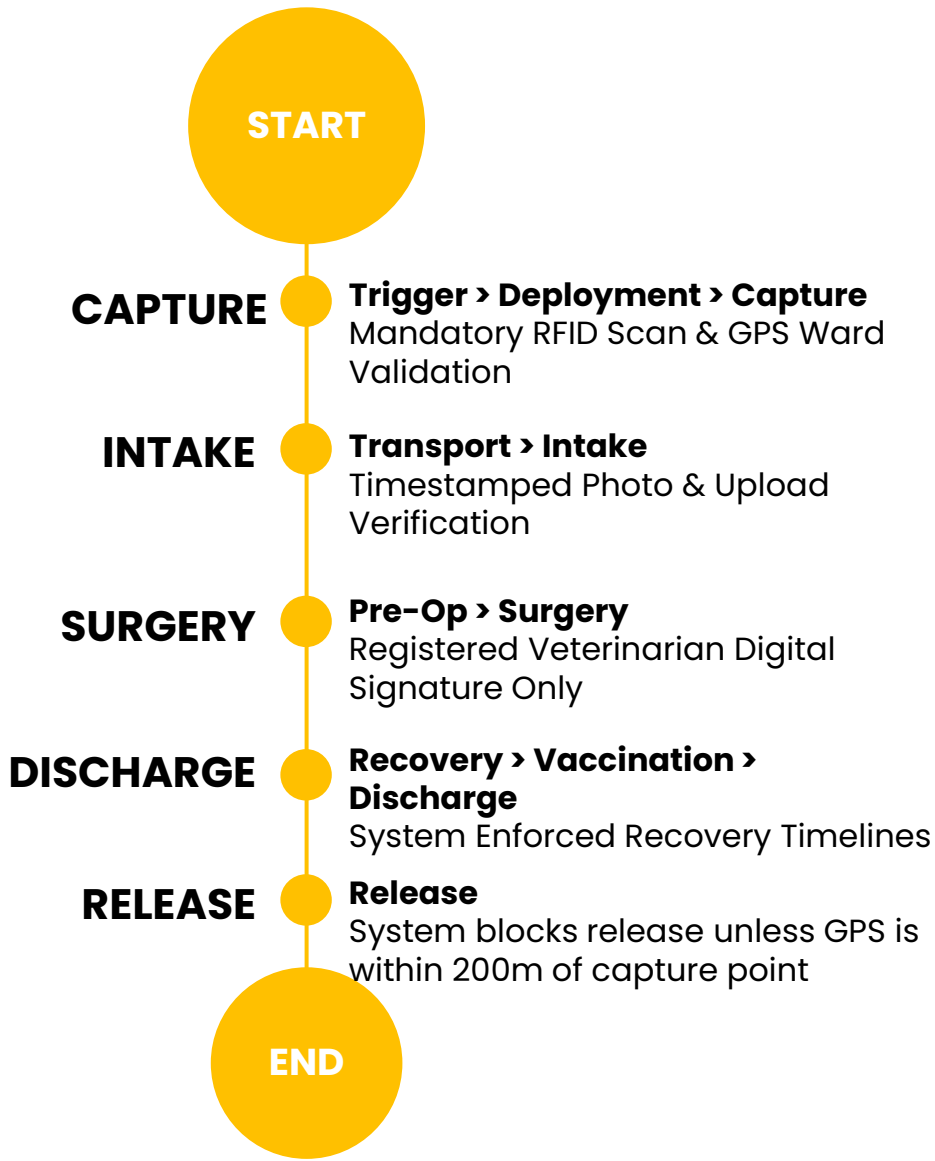
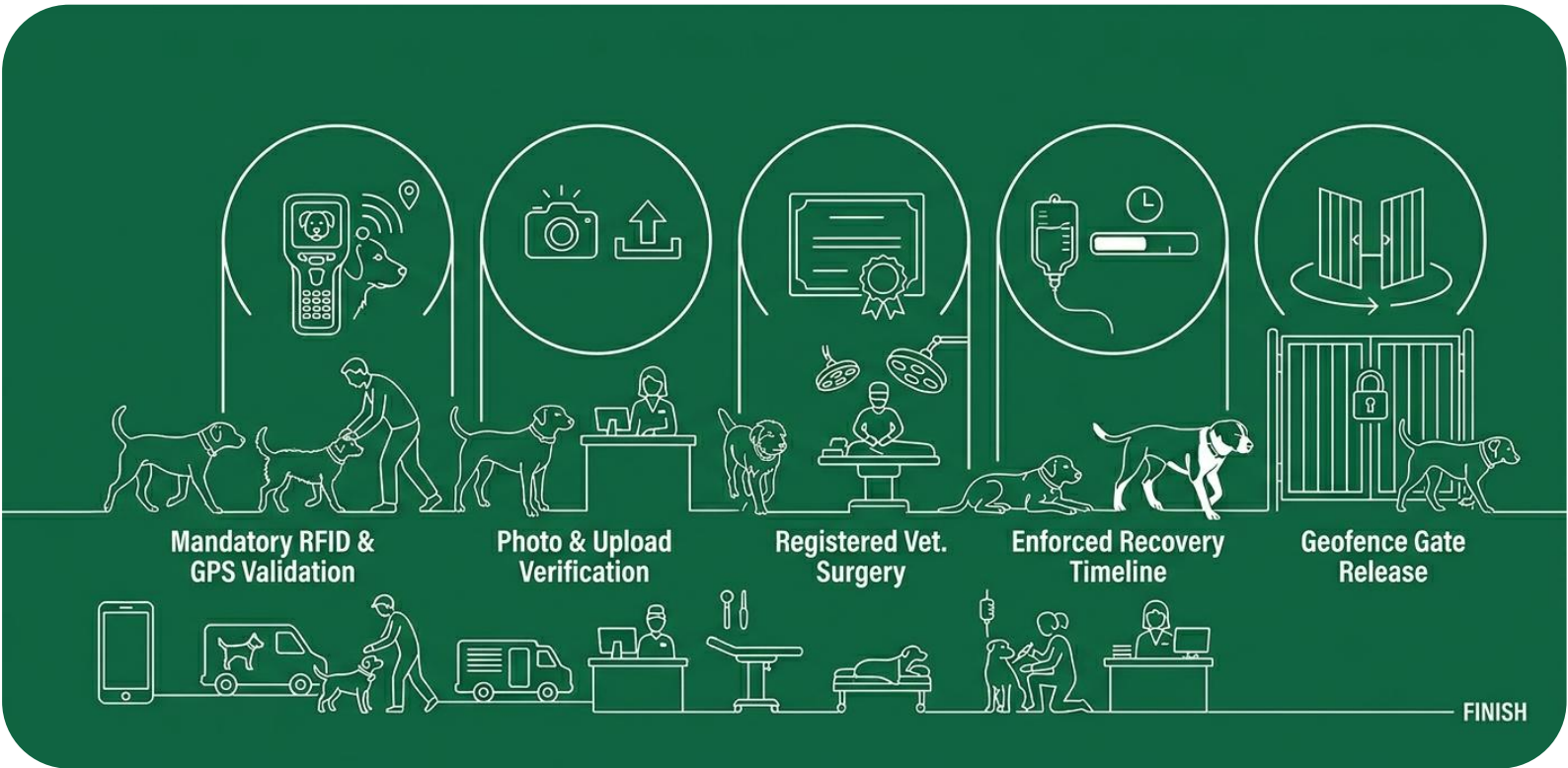


*Visual Representation Only



How it works?

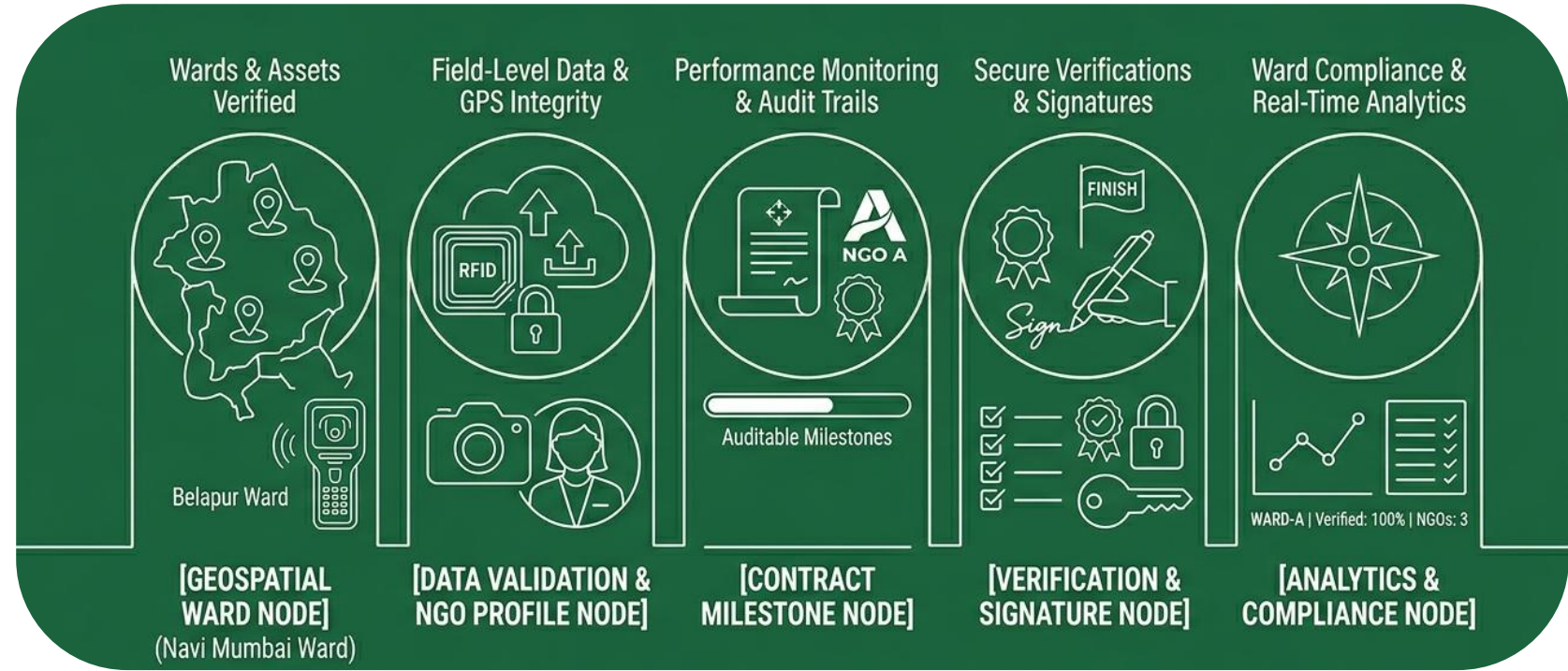
The complete ABC Stage Software-Enforced Compliance Chain





Spatial Intelligence & Contract Accountability

Transitioning field activities into spatial intelligence enables merit-based fund allocation and absolute vendor accountability.



CORE CAPABILITIES

Ward-Level GIS Intelligence

Imports official municipal ward shapes to dynamically generate live population density maps, anti-rabies vaccine (ARV) coverage levels, and bite hotspot clusters to deploy resources where they are needed most.

NGO Performance Tracking & Verification:

Integrates vehicle tracking hardware and route monitoring to calculate automated completion metrics (e.g., dogs processed per trip). Eliminates ghost billing, allowing for a projected 30% reduction in operational waste.

Civic Harmonization: SLA Grievances & RWA Integration



The platform closes the accountability loop by directly linking citizen grievances, RWA mandates, and field operations. Two-Pronged Citizen Strategy:

SLA Driven Grievance & Incident Engine

Citizens submit dog-bite or stray incidents via Web or WhatsApp. The ticket auto-routes to the designated Ward Officer and cannot be administratively closed without a GPS-stamped photo of the field response. Includes a 5-day auto-escalation trigger to the Chief Health Officer.



High Court Compliance & RWA Coordination

Provides tools to collaboratively map designated feeding spots within housing societies, fully aligned with ABC Rules 2023 and High Court rulings that protect feeding rights while prohibiting feeding near restricted zones (e.g., school gates, high-traffic points).

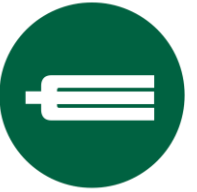
Strict Statutory Mapping: Our Competitive Advantage



PawLink has AI and IoT enabled enterprise platform engineered to insulate municipal authorities against audits, RTIs, and judicial contempt notices.

Statutory Framework	The Legal Risk for Corporations	The PawLink Enforcement
ABC Rules, 2023 & AWBI SOPs	Indefensible paper logs; manual overrides on post-op observation and release.	Software-locked 72-hour recovery gates and automated quarterly AWBI report generation.
Supreme Court & High Court Mandates	Contempt notices for unverified population data and lack of infrastructure.	Immutable, append-only Evidence Vault utilizing SHA-256 cryptographic hashes for court-ready exports.
Bharat Pashudhan Portal Integration	Isolated municipal datasets failing central tracking audits.	Standard APIs designed to sync local RFID scans, geotags, and health data directly to the national database.
DPDP Act, 2023	Financial penalties for exposing citizen data through insecure local registries.	17 distinct user roles, purpose-bound data access, and mandatory 100% on-premise installation.

Standardized Deployment Roadmap & Financial Architecture



A rigorous, 24-week rollout framework backed by a transparent, predictable capital and consultancy model.

Weeks 1–6 (Foundation)

On-premise server configuration, core system deployment, ward boundary GIS data layer ingestion.

Weeks 7–12 (Operations Go-Live)

Activation of mobile app frameworks, 12-stage ABC engine execution, field team hardware provisioning.

Weeks 13–18 (Public & Reporting Integration)

Launch of WhatsApp civic channel, live executive command dashboards, and portal testing.

Weeks 19–24 (Rollout & Support)

Parallel paper/digital benchmarking, full civic rollout, and transition to a 6-month support SLA.

Financial Framework

Highly structured pricing covering core licensing, consulting, hardware, and deployment support, designed for quick municipal sanctioning via Animal Welfare or Smart City Fund allocations.



Way Forward to the transformed Municipal State

We would love to partner and transition the corporation from reactive crisis management to proactive, data driven civic leadership

WATCH
DEMO