

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

Welcome to IIMK



**INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE**



**Case Study**

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**Cattle insurance using AI-ML**

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Please contact the corresponding authors if you would like to access the full case.

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## **Cattle insurance using AI-ML**

### **Abstract:**

Besides being an important sector worldwide, dairying is also important in developing economies such as India for offering nutrition support, lowering rural poverty and inequity, ensuring food security for millions of rural households, and boosting economic growth, especially in rural areas. Cattle are expensive, and their loss can force farmers into a debt cycle. Farmers can acquire adequate protection against cattle loss with cow insurance. Dairy case is about the need for new technological ways in cattle insurance for better efficiency and reliability. The case identifies one such success app in Tamil Nadu- Surabhi App which captures the muzzle print of bovines for their identification which is unique to each bovine. By taking this Surabhi app as an example, the case goes on identifying and analysing the challenges and need of technological advancements in insurance provisions and gradually coming to the framing of marketing strategies and how they work.

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