

# MADURAI MAKAL APP

*A Citizen-Powered Smart City Platform for Waste Management*

VISION

- ✓ Empower citizens to keep the city clean
- ✓ Transparent coordination with authorities
- ✓ Technology-driven civic responsibility

◆ *By the people. For the city. A smarter Madurai starts here.*

# PROBLEM STATEMENT

## What is the Problem?

- 1 Garbage often goes unreported
- 2 No simple, trusted reporting channel for citizens
- 3 Cleanup status not visible to citizens
- 4 Low accountability and civic motivation
- 5 No transparent feedback loop between citizens and authorities
- 6 Authorities lack structured data on problem hotspots

**IMPACT:** Unhygienic streets, poor quality of life, and zero civic motivation.

# OUR SOLUTION

## Madurai Makkal App — A single citizen-powered civic platform

### One-Tap Reporting

Photo-based waste issue reporting with one tap

### GPS-Based Location Tagging

Issues auto-tagged with precise location data

### Real-Time Status Tracking

Citizens can track every complaint end-to-end

### Authority Verification

Cleanup confirmed with photo proof by authorities

### Citizen-First Design

Simple UI built for every citizen, not just tech users

### From Complaints to Collaboration

Bridging citizens and authorities for real civic impact

- ✓ Simple to use
- ✓ Real-time tracking
- ✓ Transparent accountability

# AI & REWARDS

## *Madurai Makkal App — Practical AI + Gamified Civic Participation*

### **Image Validation**

AI validates reported photos and detects duplicate submissions

### **Fake Report Filtering**

Behavior analysis filters spam and false complaints

### **Issue Categorization**

AI auto-classifies waste type and urgency level

### **High-Risk Zone Heatmaps**

Identifies recurring problem zones for priority action

### **Points & Badges**

Citizens earn rewards and recognition for every report

✓ Practical AI

✓ Gamified Participation

✓ Leaderboards & Social Motivation

# WHY OUR PRODUCT STANDS OUT

**Madurai Makkal App — By the people. For the city.**

1

## Real Problem

Solves a genuine daily urban problem citizens face

2

## Citizen-Centric

Built for participation and scalable to any city

3

## Meaningful AI

AI that validates, filters and categorizes — no gimmicks

4

## End-to-End Workflow

Fully working: report to assign to resolve to verify

5

## High Social Impact

Cleaner streets and stronger civic pride for all

6

## Strong Demo Clarity

Intuitive UX with clear flow judges can follow instantly

7

## Transparent & Trusted

Every action is visible, verified, and accountable

8

## Scalable by Design

Architecture ready to expand to any city in India