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“Traffic Violation Detection System”

“A Business Plan Integrating Smart Surveillance with Citizen Rewards”

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Executive Summary

This project addresses a significant loophole in current traffic enforcement systems—compliance only in camera-monitored zones. In many urban and semi-urban areas, riders wear helmets or limit passengers only when passing fixed surveillance points, then revert to unsafe and illegal behavior once out of view. This reactive and location-specific enforcement model fails to ensure consistent road safety and allows habitual violators to exploit blind spots in the system.

To combat this issue, the proposed solution introduces a dashcam-based traffic violation detection system, specifically targeting two-wheeler offenses such as riding without helmets, triple riding, and mobile phone usage while driving. Unlike static surveillance infrastructure, this system leverages dashcam footage from both public and private vehicles, enabling continuous, decentralized monitoring across all road types and geographies.

What sets this approach apart is its unique **incentive-driven model**. Dashcam owners—citizens, fleet operators, or delivery personnel—receive redeemable reward points when their submitted footage leads to confirmed violations. These points can be exchanged at partner platforms like petrol pumps or retail chains, promoting community involvement in traffic law enforcement. By crowdsourcing vigilance and offering tangible benefits, the system encourages voluntary participation and transforms passive commuters into active contributors to public safety.

Overall, this project blends technology, behavioral economics, and civic engagement into a scalable business solution that not only enhances road safety but also fosters a culture of accountability and reward-based enforcement.

1.) Current Scenario of Traffic Violations in India

India has one of the highest rates of road accidents globally, and two-wheeler riders are among the most vulnerable. According to recent data from the Ministry of Road Transport and Highways (MoRTH), over **1.5 lakh people** lose their lives in road accidents every year, with **more than 40%** of these involving two-wheelers. A large portion of these fatalities is linked to non-compliance with basic safety norms such as helmet usage, overloading (triple riding), and distracted driving.

A disturbing pattern shows that **helmet compliance increases near traffic camera zones**, but riders often remove them shortly after passing checkpoints. This behavior not only endangers lives but also highlights the limited reach of current enforcement infrastructure.

Recent stats:

- **Over 55,000 deaths** in 2023 due to helmetless riding alone.
- **More than 12 million traffic violations** by two-wheelers reported nationwide.
- An estimated **70% of two-wheeler accidents** occur in areas without camera monitoring.

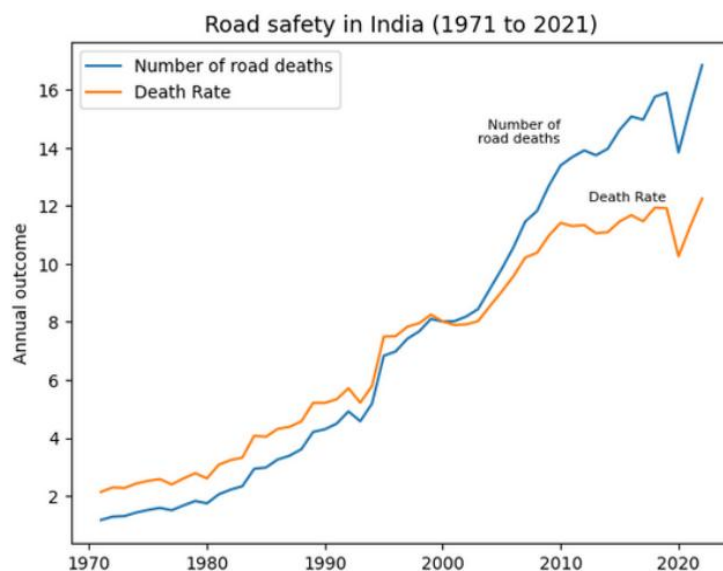


Figure 1 : Number and rate of road deaths in India from 1971 through 2021
(Source: NCRB 2022 & Transport Research Wing)

This calls for a scalable, real-time, and decentralized system that can extend beyond static checkpoints—and that's where our dashcam-based detection system comes in.

1.) Problem Statement

- **Riders often comply with traffic rules only in areas where visible traffic enforcement cameras are installed.** Helmet usage, seat limits, and disciplined riding behavior are often performative—triggered only when riders approach known surveillance zones.
- **After crossing these monitored areas, many violators revert to non-compliance.** Helmets are taken off, third passengers hop back on, and illegal maneuvers resume. This behavior highlights a core flaw in our current traffic monitoring infrastructure: it's static and limited in scope.
- **Current enforcement systems are predictable, fixed, and thus easily bypassed.** Once riders learn where cameras are located, they adapt their behavior temporarily to avoid penalties. This predictability severely reduces the deterrent effect of surveillance.
- **It is practically impossible for the government to install and maintain traffic monitoring infrastructure in every street, alley, or rural path.** The costs, logistics, and data processing requirements make such full-scale coverage unfeasible.
- **However, dashcams—both personal and commercial—can fill this gap.** With millions of vehicles on the road, dashcams can act as mobile surveillance units, offering real-time, decentralized monitoring. They can reach places static cameras can't, and their data can be crowd-sourced to create a broader, smarter enforcement ecosystem.

2.)Solution (Traffic Violation Detection System)

The proposed solution introduces a dashcam-based helmet violation detection system, utilizing machine learning and computer vision to automatically identify when two-wheeler riders are not wearing helmets. The primary objective is to close the enforcement gap that exists in areas not covered by fixed traffic surveillance cameras.

Unlike conventional systems that rely on static infrastructure, this approach works on moving vehicles, enabling real-time detection across diverse terrains—city roads, highways, and even narrow alleys. Each dashcam-equipped vehicle becomes a mobile monitoring unit, significantly expanding the reach and responsiveness of traffic rule enforcement.

To promote widespread adoption, the system integrates a **reward-based model**. Dashcam owners whose footage leads to a verified helmet violation will earn

redeemable points, which can be exchanged at partner petrol pumps, stores, or online platforms. This model not only incentivizes citizen participation but also builds a sense of shared responsibility for road safety.

The system is designed to be scalable and future-ready. While the current version focuses solely on detecting helmet violations, the underlying architecture can be extended to detect other offenses such as triple riding or mobile phone usage while riding. This flexibility allows the platform to evolve as regulations, technologies, and user needs change.

Furthermore, the solution supports integration with existing dashcam hardware and mobile dashcam apps, ensuring easy accessibility and minimizing the need for new infrastructure.

3.)Market Analysis

Target Users

The proposed dashcam-based helmet violation detection system serves a wide range of stakeholders, each with specific needs and incentives:

- i. **Traffic Departments:** These are the primary regulatory bodies responsible for road safety enforcement. With limited infrastructure and manpower, traffic departments can use this system to extend their surveillance capabilities into areas beyond static checkpoints, enhancing rule enforcement without significant investment.
- ii. **Private Vehicle Owners with Dashcams:** Everyday citizens become active participants in improving road safety. By simply using their vehicles as usual, dashcam owners can contribute valuable footage and receive redeemable rewards, creating a sense of civic responsibility with personal benefit.
- iii. **Fleet Operators (Delivery, Rideshare, and Logistics):** Companies operating multiple vehicles with installed dashcams (like Swiggy, Zomato, Ola, etc.) can utilize the system as an added layer of utility. It helps these businesses demonstrate CSR, earn rewards, and improve their public image by contributing to safer roads.
- iv. **Insurance Companies:** Insurance firms stand to gain from reduced accident rates and improved rider behavior. Access to verified violation data can help insurers refine risk assessment models, reduce fraudulent claims, and potentially offer lower premiums to safe riders.

Market Gaps Solved

Despite investments in traffic cameras and patrols, there remain critical gaps in current surveillance systems. This solution addresses those voids:

- i. **Limited Coverage in Non-Monitored Areas:** Most traffic violations occur in small lanes, rural roads, and post-checkpoint zones, where fixed camera infrastructure is absent or impractical. The mobile nature of this system ensures violations in these areas are still captured and reported.
- ii. **Lack of Incentives in Existing Surveillance Models:** Current systems are entirely enforcement-driven and lack public involvement. There is no direct benefit for citizens to support traffic law enforcement. By introducing incentives and rewards, this system solves that gap and drives mass participation.

Why It Works

This solution blends technology, community participation, and behavioral economics to deliver results:

- i. **Distributed Surveillance = Wider Reach**
By utilizing privately owned dashcams as mobile monitoring units, the system creates a crowd-sourced enforcement network that scales far beyond what government infrastructure alone can achieve.
- ii. **Gamification = Public Interest and Behavior Shift**
The reward point system transforms traffic law enforcement into a gamified experience. Citizens are motivated to participate not just by duty, but by tangible benefits, encouraging a cultural shift toward better compliance.
- iii. **Governments Save Costs, Citizens Benefit**
This model reduces the financial burden on the government for expanding surveillance infrastructure. In return, citizens receive value through rewards, making it a win-win public-private partnership in road safety.

4.) Business Model

The project adopts a hybrid business model that caters to both government bodies and individual users, ensuring scalability and sustainability across different market segments.

B2G (Business-to-Government)

The platform will be offered to traffic departments and enforcement agencies as a service. This includes access to a comprehensive analytics dashboard that provides:

- Real-time and historical data on helmet violations.
- Heatmaps of high-violation zones.
- Violation trends and reports for policymaking.
- Dashcam-based evidence archives.

By licensing the software to government agencies, the platform enables **data-driven enforcement** without the need for expanding physical infrastructure.

B2C (Business-to-Consumer)

A user-friendly **mobile application** will be offered to individual users—particularly private vehicle owners with dashcams. The app will:

- Automatically process dashcam footage in the background
- Detect helmet violations using AI/ML
- Submit verified violations to the central system
- Reward users with redeemable points for confirmed cases

This creates a **community-driven ecosystem** where users become contributors to public safety while earning real-world benefits.

Revenue Streams

The platform generates income through multiple verticals, ensuring a diversified and stable revenue model:

- **Fleet Subscription Plans:**
Fleet operators (logistics, delivery, and rideshare companies) can subscribe to premium plans for enhanced features, bulk user management, and enterprise-level dashboards.
- **Government Licensing:**
Traffic departments and municipalities will pay licensing fees for access to the backend analytics dashboard and violation reporting tools.
- **Ad/Partner Collaborations:**
Strategic partnerships with fuel companies, retail chains, and online platforms will be established to enable reward redemption. In return, these partners gain visibility and customer engagement via ad placements and cross-promotions.

This model ensures financial viability, scalability, and strong stakeholder alignment, making it suitable for phased rollout and long-term impact.

5.) Technical Feasibility

The proposed system is built upon proven technologies in the field of computer vision and machine learning, ensuring a high level of accuracy and real-time performance, even on modest hardware configurations.

At its core, the system performs real-time video frame analysis from dashcam footage. This involves breaking down the video feed into individual frames and applying algorithms to detect specific visual cues that correspond to traffic violations.

Current Detection Capabilities

The initial version of the system is designed to identify the following:

- **Helmet Presence Detection:** The algorithm detects whether the rider and pillion (if present) are wearing helmets using feature extraction and classification techniques.
- **Rider Count Detection** (*planned feature*): It counts the number of individuals on the two-wheeler to flag triple riding violations.
- **Mobile Phone Usage Detection** (*planned feature*): Future iterations can detect if the rider is using a mobile phone while riding, using motion and hand-object tracking.

Each detected violation is logged along with:

- **Timestamp** of the incident
- **Geolocation data** (if GPS is available via mobile app or dashcam)
- **Snapshot/frame** showing the violation clearly

This structured data makes it easy for authorities to verify, process, and act upon the violation reports.

Technology Stack

The system is built using:

- **OpenCV** for image processing and object detection
- **Classical Machine Learning models** (like SVM, KNN, and HOG-based detection), making it efficient for deployment on edge devices

- The architecture is **scalable to deep learning frameworks** like TensorFlow or PyTorch for future expansion, especially for more complex detections like phone usage and low-light analysis.

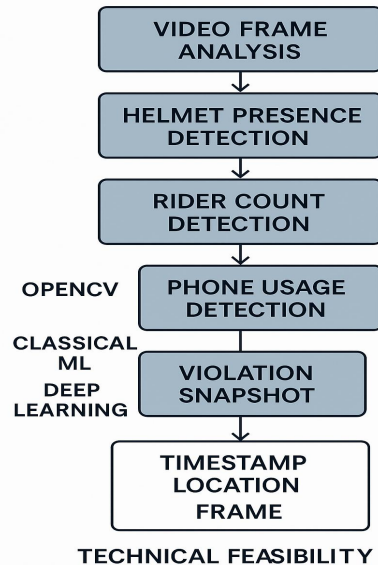


Figure 2: System Architecture Flowchart. Generated by ChatGPT (OpenAI, 2025).

The use of lightweight, classical models in the early stage ensures that the system can run on existing dashcams or smartphones without needing GPUs, making it practical for mass deployment.

6.) Marketing Strategy

To ensure wide adoption and engagement, the marketing strategy focuses on a mix of awareness, strategic partnerships, and reward-driven incentives. The goal is to position the system not just as a traffic enforcement tool, but as a movement powered by everyday citizens.

Awareness Campaigns: “Citizen Enforcers” / “Drive to Earn”

A strong branding campaign will be launched under themes like “**Citizen Enforcers**” or “**Drive to Earn**” to build emotional and social appeal. These campaigns will highlight:

- The power of ordinary citizens to improve road safety
- The rewards users can earn by simply driving with a dashcam
- Real-life stories and testimonials to showcase impact

Campaigns will be run across social media, YouTube, auto blogs, and regional language platforms to reach both urban and semi-urban users.

Strategic Partnerships

To accelerate adoption and distribution, the platform will actively seek collaborations with:

- **Dashcam Manufacturers:** Co-branded promotions, bundled software offers, and pre-installed systems on new dashcams.
- **Traffic Apps and Navigation Tools** (e.g., MapmyIndia, Google Maps): Integration of violation detection with route planning and live alerts.
- **Fleet Operators:** Special onboarding campaigns for logistics and delivery companies with large vehicle networks.

Reward Ecosystem Integration

To make the incentive system meaningful, the platform will partner with:

- **Fuel Companies:** Allow users to redeem points at petrol pumps (IOCL, BPCL, HPCL, etc.), encouraging recurring usage.
- **Retail Brands & eCommerce Platforms:** Reward points can be converted into discounts or coupons, providing flexible benefits.
- **Local Stores and Service Centers:** Small-scale partnerships will increase community engagement and make the system locally relevant.



Figure 3: Marketing Strategy Wheel.
Generated by ChatGPT (OpenAI, 2025).

By combining emotional appeal, practical rewards, and a strong ecosystem of partners, this marketing strategy ensures that the platform not only gains visibility but becomes a movement for safer roads powered by public participation.

7.)Financial Plan

The financial strategy is designed for lean startup development with a focus on quick scalability, sustainable revenue streams, and public-private collaboration.

Development Cost

The estimated **initial development cost is ₹1,00,000**, which covers:

- MVP (Minimum Viable Product) development
- Basic backend infrastructure to process dashcam footage
- Reward distribution and tracking system
- Initial marketing collateral and pilot testing

This budget assumes the use of open-source tools and a small, agile development team focused on core features.

Revenue Streams

To ensure long-term sustainability, the platform leverages multiple revenue channels:

- **Government Contracts and Licensing Deals**
Traffic departments can subscribe to the system for access to violation analytics and public-sourced footage processing. These B2G deals form a core revenue stream.
- **B2C Subscription Plans**
Power users (e.g., fleet operators or premium individuals) can subscribe to advanced features like higher reward limits, cloud storage, and priority processing.
- **Brand Partnerships**
Collaborations with fuel companies, insurance providers, and retail brands can open monetization through co-branded reward schemes, in-app promotions, or sponsored redemption platforms.

Reward Funding

Instead of relying entirely on platform revenue, the reward ecosystem will be supported through:

- **Ad Tie-Ins:** Brands sponsoring redemption points in exchange for visibility and user engagement.
- **Government Road Safety Budgets:** Seeking support under existing schemes promoting helmet use, safe riding, and citizen engagement.

Break-Even Strategy

The platform is **expected to break even if deployed in just 2–3 cities** with moderate adoption. A typical mid-sized city could:

- Engage 500+ active dashcam users
- Detect 1,000+ violations per month
- Attract local sponsors and fuel brand collaborations
- Yield recurring revenue through monthly licensing or reward partnerships

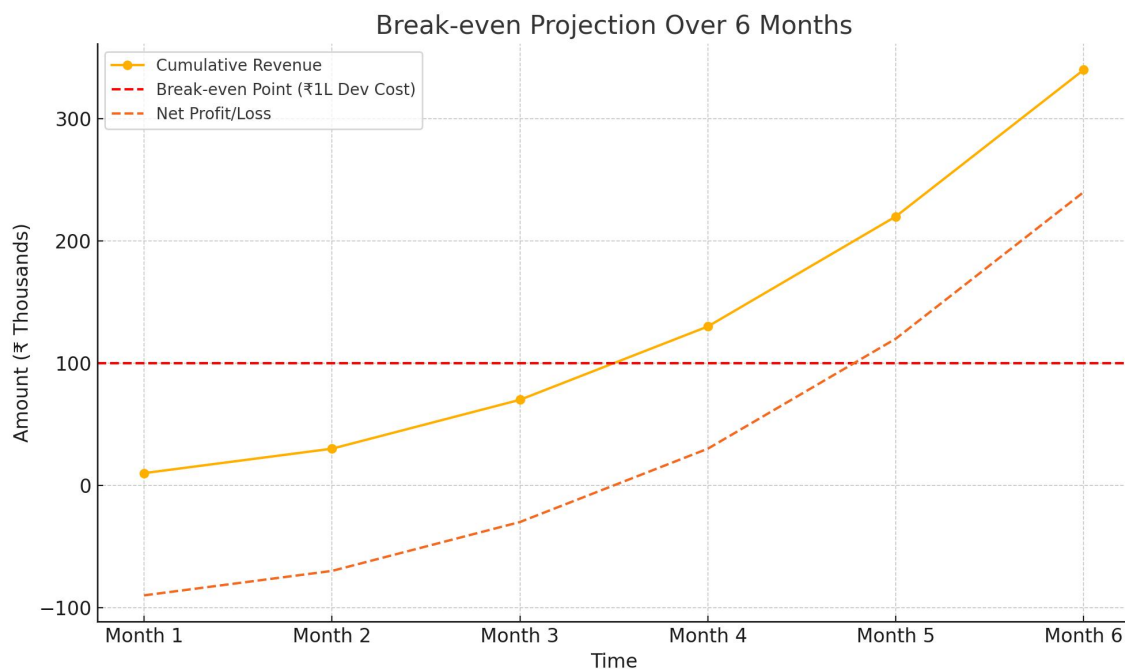


Figure 3: Break-even Projection Over 6 Months. Created by ChatGPT (OpenAI, 2025)

Break-even Projection Over 6 Months chart, showing:

- **Cumulative revenue growth**
- **Break-even point at ₹1L (red dashed line)**
- **Net profit trajectory**

Scalability beyond this would only improve profit margins and drive stronger brand value and civic impact.

8.)Risk Analysis

While the proposed system offers a scalable and community-driven approach to traffic monitoring, it must also address key risks to ensure credibility, user trust, and adoption.

1. False or Malicious Reports

There is a possibility of users submitting footage that is incorrect, outdated, or manipulated. This could affect the system's reliability and credibility.

Mitigation Strategy:

- Implement a verification layer where violations are confirmed through automated checks and, if needed, manual review.
- Use cross-verification from multiple dashcams (if available) or metadata such as timestamp, GPS, and behavior patterns to validate authenticity.

2. Privacy Concerns

Capturing footage of individuals on the road raises concerns about identity exposure, surveillance, and potential misuse.

Mitigation Strategy:

- All processing will be **anonymized**, with sensitive elements like **faces and license plates blurred** by default unless explicitly required by authorities.
- User consent and data policies will be aligned with standard **privacy regulations (like the IT Act and DPDP Bill in India)**.
- Videos stored will be encrypted and retained only as long as needed for processing.

3. Adoption Resistance / Delay

Mass adoption is critical for success, but users may hesitate to participate due to unfamiliarity, perceived effort, or lack of immediate rewards.

Mitigation Strategy:

- Use gamification and tangible rewards (e.g., fuel points, shopping vouchers) to motivate participation.
- Highlight real community stories and testimonials to build emotional and social appeal.
- Run education campaigns to normalize dashcam use and promote the role of “citizen enforcers.”

By addressing these risks through a combination of technology, policy, and community engagement, the platform ensures long-term sustainability and user trust.

9.)Future Scope

As the foundation of the project proves its potential, there are several promising directions for scaling and innovation. These advancements will not only enhance the system’s capabilities but also increase its impact on road safety and law enforcement efficiency.

1. AI-Based Vehicle Tracking

Advanced AI models can be trained to track individual two-wheelers across frames and locations, helping identify repeat offenders and behavioral patterns. This will support building driver/rider profiles and detecting habitual violations.

- Enables personalized violation histories
- Useful for insurance risk assessment and law enforcement

2. Integration with ANPR (Automatic Number Plate Recognition)

The system can be upgraded to automatically capture license plate numbers using ANPR technology. Combined with government databases, this would allow:

- Instant challan generation
- Automatic tagging of violators for legal follow-ups
- Real-time alerts to traffic police for high-risk riders

3. Mobile Dashcam App for Two-Wheelers

To expand user participation, a mobile dashcam app can be developed, allowing even two-wheeler riders to record and report violations. This widens the network and turns every rider into a potential contributor.

- Lowers entry barrier for contributors
- Builds a larger and more distributed surveillance network

4. Expansion to More Violation Types

Currently focused on helmet usage, the system can be extended to detect other common and dangerous violations:

- Triple riding
- Mobile phone usage while riding
- Lane cutting and wrong-side driving
- Signal jumping and speeding detection (via optical flow estimation)

These future enhancements will make the system more comprehensive and indispensable in India's evolving traffic enforcement landscape.

10.) Conclusion

This project transcends traditional, infrastructure-bound surveillance by introducing a **citizen-partnered, dynamic traffic violation detection network**. By leveraging dashcams and incentivizing public participation, it directly tackles the behavioral workaround common in today's systems—where riders temporarily comply only within camera-monitored zones.

The model not only democratizes traffic monitoring but also introduces an innovative **“Drive to Earn”** ecosystem, encouraging safer roads through community enforcement. With the potential to integrate advanced AI, expand violation detection capabilities, and scale across urban and rural areas alike, this system paves the way for a **safer, smarter, and more accountable India—one dashcam at a time**.

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