

SNAKE IDENTIFICATION AND CONSULTATION SERVICES

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Abstract

The project explores the imperative demand for a comprehensive and efficient platform that addresses the challenges posed by snake encounters and fosters public safety and wildlife conservation. With an increasing frequency of human-snake interactions and the potential risks associated with misidentifying venomous species, the need for reliable snake identification services has become evident. The report delves into the significance of real-time expert consultation to guide individuals in handling snake encounters, assessing risks, and adopting appropriate safety measures. Emphasizing the importance of accurate snake species identification, the report highlights the potential benefits of leveraging technology, such as Artificial Intelligence (AI) and Machine Learning (ML), in developing a user-friendly platform for public use. The project report underscores the critical role of collaborative efforts between AI/ML experts, herpetologists, and wildlife specialists in shaping an effective and accessible Snake Identification and Consultation Services platform. By advocating responsible coexistence between humans and snakes, the report calls for the implementation of such services to contribute to a safer environment and promote snake conservation efforts.

Problem Statement

The specific problem areas to be addressed are as follows:

- **Inaccurate Snake Identification:**
The lack of expertise and knowledge among the general public often leads to inaccurate snake species identification. Misidentifying snakes can result in fear-driven reactions, inappropriate handling, or inadequate responses in case of venomous snake encounters. The project aims to develop an AI/ML-based system that can reliably identify snake species based on photographs or descriptions, ensuring accurate and timely responses to snake sightings.
- **Limited Access to Expert Consultation:**
When individuals encounter snakes, they may not have immediate access to expert guidance or herpetologists for consultation. This can lead to panic, unnecessary harm to snakes, or even endanger human lives. The project seeks to integrate AI-driven chatbot technology, powered by snake experts' knowledge, to offer real-time consultation on handling snake encounters, assessing risks, and providing appropriate safety measures.
- **Geographic Specificity and Biodiversity:**
Different regions harbor diverse snake species, each with unique characteristics and behaviors. The project recognizes the importance of providing region-specific information and consultation to account for the variations in snake biodiversity. The system aims to be comprehensive, covering a wide range of snake species found in different geographical areas to ensure accurate identification and relevant advice.
- **AI/ML Model Accuracy and Reliability:**
Developing a robust AI/ML model for snake identification is crucial to ensure accurate results. The project must address challenges related to image recognition, data availability, and model training to achieve high precision and recall rates. The system's reliability and efficiency are essential to gain the public's trust and encourage its widespread use.
- **Ethical Considerations:**
The use of AI/ML in wildlife-related projects raises ethical concerns, particularly regarding the handling of sensitive data, privacy, and potential biases in the training data. The project must implement stringent ethical guidelines and data protection measures to ensure the responsible use of AI/ML technology.

- Integration of Public Education:

To address misconceptions and fear surrounding snakes, the project must incorporate educational components that raise awareness about snake behavior, ecological importance, and conservation efforts. By providing accurate information, the project aims to foster a positive attitude towards snakes and minimize unnecessary harm.

By addressing these key problem areas, the "Snake Identification and Consultation Services" project endeavors to develop an efficient, reliable, and accessible system that promotes safe and informed interactions between humans and snakes. Through the convergence of AI/ML technology, expert consultation, and public education, the project aims to contribute to snake conservation and ecological balance while enhancing public safety and understanding.

Market/Customer/Business Need Assessment

The market/business need assessment for Snake Identification and Consultation Services in India reveals a compelling demand for an accurate and accessible platform that addresses human-snake interactions and promotes public safety. With India being home to a diverse range of snake species, there is a pressing necessity for a reliable identification system to distinguish between venomous and non-venomous snakes. Additionally, the lack of immediate access to expert advice during snake encounters poses significant risks to individuals and hampers timely response measures. A comprehensive Snake Identification and Consultation Services platform, integrating advanced technologies like Artificial Intelligence and Machine Learning, would not only cater to public safety concerns but also contribute to snake conservation efforts. As India's population continues to grow, the need for a user-friendly, region-specific, and educational platform becomes evident, emphasizing the urgency and potential market viability of such a service in the country.

Target Specifications/Target Characterization

- **Accuracy:** The snake identification system should aim for a high level of accuracy in correctly identifying snake species based on visual observations or descriptions provided by users. The AI/ML algorithms used should be trained on diverse and comprehensive datasets to ensure reliable results.
- **Real-time Consultation:** The consultation service should provide prompt and real-time responses to users seeking expert guidance on handling snake encounters. The chatbot or consultation platform should be designed to deliver personalized advice based on the identified snake species and the specific situation.
- **Geographic Specificity:** The system should cater to different regions and habitats within India to account for regional variations in snake biodiversity. It should be capable of identifying and providing relevant information about local snake species to ensure accuracy and practicality.
- **User-Friendly Interface:** The platform should be user-friendly and accessible to people of varying technical abilities. The user interface should be intuitive, making it easy for users to submit snake observations, access consultation services, and retrieve identification results.
- **Security and Privacy:** The project should prioritize the security and privacy of user data. Adequate measures should be implemented to protect sensitive information and ensure that user data is not misused or compromised.
- **Education and Awareness:** The project should incorporate educational components to raise public awareness about snake behavior, safety measures, and conservation efforts. Information provided should be accurate, easily understandable, and contribute to a positive attitude towards snakes.
- **Scalability:** The system should be designed to accommodate a growing number of users and handle simultaneous requests for identification and consultation services. Scalability is crucial to ensure the project's long-term sustainability and widespread adoption.
- **Integration of AI/ML Technology:** The snake identification system should leverage advanced AI/ML technologies, such as image recognition algorithms and natural language processing, to enhance accuracy and efficiency. The AI model should continuously learn from user interactions to improve identification outcomes.
- **Collaboration and Partnerships:** Collaboration with relevant stakeholders, including wildlife experts, herpetologists, local communities, and government agencies, is

essential for the success of the project. Establishing partnerships will contribute to the project's credibility and effectiveness.

- **Ethical Considerations:** The project should adhere to ethical principles, ensuring the responsible use of AI/ML technology, and promote the well-being of both human populations and snake species. Ethical guidelines should be followed in data collection, handling, and decision-making processes.

By meeting these target specifications and characterizations, the "Snake Identification and Consultation Services" project can effectively address the challenges of snake encounters, promote coexistence, and contribute to snake conservation efforts in India.

External Search

1. The [Wildlife Trust of India](#) (WTI) is an Indian nature conservation organization. WTI was formed in November 1998 in New Delhi, India, as a response to the rapidly deteriorating condition of wildlife in India. WTI is a registered charity in India.
2. [Indian Snakebite Initiative](#) is a collective initiative of leading institutions, NGOs, and individuals across India working on snakebite management. They undertake projects to conduct research, outreach, and policy-level intervention in various aspects of snakebite management.
3. [Indian Snakebite Initiative](#) and [Indiansnakes](#) have come up with Big4. [Big4 Mapping](#): Technology-enabled live mapping of Venomous snakes. The mapping was done by more than 800 volunteers using the Big-4 mobile app across the country.
4. [SERPENT](#) (Snake Emergency Response Programme & Response Tool) App is a critical information management system that uses both mobile and server-based technology to connect various stakeholders in real-time to deal with emergencies regarding snakes and snake bites. The mobile app is free to download and use and aims to save the lives of people and wildlife.
5. [Snake Helpline](#) is the most trusted voluntary organization in the state of Odisha in the field of snake rescue & rehabilitation since 2007.

Benchmarking

Below are some services provided in India, that do not have photo-based image recognition.

[SARPA](#): This app is to streamline the rescue of snakes from human habitations. It is intended to minimize threats to snakes and humans and to avoid any negative interaction between them. It also aims to create awareness among the public regarding snakes and the services they provide to the ecosystem. It also handles snake-bite cases and will help the public to find the nearest place where treatment is available.

[SERPENT](#) (Snake Emergency Response Programme & Response Tool) App is a critical information management system that uses both mobile and server-based technology to connect various stakeholders in real-time to deal with emergencies regarding snakes and snake bites. The mobile app is free to download and use and aims to save the lives of people and wildlife

Applicable Regulations

1. **Wildlife Protection and Conservation Laws:** Snake identification and consultation services projects may be subject to wildlife protection and conservation laws that govern the handling, protection, and conservation of snakes and other wildlife species. These regulations may include restrictions on the handling and release of snakes, as well as requirements for obtaining permits for research or conservation activities involving wildlife.
2. **Data Protection and Privacy Laws:** Projects that collect and store user data, including information about snake encounters or personal details, should comply with data protection and privacy laws. These regulations aim to protect the privacy and confidentiality of user information and prevent its unauthorized use.
3. **Ethical Guidelines:** Projects that involve handling live animals, such as snakes, may need to adhere to ethical guidelines for working with wildlife. These guidelines promote humane treatment and consideration of the well-being of the animals involved.
4. **Technology and AI Regulations:** If the project utilizes AI or machine learning algorithms for snake identification, there may be technology and AI-specific regulations that govern data usage, transparency, and accountability in AI systems.
5. **Business Licensing and Permits:** Depending on the nature of the project and the jurisdiction in which it operates, there may be business licensing requirements or permits needed to operate a consultation service or technology platform.
6. **Consumer Protection Laws:** Projects that offer consultation services to the public may need to comply with consumer protection laws that ensure fairness, transparency, and accountability in interactions with users.
7. **Environmental Impact Assessment:** Large-scale projects that involve significant interactions with wildlife or sensitive habitats may require an environmental impact assessment to evaluate potential environmental impacts.

Applicable Constraints

Snake identification and consultation services may encounter various constraints that can impact their successful implementation. Some of the applicable constraints include:

1. **Expertise and Training:** Developing an accurate snake identification system and providing reliable consultation services require expertise in herpetology, wildlife biology, and AI/ML technology. Finding qualified professionals and adequately training them to handle snake encounters and deliver expert advice may be a constraint.
2. **Data Collection and Quality:** Building a robust snake identification system relies on a comprehensive and diverse dataset of snake images and information. Collecting such data can be challenging, and ensuring the quality and accuracy of the dataset is crucial for achieving reliable identification outcomes.
3. **Budgetary Constraints:** Implementing AI/ML technology and maintaining a user-friendly platform for snake identification and consultation services can be resource-intensive. Budget limitations may affect the development of advanced AI models, database management, and marketing efforts.
4. **Geographic Specificity:** Snake species vary across regions, and the identification system must account for regional biodiversity. Ensuring geographic specificity and covering a wide range of snake species can pose challenges, especially in areas with high snake diversity.
5. **Real-Time Consultation:** Providing real-time consultation services to users requires a responsive platform and immediate access to experts. Ensuring round-the-clock availability of experts and handling simultaneous consultation requests may be a constraint.
6. **Ethical Considerations:** Projects dealing with live animals like snakes must adhere to ethical guidelines for handling and releasing wildlife. This may involve ensuring the welfare of both snakes and the public while minimizing harm to either party.
7. **User Engagement and Adoption:** Encouraging public participation and engagement with the snake identification and consultation platform is essential for its success. Ensuring that users are willing to submit observations, and images, or seek consultation may require targeted awareness campaigns and user-friendly interfaces.
8. **Data Privacy and Security:** Collecting and storing user data, including snake sightings or encounters, requires strict data privacy measures to protect user confidentiality and prevent misuse of sensitive information.

9. **Regulatory Compliance:** Compliance with wildlife protection laws, data privacy regulations, and other relevant legal requirements can pose challenges, especially when operating across multiple jurisdictions.
10. **Limited Access to Technology:** In some regions, limited access to technology, such as smartphones or internet connectivity, may hinder the project's reach and impact.

Addressing these constraints requires careful planning, collaboration with experts and stakeholders, and a strong commitment to promoting responsible snake identification, consultation services, and wildlife conservation efforts.

Business Model

1. **Freemium Model:**
Offer basic snake identification and consultation services for free to attract a wide user base. Users can submit observations and receive limited identification results and general advice. To access premium features, such as real-time expert consultation, in-depth species information, and priority support, users can opt for a subscription-based premium plan with a recurring fee.
2. **Pay-Per-Use Model:**
Implement a pay-per-use model where users are charged a fee for each snake identification or consultation request. Users pay a set amount for each identification result or real-time consultation session they receive. This model allows users to pay only for the specific services they require, providing flexibility and cost control.
3. **B2B Collaboration:**
Collaborate with wildlife conservation organizations, zoos, wildlife parks, or tourism agencies as a B2B service provider. Offer custom packages for these organizations to integrate snake identification and consultation services into their educational programs, visitor experiences, or wildlife tours. This model allows for bulk subscriptions or one-time service charges, providing a steady revenue stream.
4. **Sponsorship and Advertisements:**
Partner with relevant wildlife conservation organizations, environmental agencies, or companies promoting eco-friendly products and services. Offer sponsored content or advertisements within the snake identification platform to generate revenue. However, be cautious not to compromise the user experience with excessive advertising.
5. **Data Insights and Research:**
Anonymize and aggregate user data related to snake encounters and snake species observations. Analyze this data to identify trends, geographical patterns, and ecological insights. Offer research reports and data insights to scientific institutions, environmental researchers, or conservationists for a fee.
6. **Educational Programs and Workshops:**
Organize paid educational programs, workshops, or webinars related to snake identification, snake safety, and wildlife conservation. Target schools, universities, corporate groups, or interested individuals who wish to learn more about snakes and their importance in ecosystems.
7. **Crowdfunding or Grants:**
Consider crowdfunding campaigns or applying for grants from environmental organizations, governmental bodies, or conservation funds to support the project's

development and operations. These sources can provide non-repayable funding to launch and sustain the snake identification and consultation services.

It is important to strike a balance between generating revenue and fulfilling the project's mission of promoting snake conservation, public safety, and ecological awareness. Ensuring a positive user experience, maintaining data privacy, and delivering reliable identification and consultation services are vital for building trust and attracting a loyal user base.

Concept Generation

In India, there is a lack of awareness about the snake. The World Health Organization (WHO) estimates that about 5 million snake bite cases occur each year, resulting in up to 2.7 million envenomings. Published reports suggest that between 81,000 and 138,000 deaths occur each year. Snakebite envenoming causes as many as 400,000 amputations and other permanent disabilities. Many snakebites go unreported, often because victims seek treatment from non-medical sources or do not have access to health care. As a result, it is believed that many cases of snakebite go unreported.

The general public is not aware of the basic first-aid, medical resources, precautions, and misbelief about the snakes which are the main cause on dead of snakes. Photo identification will play a vital role in saving many lives humans as well as snakes.

Concept Development

The "Snake Identification and Consultation Services" using ML aims to create an innovative platform that harnesses the power of Machine Learning (ML) and Artificial Intelligence (AI) to provide accurate snake species identification and real-time expert consultation. The user-friendly mobile application will allow individuals to submit snake observations or images for identification. The ML-based system will analyze the data to precisely identify the encountered snake species, considering regional biodiversity.

Additionally, the platform will offer a real-time consultation chatbot backed by herpetologists and wildlife experts. Users can seek expert guidance on handling snake encounters, evaluating risks, and adopting appropriate safety measures. To foster a positive attitude towards snakes and promote responsible coexistence, the platform will incorporate educational content and interactive features.

The project's database will encompass a comprehensive collection of snake species found in different geographic regions, ensuring accurate identification and region-specific consultation. Data privacy and security measures will safeguard user information, and anonymized data may contribute to wildlife research and conservation efforts with user consent.

Through partnerships with wildlife organizations and educational initiatives, the platform will engage with stakeholders and promote snake conservation. The business model will include freemium services, subscription plans, and collaborations with B2B clients to achieve sustainability and continued development.

Ultimately, the "Snake Identification and Consultation Services" using ML seeks to empower the public with accurate snake identification, expert consultation, and educational resources, leading to a safer environment for both humans and snakes while contributing to snake conservation and ecological balance.

Final Product Prototype

The schematic diagram for the prototype consists of two main blocks: the Snake Identification System and the Consultation Chatbot.

1. Snake Identification System:
 - Input: Users submit snake observations or images through the mobile/web application.
 - ML Algorithm: The input data is processed using state-of-the-art ML algorithms, trained on a diverse snake species dataset.
 - Snake Species Identification: The ML model accurately identifies the species of the encountered snake and provides the result to the user.
 - Region-specific Database: The system refers to a comprehensive database of snake species found in different geographical regions to ensure accurate identification based on the location of the encounter.
2. Consultation Chatbot:
 - User Interaction: Users can initiate real-time consultations through the chatbot interface.
 - Expert Backing: The chatbot is supported by herpetologists and wildlife experts with in-depth knowledge of snake behavior and safety protocols.
 - Personalized Advice: The chatbot engages in live conversations with users, offering personalized guidance on how to respond to snake encounters, assessing potential risks, and taking appropriate safety measures.
 - Educational Content: The chatbot provides informative resources, educational content, and interactive quizzes to promote snake awareness and responsible behavior.

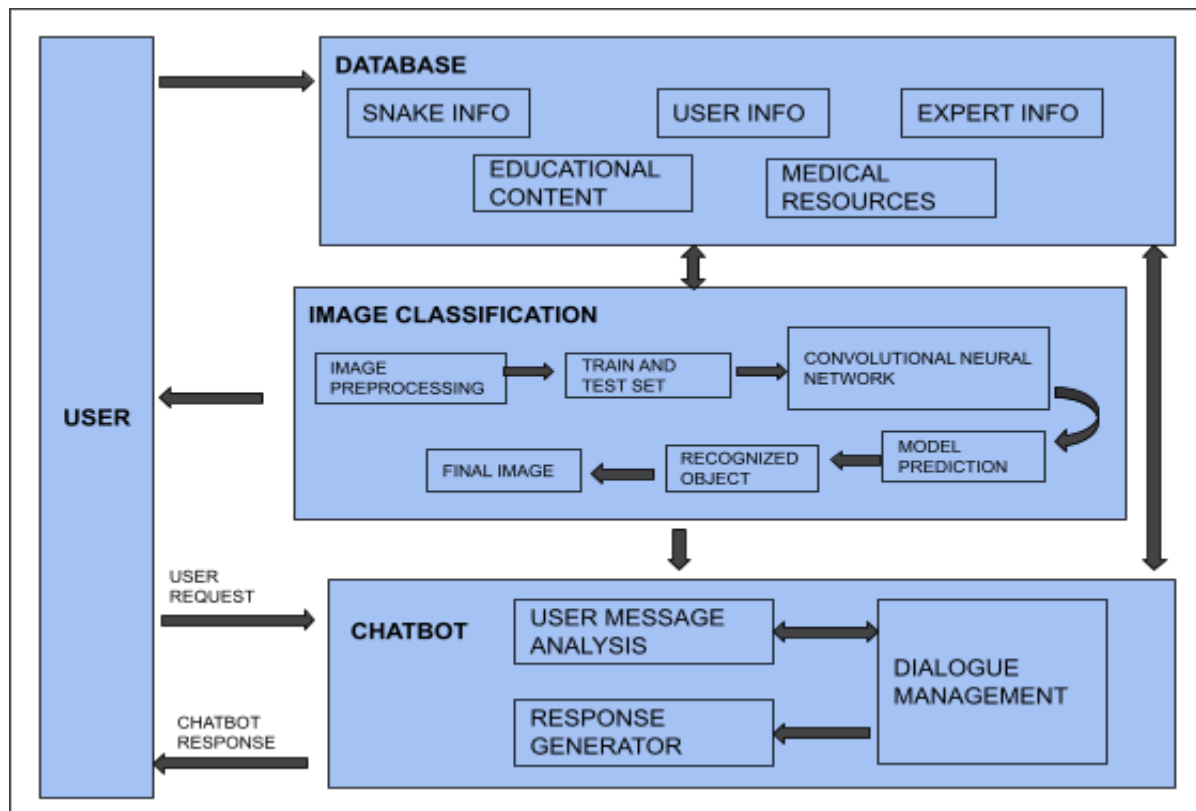


Fig. 1: Prototype Model

Product details

1. How the product will work:

The product will offer accurate snake species identification and real-time expert consultation services. It will be a mobile and web application that aims to empower users with essential knowledge about encountered snakes, their potential risks, and appropriate safety measures, fostering responsible coexistence and public safety.

Users can effortlessly submit snake observations or images through the intuitive mobile app. The AI-based identification system processes the data, referencing a comprehensive snake species database to accurately identify the encountered snake species.

The platform will integrate a chatbot equipped with natural language processing (NLP) capabilities. Users can engage in real-time conversations with herpetologists and wildlife experts, receiving personalized advice and guidance on handling snake encounters and ensuring safety.

The platform will cater to diverse geographic regions in India, acknowledging regional variations in snake biodiversity. The AI model will consider the location of the encounter, offering region-specific identification results and consultation services.

To raise public awareness and dispel misconceptions about snakes, the platform provides informative content, safety guidelines, and interactive quizzes. Users can access educational materials to better understand snake behavior and ecological significance.

User data, including snake encounter details, is treated with utmost confidentiality. Robust data encryption and privacy measures safeguard user information, ensuring compliance with data protection regulations.

The mobile app/ web features an intuitive and visually appealing interface, making it accessible to individuals of varying technical abilities. The user-friendly design encourages wider adoption and user engagement.

Anonymized data from user observations may contribute to wildlife research and conservation efforts. Aggregated insights may help identify snake population trends and support conservation initiatives.

2. Dataset Resources:

- **Herpetological Databases:**
Various herpetological databases and repositories may offer datasets with information on snake species, including images, descriptions, and geographic distributions. Examples include the Global Biodiversity Information Facility (GBIF) and the Integrated Taxonomic Information System (ITIS).
- **Reptile and Wildlife Conservation Organizations:**
Wildlife conservation organizations and herpetological societies might have curated datasets of snake species found in specific regions. These datasets may include images, species characteristics, and habitat information.
- **iNaturalist:**
iNaturalist is a popular citizen science platform that allows users to upload observations of wildlife, including snakes. It provides a wealth of crowd-sourced data that could be useful for training an AI model for snake identification.
- **Wildlife Research Institutes and Universities:**
Wildlife research institutes and universities often publish research papers that include datasets related to snake species. Exploring their publications and reaching out to researchers might yield valuable datasets.

3. Algorithms for Image Classification:

The workhorse algorithm that will be used at the core of the proposed system is the Convolutional

Neural Network, generally abbreviated as CNN.

Key points of CNN:

It is a type of Artificial Neural Network (ANN) heavily used in the field of computer vision. The building blocks of CNNs are called Filters whose job is to extract features (information) present in the input data.

The architecture of CNN:

- **Convolutional Layer:** These layers are made up of a set of filters (also called Kernels) that are applied to an input image. The output of the convolutional layer is called the Convolved Layer or Feature Map, which is a representation of the input image with the filters applied.
- **Pooling Layer:** This type of layer is responsible for lowering the computational load required to process the data by reducing the size (dimensions) of the convoluted layer.

- Fully-Connected Layer: FC layers are used towards the end of CNNs to take the features learned by the previous layers and use them to make predictions

4. Frameworks for Image Classification:

The following Python frameworks will play a crucial role in creating the desired system.

- Pandas: Pandas is a feature-rich library mainly used for handling, manipulating, and transforming data.
- BeautifulSoup: BeautifulSoup (BS4) is a web-scraping library that allows for easy fetch of data from webpages.
- Scikit-learn: It is the gold standard library for machine learning which comes with plenty of algorithms for regression, classification, clustering, and also for feature engineering tasks.
- Keras: Keras is a deep learning framework built on top of TensorFlow. It facilitates the easy creation of Artificial Neural Networks.
- Matplotlib and Seaborn: Both of these libraries are used for visualization purposes and are totally free to install and use just like the above ones.

5. Team required:

1. Machine Learning Experts: ML experts are essential to design and develop the snake identification system. They should have experience in building image recognition models, data preprocessing, and training ML algorithms for accurate snake species identification.
2. AI and Natural Language Processing (NLP) Specialists: Professionals with expertise in AI and NLP will be responsible for developing the real-time consultation chatbot. They will ensure that the chatbot can effectively engage with users, understand their queries, and provide relevant and accurate responses.
3. Herpetologists and Wildlife Experts: Herpetologists and wildlife experts bring domain knowledge about snakes' behavior, identification, and conservation. They will play a crucial role in curating the snake species database, verifying identification results, and providing expert advice during consultations.
4. Mobile App and Web Developers: The team should include skilled mobile app and Web developers who can design and develop a user-friendly and intuitive mobile and web application. They will create the interface for users to submit snake observations and access identification results and consultation services.

5. Database Specialists: Experts in database management will be responsible for maintaining the comprehensive snake species database, ensuring data accuracy, and managing the platform's data infrastructure.
6. UX/UI Designers: User experience (UX) and user interface (UI) designers will focus on creating an appealing and intuitive interface for the mobile application. They will ensure that the platform is easy to navigate and provides a positive user experience.
7. Data Scientists: Data scientists will work alongside ML experts to analyze data, identify trends, and continuously improve the snake identification system's accuracy through iterative learning.
8. Data Privacy and Security Experts: Professionals with expertise in data privacy and security will ensure that user data, including snake observations and personal information, is protected and complies with relevant regulations.
9. Conservation and Outreach Specialists: Conservation experts will contribute to the educational content and outreach initiatives, promoting snake awareness, ecological importance, and responsible snake encounters.
10. Project Managers: Project managers will oversee the entire development process, ensure timely progress, manage resources, and coordinate communication between team members.
11. Content Creators and Educators: Content creators will generate educational content, safety guidelines, and informative resources to raise public awareness about snakes and their conservation. Educators will design interactive quizzes and engaging materials.
12. Business Development and Marketing Specialists: These professionals will focus on formulating the business model, identifying revenue streams, and strategizing marketing efforts to promote the platform and attract users.

Code Implementation

Dataset Link:

<https://www.kaggle.com/datasets/adityasharma01/snake-dataset-india>

About Dataset This is the image dataset of various snake species found in India. The dataset is classified into train and test previously and then to Non-Venomous and Venomous. It contains images of cobras, vipers, rat snakes, and green tree vines. The size of every image is 400×400.

GitHub link:

https://github.com/DivyaGazinkar/Machine-Learning-Internship/blob/main/Snake_venomous_non_venomous_classification.ipynb

Conclusion

In conclusion, the project ideation for "Snake Identification System and Consultation Services" presents a promising and innovative solution to address the challenges associated with snake encounters and conservation efforts. Leveraging cutting-edge Machine Learning (ML) and Artificial Intelligence (AI) technologies, the proposed platform aims to accurately identify snake species and provide real-time expert consultation to users, fostering a safer environment for both humans and snakes. By incorporating a user-friendly interface, region-specific database, and educational resources, the project envisions promoting responsible coexistence and enhancing public awareness about snakes' ecological importance. The multidisciplinary team's collaboration, comprising ML experts, herpetologists, software developers, data scientists, and educators, will be instrumental in realizing the platform's vision and contributing to snake conservation efforts. The project holds the potential to revolutionize how individuals interact with snakes, ensuring a positive impact on wildlife conservation and human safety. As this project moves forward from ideation to implementation, it offers an exciting opportunity to create a tangible and meaningful contribution towards fostering harmonious cohabitation between humans and the natural world.