

**MADRAS SECURITY PRINTERS**



# **AI Driven Safe Cities**

**Next-Generation Safe City Solutions with Unified  
Command Centers and Convergence**



# Introduction

## Madras Security Printers

- MSP is a pioneer in delivering Turnkey secure IT solutions for Government entities, Public Sector Undertakings and large enterprises.
- MSP has achieved CMMI Level 5 maturity and is accredited with multiple ISO certifications.
- MSP has implemented various surveillance and ITMS projects across India, using cutting edge technologies.
- For over **48 years**, our organization has been at the forefront of digital innovation, pioneering advancements in e-Governance, large-scale System Integration, and related ICT solutions to drive efficiency, transparency, and citizen-centric service delivery





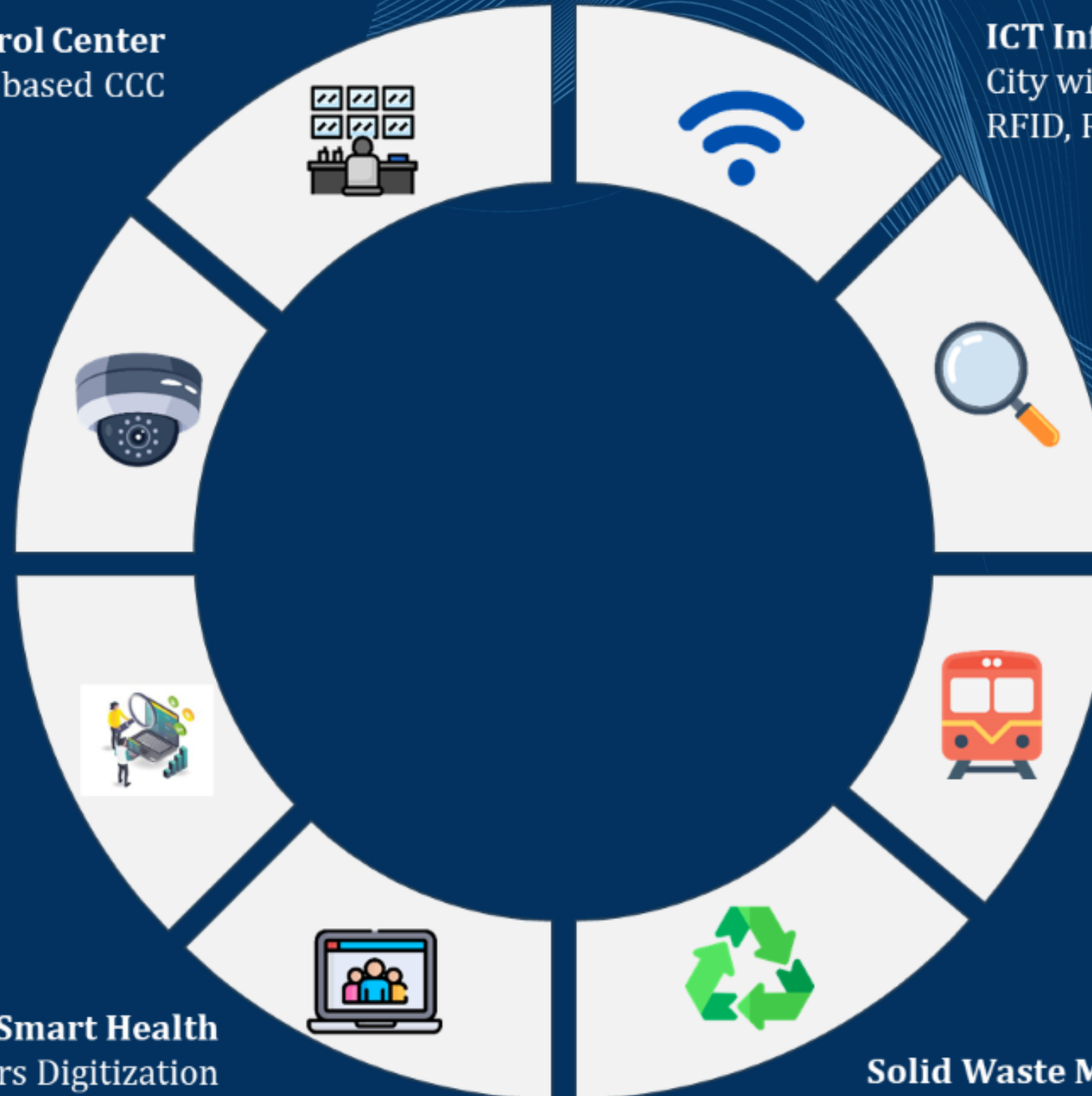
# MSP's SMART SOLUTIONS

**Command & Control Center**  
AI based CCC

**Surveillance Smart Cameras**  
Smart video analysis Smart  
Monitoring

**NOC and SOC solutions**  
Network Monitoring  
Vulnerability Management

**Smart Health**  
Health and wellness centers Digitization  
of medical records Telemedicine  
Access Electronic Card  
Emergency Services



**ICT Infrastructure**  
City wide OFC backbone  
RFID, Readers, CCTV & Public Wi-Fi

**Smart Track & Trace**  
QR Code Based Track and Trace  
System for Excise Department across  
the country for the various products

**Smart Traffic Management**  
Adaptive traffic management Solar  
wireless traffic controllers

**Solid Waste Management**  
ICT enabled waste collection system Smart bins  
Bio composting

# Safe City

## Integrated Command Control Center

Centralized hubs that monitor data from surveillance systems, traffic management systems, and emergency services to coordinate a quick response to incidents.



## CCTV Camers

Extensive network of high-definition cameras placed in public spaces, intersections, transport hubs, and sensitive areas.



## Real Time Monitoring

System that allow police to access real-time data, report incidents, and receive alerts on their mobile devices.



## AI Based Monitoring

Utilize artificial intelligence (AI), machine learning (ML) and Deep learning to analyze video feeds automatically, identifying suspicious activities or individuals and alerting authorities without human intervention.

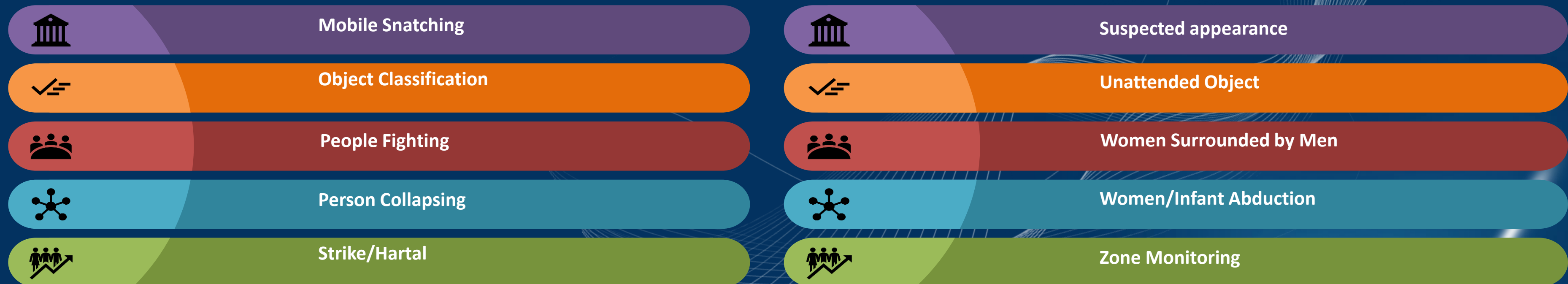
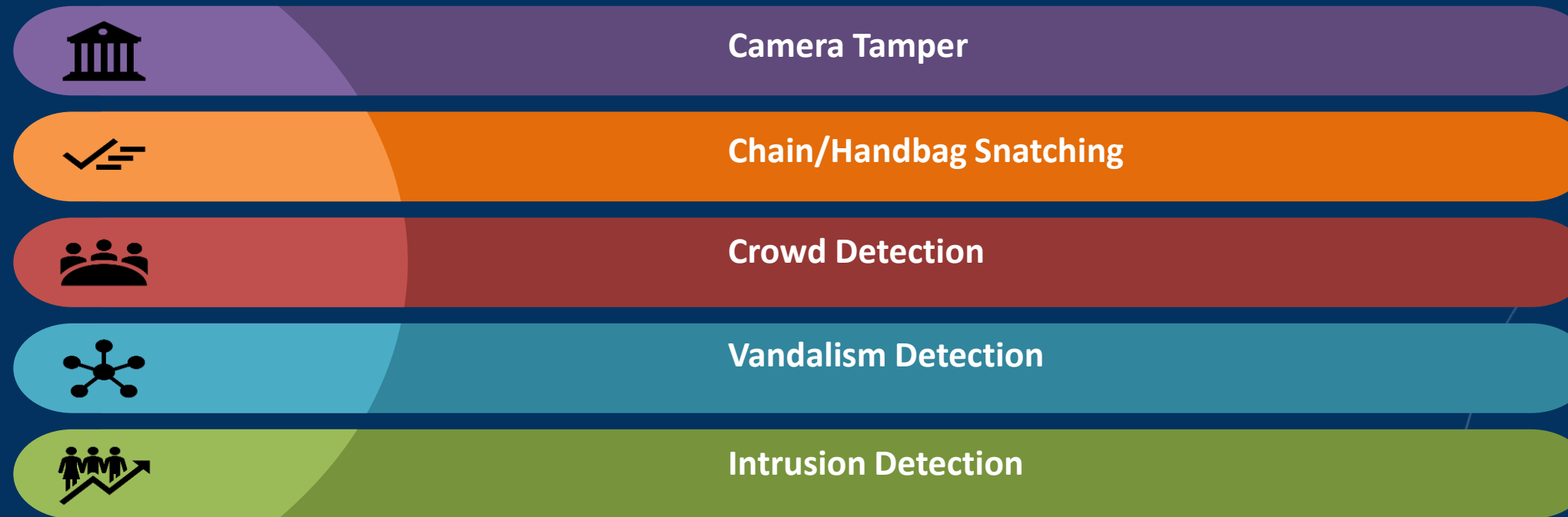




# Enhancing Safe and Smart City



- AI can be used in public safety to monitor environments in real time, detect threats, and help law enforcement respond faster.
- **Facial recognition, behavior analysis, gunshot detection and predictive policing** can be accomplished using AI/Machine Learning algorithms.



# Surveillance System in other Countries

01

## China

Country which has implemented the largest network of surveillance systems followed by USA

02

## Chongqing

Chongqing leading in terms of the sheer number of cameras.

03

## Delhi

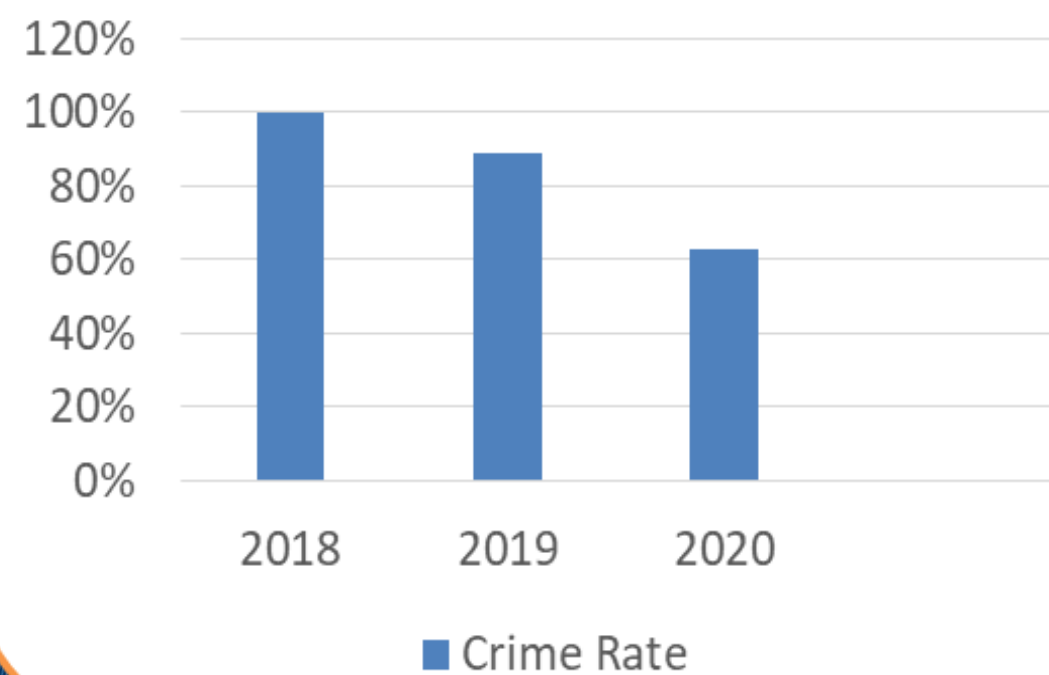
With highest number of surveillance cameras per capita. A 2022 report by Comparitech highlighted that Delhi had over 1,826 CCTV cameras per square mile, making it one of the most surveilled cities globally.



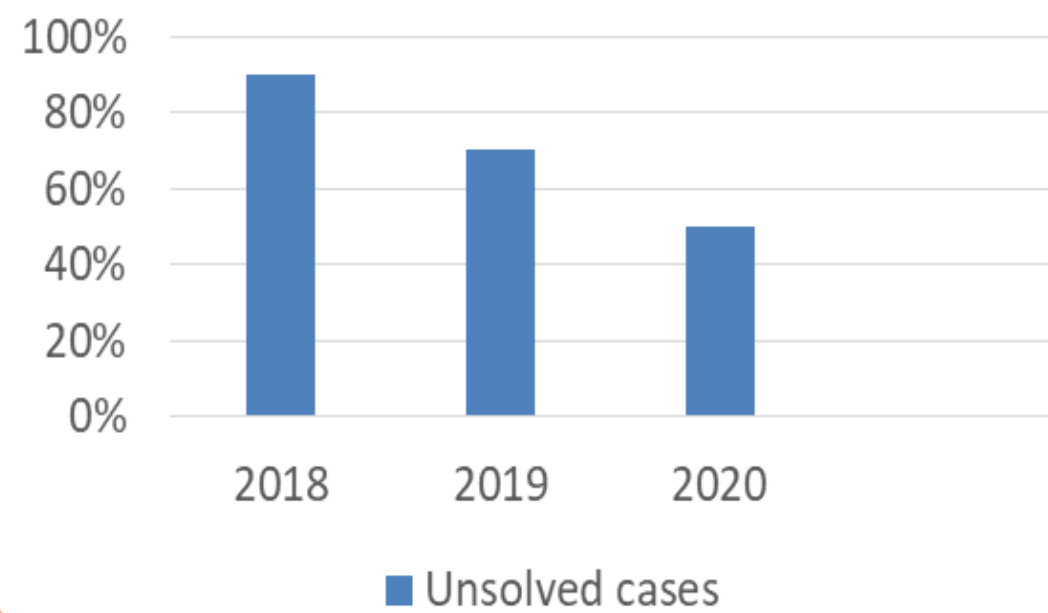


# Statistical Comparison Data - Crime Deduction due to Surveillance System

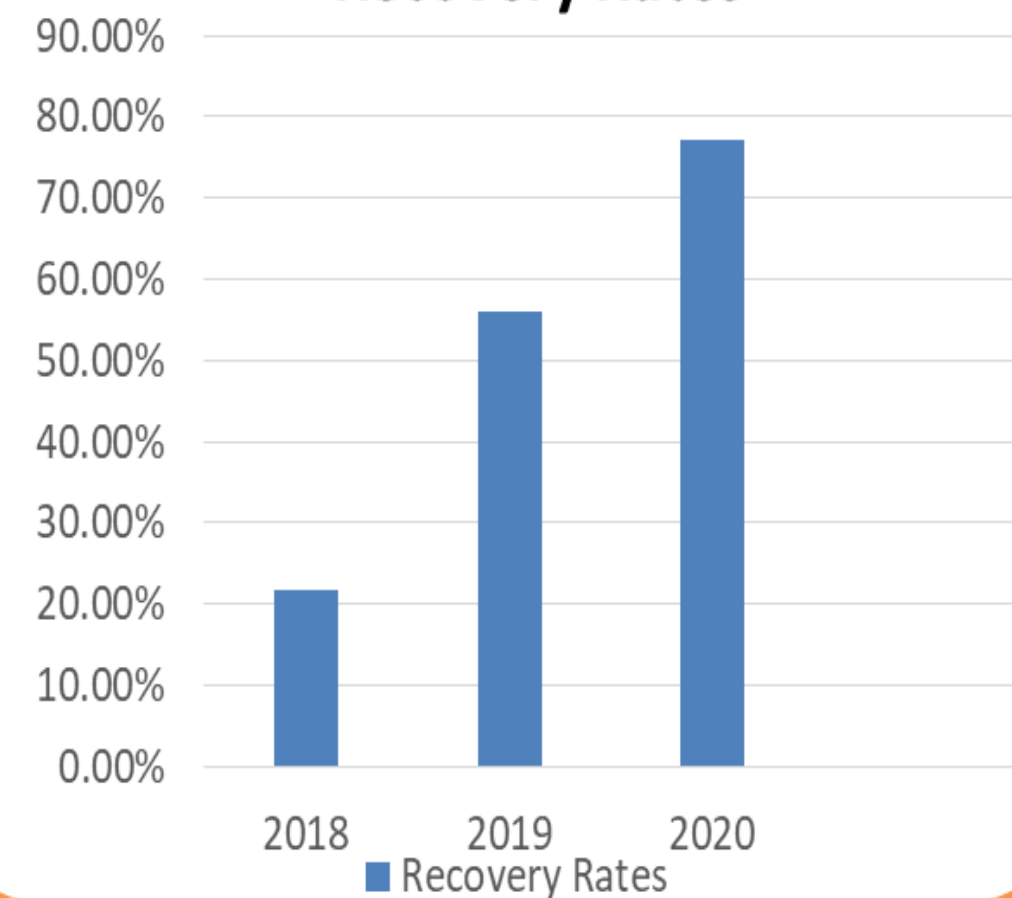
Crime Rate



Unsolved Cases



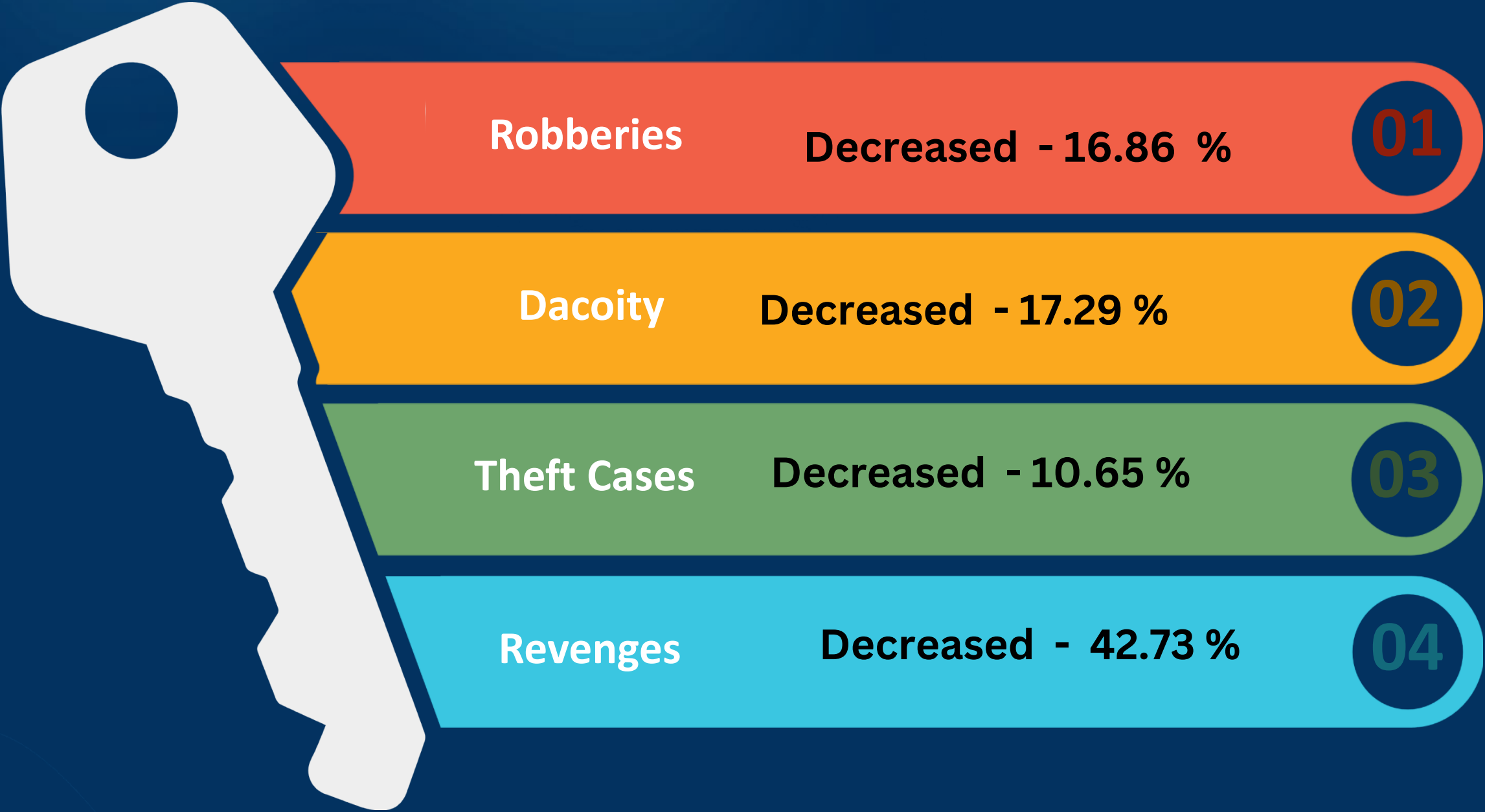
Recovery Rates



\*Data source(Article): Impact of CCTV surveillance on Crime from IIT Kanpur  
<https://ccjr.cse.iitk.ac.in/opapers/Impact of CCTV on Crime.pdf>



# Statistical Comparison Data - Crime Deduction due to Surveillance System



Data Source : Significant reduction in property crimes and bodily offences in 2024, claim T.N. police, The Hindu article March 6, 2025  
URL - <https://www.thehindu.com/news/cities/chennai/significant-reduction-in-property-crimes-and-bodily-offences-in-2024-claim-tn-police/article69297843.ece>





# Why Safe City ?

## Crime Detection

Transforming Public Safety with Smart IT-Driven Crime Detection Solutions

## Surveillance and Monitoring

Employs advanced technologies for real time monitoring and crime prevention.

## Data Driven Governance

Leveraging AI/ML to forecast trends, anticipate public needs, and proactively address issues.

## Women and Children Safety

Ensuring safety for women and children in cities requires a multifaceted approach



## Emergence Responses

Ensures quick and effective responses to incidents through communication and planning.

## Technology & Innovations

Utilizes AI driven solutions to enhance security and efficiency.

# CHENNAI SAFE CITY PROJECT – CASE STUDY

## Identified Problems

- Cases related to Chain snatching were increased
- Violence against women & children
- Accidents were high due to over speed and traffic violation
- Chaos / Confusions in the highly crowded area
- Strike / Riot in the events
- Mobile snatching
- Crime due to Staking and Ganging

MSP has identified 1750 key location in the Chennai city and implanted 5250 high end 5 mega pixel cameras for monitoring and ANPR camera to monitor vehicles

MSP has executed the end-to-end development and deployment of an Integrated Command and Control Center (ICCC), equipped with real-time data visualization and surveillance integration

A secure, high-performance Data Center has been set up, incorporating best-in-class hardware, virtualization, and disaster recovery protocols

AI-driven alerting system within the ICCC dashboard, providing real-time notifications for surveillance breaches, speed Violations , camera downtime, SOS alerts and emergency triggers

Camera will send Footages to the ICCC ensuring 24/7 Monitoring.

AI/ML driven live analytics, heatmaps, and alerts enhanced awareness activities.

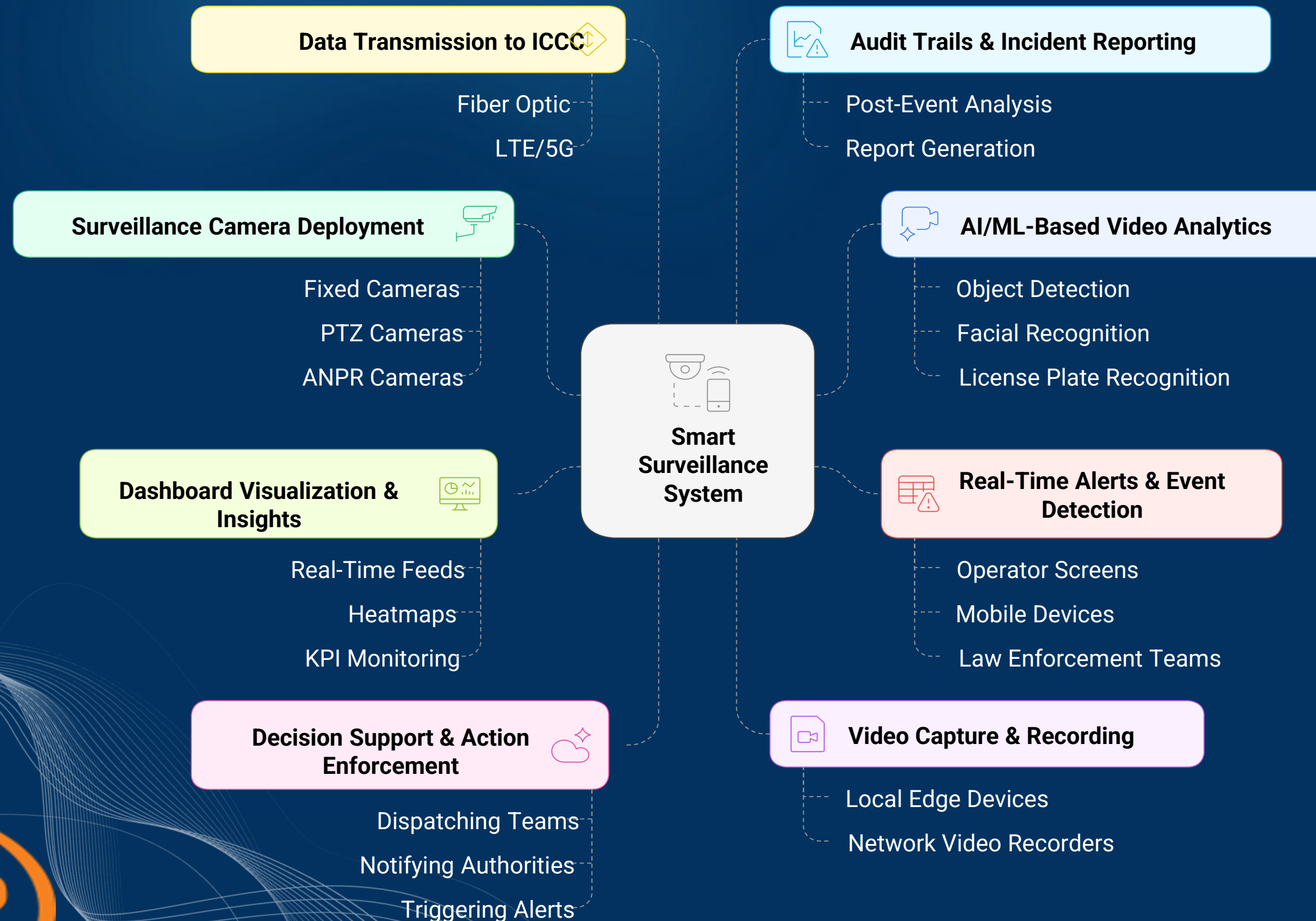
Rapid response to incidents and Significant reduction in crimes

Leveraged AI/ML tools to detect patterns and generate early warnings for potential threats.





# Smart Surveillance System Architecture



# Convergence

Open & Interoperable

Seamless Integration  
of Surveillance Feeds  
Alerts & IOT Devices

Seamless  
Deployment

Single Suite  
Software

Situational Awareness

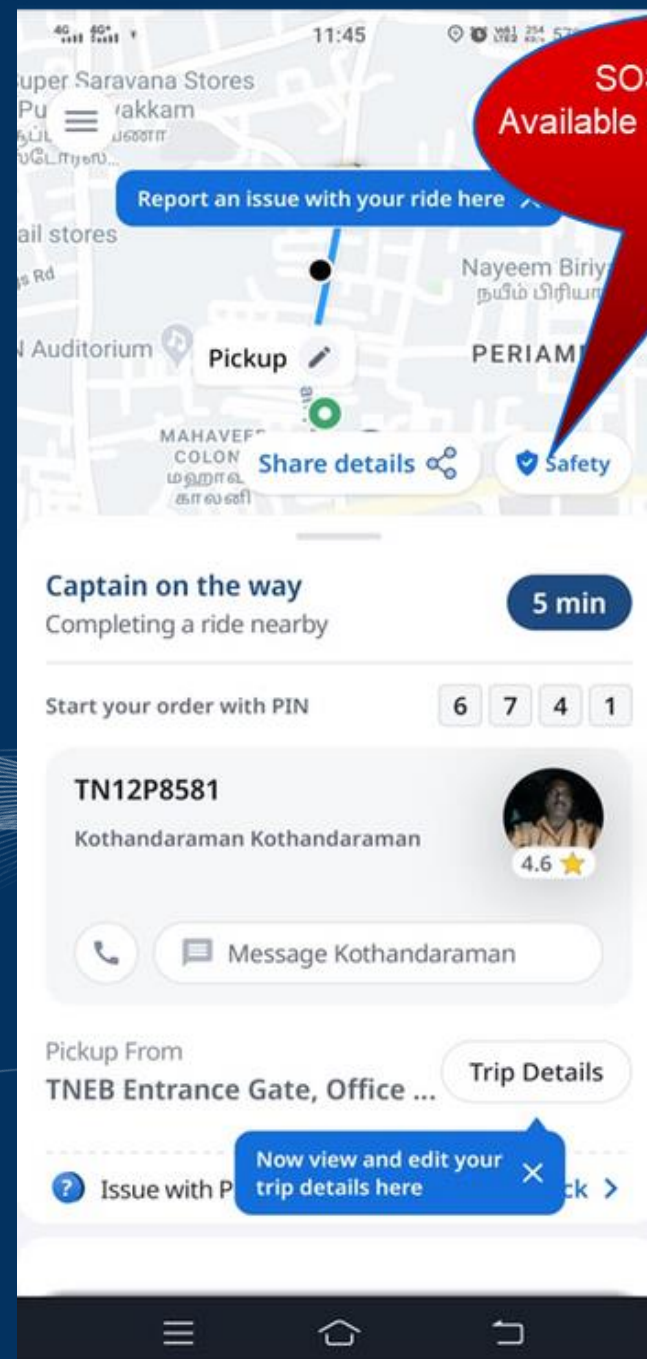




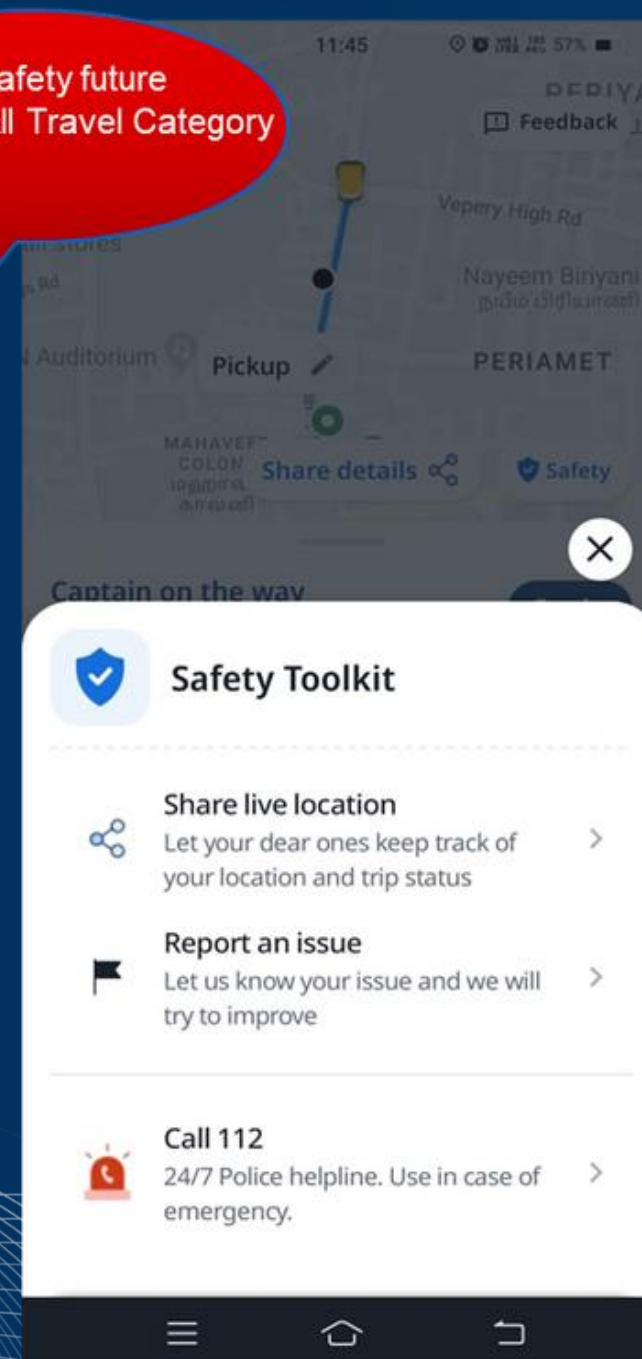
# SOS Alert TAT Optimisation

MSP has enhanced emergency responsiveness by optimizing the SOS alert system. Alerts are instantly routed to the police, facilitating real-time intervention and improved citizen safety.

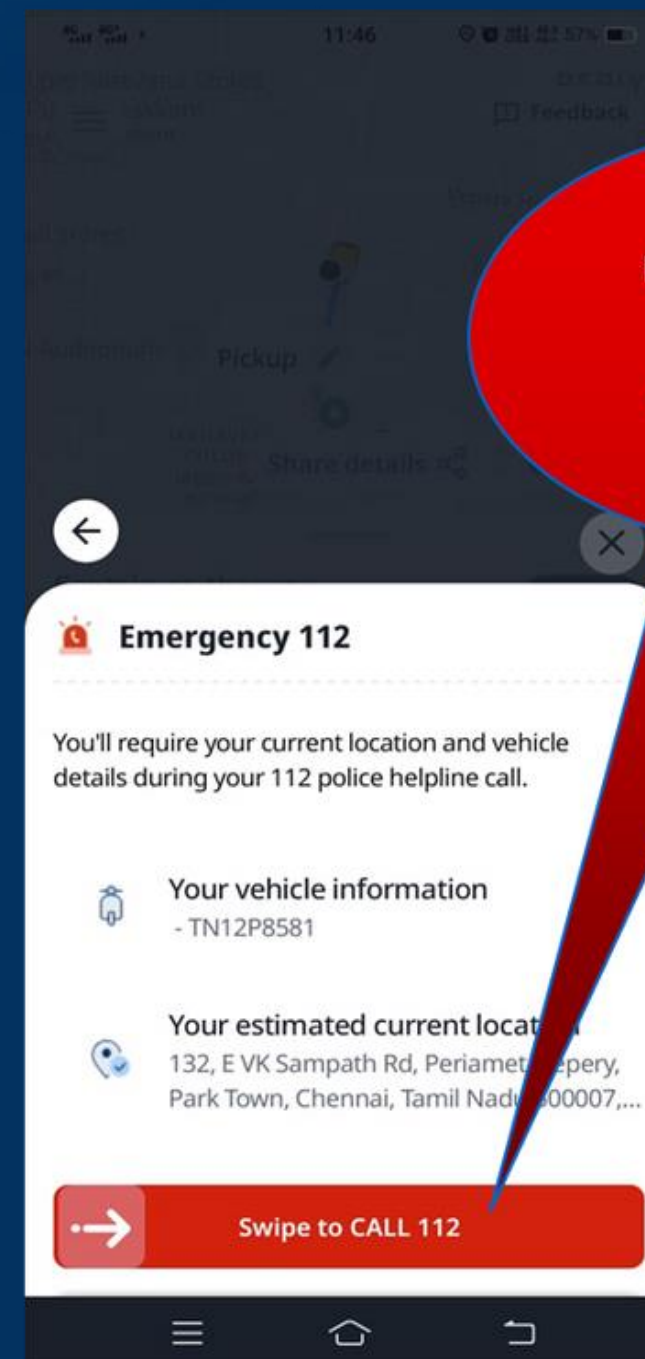
Step -1



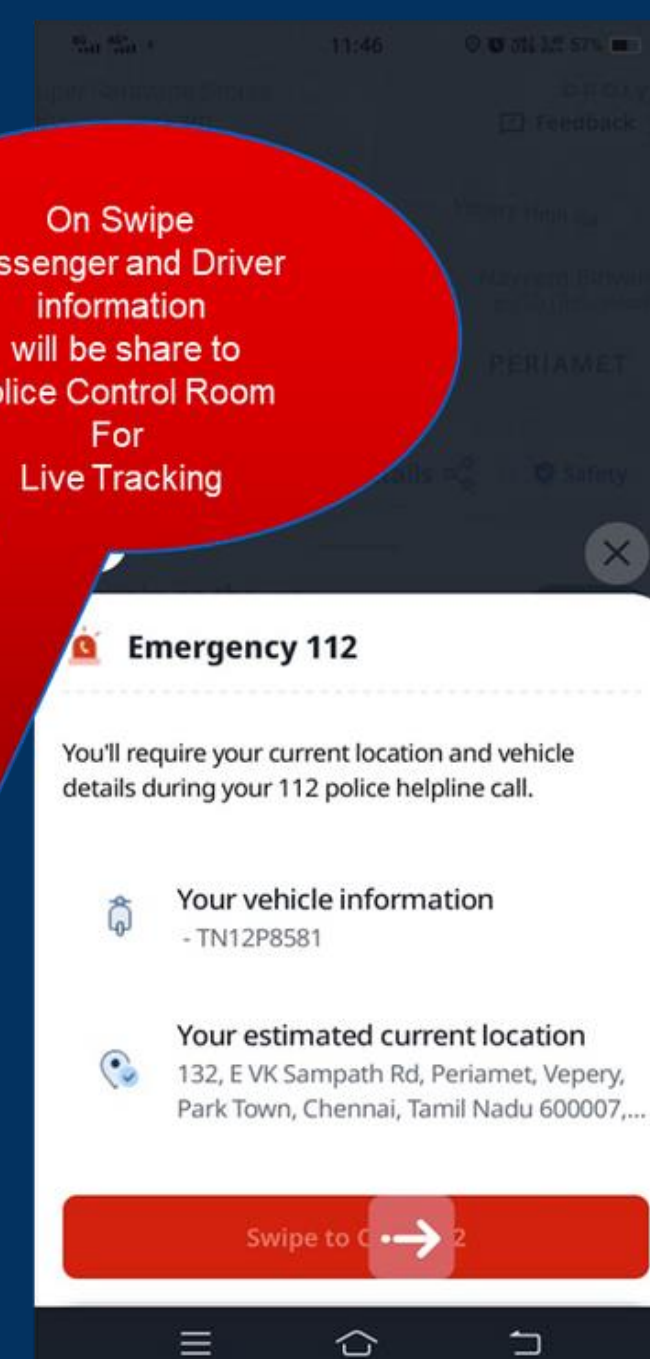
Step -2



Step -3



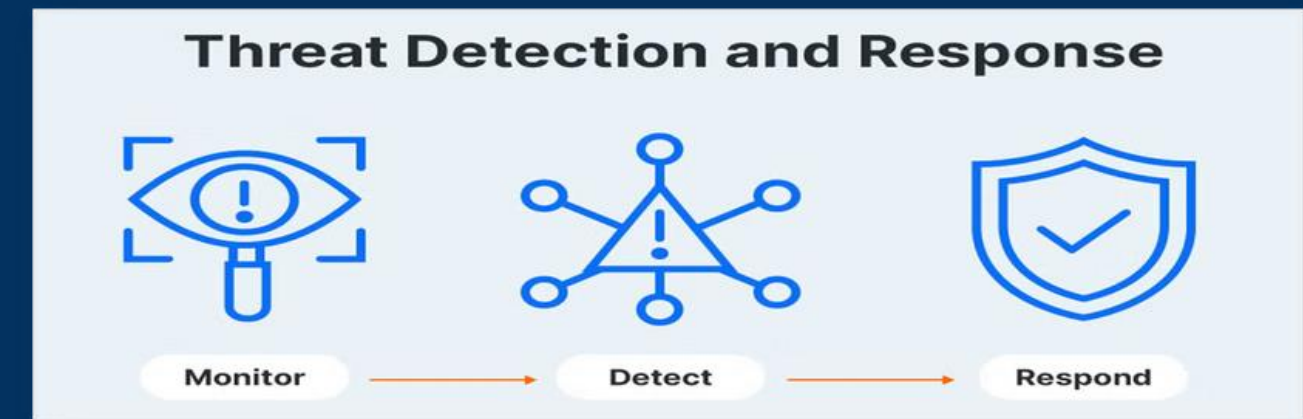
Step -4



# Solving the Toughest Cybersecurity Challenges

## Comprehensive Threat Protection:

- Defense against ransomware, phishing, and zero-day attacks
- Real-time threat intelligence and adaptive security measures
- Seamless compliance with global and local regulations (GDPR, ISO 27001, HIPAA)
- Rapid incident response and disaster recovery to minimize downtime



## Cybersecurity-Enabled Smart Solutions

- We have set up an advanced Cybersecurity Lab in Chennai to strengthen the region's cyber resilience through innovation, skill development, and real-time threat response capabilities
- All our projects have been successfully delivered with robust Firewall Security implementations, ensuring secure network perimeters, threat prevention, and compliance with industry-standard cybersecurity protocols.
- Our solutions are designed to protect against unauthorized access, malware, and evolving cyber threats, forming a critical layer in the organization's defense strategy





# Why Choose MSP

MSP offers end-to-end expertise in e-Governance, System Integration, and innovative technology solutions.

Our commitment to quality, reliability, and customer-centric delivery makes us the trusted partner for digital transformation.

## Impactful and Market Friendly

- 40+ years of industry leadership
- Proven success in e-Governance and large-scale integrations
- Certified teams and cutting-edge infrastructure
- Seamless project execution from design to deployment
- Commitment to innovation, quality, and client satisfaction

## Why MSP Stands Out

MSP brings over 40 years of experience in delivering mission-critical IT solutions across government and enterprise sectors.

Our holistic approach combines deep domain knowledge, technical proficiency, and a proven track record of successful implementations, ensuring reliable and scalable outcomes for every engagement.

Comprehensive Secure IT Solutions provider for Government Departments, Public Sector Units (PSUs), And Large Enterprises.

**At MSP, we don't just deliver solutions—we deliver value.**







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# Thank You for Your Valuable Time

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