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Look Deeper

The Benchmark for AI-Powered Public Safety in India

How Andhra Pradesh Built a Statewide Intelligence Ecosystem

Case Study

Metadata Block

- **Organisation:** Real Time Governance Society (RTGS) & Government of Andhra Pradesh
- **Platform:** CCTV360 (RTGS) — Powered by Videonetics
- **Industry Segment:** Law Enforcement & Public Safety
- **Project Location:** 28 Districts, Andhra Pradesh
- **System Integrator:** MATRIX Security & Surveillance Pvt. Ltd.

Solution:

- Video Management System
- Multi-Site Aggregation
- Traffic Management System
- AI-Enabled Video Analytics
- Face Recognition System
- Person/Vehicle of Interest Search
- Integrations: CCTNS, VAHAN, E-Ticket, GIS, & Integrated Command & Control Centre (ICCC)

The Background

Andhra Pradesh is one of India's most technology-forward states, home to over 50 million people across 28 districts and 162,970 sq. km. of diverse terrain. Through the Real Time Governance Society (RTGS), the state has unified every government department onto a single intelligent platform, using AI, machine learning, and IoT to create a real-time, intelligence-driven governance ecosystem.

Safety is central to that vision. With rapid urbanisation, expanding highway infrastructure, millions of pilgrims visiting religious sites annually, and a population spread across urban, rural, and highway environments, Andhra Pradesh needed a surveillance backbone that could match the complexity of the state itself. To achieve this, Andhra Pradesh deployed CCTV360, a Videonetics-powered AI surveillance platform that integrates video management, traffic enforcement, facial recognition, and real-time intelligence sharing across all 28 districts, creating one of India's largest AI-powered public safety deployments.

The Challenges

Modern policing at the state scale has one unavoidable problem: time. And in a state as vast and complex as Andhra Pradesh, 28 districts, 162,970 sq. km. of diverse terrain, millions of pilgrims, expanding highway networks, and a rapidly urbanising population, time is the one resource law enforcement can least afford to lose.

Andhra Pradesh Police faced this reality across four critical fronts:

Fragmented footage with no unified intelligence

Thousands of camera feeds operated in isolation, with no common intelligence layer connecting them. Every review was manual, every search was retrospective, and by the time a lead emerged from the footage, the window for action had often already closed.

Intelligence arriving too late to act

Field officers needed vehicle identifications, facial matches, and person-of-interest leads in real time, not hours after an incident. Existing workflows were built for documentation, not for the speed that modern law enforcement demands.

Criminal records disconnected from live sightings

CCTNS warrants, case histories, and criminal profiles existed in the system, but were never linked to live camera feeds. A wanted individual could walk past a camera undetected, with no alert, no flag, and no opportunity to intervene.

Blind spots across district boundaries

Suspects moved across jurisdictions faster than intelligence could be shared between districts. Inter-district coordination relied on manual communication, creating gaps that determined mobile offenders could, and did, exploit.
The scale of the challenge demanded a response that was equally ambitious. Andhra Pradesh needed a surveillance backbone that could match the complexity of the state itself, one that unified thousands of feeds, connected intelligence systems, and delivered actionable information in real time, across all 28 districts simultaneously.

The Solution

After rigorous evaluation, the Government of Andhra Pradesh selected Videonetics as the technology partner for CCTV360, a unified platform combining AI-powered Video Management System, Traffic Management System, AI-Enabled Video Analytics and Face Recognition System into a single AI backbone deployed across 15000+ cameras in 28 districts. Not a pilot. An entire state.

Surveillance & Video Management

- 15000+ IP cameras across 28 districts, managed through Videonetics VMS
- Cameras positioned at city entry/exit points, public gathering locations, police HQs, bus and railway stations, religious sites, toll plazas, and rural police-station limits
- Continuous live video monitoring, recording, and instant playback in a unified interface
- All 28 districts connected to the RTG State Centre in Amaravati

Live Video Monitoring

Traffic Management & Road Safety

- ANPR deployed across 680+ intersections with Red Light and Speed Violation Detection
- Cross-district vehicle tracking, a number plate entered at complaint is tracked statewide automatically
- Violations (no helmet, triple riding, no seatbelt) flagged automatically and fed into e-ticket management system
- E-tickets generated with full evidence, violator address, and complete audit trail

E-Ticket, Traffic Violation

Face Recognition System

- Continuous matching against missing persons, CCTNS-listed offenders, and POI databases
- Deployed across nearly 1,000 public places and government institutions statewide
- Integrated with CCTNS and NCRB, full criminal history surfaces the moment a match is made
- Operates in both live and offline modes

Face Recognition

Person/Vehicle Of Interest Search

- Upload a face or vehicle number plate at the moment of complaint; the platform automates statewide person or vehicle tracking
- Officers focus on field response while the system searches in the background

Loitering Detection

Crowd, Behaviour & Accident Detection

- Real-time crowd monitoring and behavioural alerting at sensitive locations
- Automatic accident detection on junction and highway feeds for rapid emergency response

Crowd Monitoring

The Integration that Makes It Work: CCTNS + E-Ticket in Real Time

A match, facial recognition, ANPR, or POI, doesn't just trigger an alert. It simultaneously pulls a live CCTNS lookup, surfacing warrants, case history, and inter-district movement. Traffic violations auto-generate an e-ticket. A field alert with full context is pushed to the right SHO, SI, or beat officer within seconds. Warrant status, criminal history, last known movement, all at the moment the camera sees the match. This end-to-end workflow is what most AI video platforms cannot replicate, and the reason CCTV360 (RTGS) platform delivers outcomes in hours, not days.

The Result

Andhra Pradesh stands as the only state in India to deploy AI-driven video intelligence at this scale, across 28 districts, with measurable impact on crime reduction and human welfare. What began as a state-level initiative has become a reference point for the entire country. The CCTV360 platform demonstrates that AI-powered safety infrastructure is not aspirational; it is operational, scalable, and replicable. Every state seeking to build safer communities, faster investigations, and more accountable law enforcement now has a proven model to follow.

The results of CCTV360 (RTGS) platform are measured not in camera counts, but in cases closed and people found. From the first weeks of full operation:

Operational Impact Across Andhra Pradesh

Stolen Vehicle Recovered within 3 Hours

A stolen two-wheeler reported in Bapatla was tracked across districts using ANPR technology, enabling police in Tenali to intercept and recover the vehicle within 3 hours.

Missing Children, Reunited with Their Families in Under 4 Hours
Two 11-year-olds reported missing from Yelamanchili were identified through the Face Recognition System (FRS) at Visakhapatnam Railway Station and safely reunited with their families.

Wanted Offender Apprehended in Just 81 Minutes
A Non-Bailable Warrant (NBW) offender was flagged by FRS at Tirumala Bus Stand, Tirupati. Real-time integration with CCTNS surfaced outstanding warrants, leading to swift arrest and custody.

The Missing Woman was Located The Same Day, After Over A Month
Following a statewide FRS alert, a woman missing for more than a month was traced from Anantapur to Puttaparthi and successfully located on the same day.

What Drives These Outcomes Is Architecture Built For Real-World Scale

Operational Scale: The platform runs across thousands of feeds spanning urban, rural, and highway environments, an entire state, not a pilot. Every camera, every feed, every district, unified under one operational layer.

Outcome Correlation: CCTNS, ANPR, FRS, POI, and e-ticketing are fused so every sighting arrives with the context needed to drive action, not just data, but decisions.

Human-Centred Workflow: Alerts reach the right SHO, SI, or officer, designed around how Indian policing actually runs, not around how technology assumes it should.

Humanitarian Impact: The same platform that catches offenders is reuniting children and vulnerable adults with their families. Beyond enforcement, it is a tool for protection.

Beyond individual cases, the platform's broader impact is evident across the state, reduced crime rates, faster investigations, measurably safer roads, and consistent, transparent traffic enforcement through automated e-ticket issuance. The open architecture ensures the system scales as requirements grow, with new capabilities added without disruption.

CCTV360's effectiveness has been independently reported across The Hindu, Deccan Chronicle, The New Indian Express, The Hans India, and NewsMeter, validating its impact across English, Telugu, and Hindi press.

Customer Testimonials

Sandeep Raju, Chairman, Matrix Security & Surveillance
"Most surveillance projects struggle at the integration stage — too many disparate systems, fragmented camera networks, and operational silos. What made this deployment different was the maturity of the Videonetics platform architecture. We were able to integrate AI analytics, ANPR, facial recognition, CCTNS workflows, ICCCs, and field-level operations into one cohesive environment operating across an entire state. The platform demonstrated exceptional scalability and reliability under real-world policing conditions, while significantly reducing deployment complexity for all stakeholders involved."

Mrs. Malika Garg, IPS, SP Operations, AP Police
"For officers on the ground, speed changes everything. Earlier, by the time CCTV footage was manually reviewed, valuable response time was already lost. Today, the system automatically alerts us about suspicious vehicles, wanted offenders, or missing persons within minutes. In several cases, we were able to act immediately because the platform gave us precise locations, timestamps, and movement history in real time. It has made investigations faster, patrol teams more effective, and field coordination far more efficient."

Ch. Srikanth, IPS, IG Operations, AP Police
"The true value of technology in policing is measured not by the number of cameras deployed, but by the outcomes delivered to citizens. This platform has helped us recover missing children, apprehend repeat offenders, trace stolen vehicles, and strengthen inter-district intelligence sharing at an unprecedented scale. Equally important, it has enabled our officers to make faster and more informed operational decisions. The Videonetics-powered CCTV360 initiative is a landmark step toward building a smarter, more proactive public safety framework for the future."

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