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ARISE & SHINE

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IEDC

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DOMAIN : Smart cities and urban solutions.

SWALAMBH

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Problem Statement

Cyber Fraud Awareness Platforms (Public Safety + Digital Awareness)

- Provide information about common cyber frauds like phishing, OTP scams, and identity theft.
- Send real-time alerts and warnings about new scam trends.
- Offer online complaint registration facilities (e.g., Indian Cyber Crime Coordination Centre portal in India).

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Market Need

Market Need – Cyber Fraud Awareness Platform

- Rapid increase in digital transactions (UPI, online banking, e-commerce)
- Rising cases of phishing, OTP scams, investment fraud
- Lack of digital awareness among citizens
- Growing smart city initiatives require digital safety integration
- Need for real-time fraud monitoring & analytics
- Demand for centralized and easy reporting system
- Protection of vulnerable groups .
- Increasing financial losses due to cybercrime

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Proposed Solution

Smart city integrated cyber fraud awareness platform

- Real-time scam alerts (SMS/App notifications)
- Easy one-click fraud reporting system
- 24/7 helpline integration
- Interactive educational dashboard
- Localized fraud data analytics & heat maps
- Admin monitoring dashboard for authorities
- Community engagement & reward system

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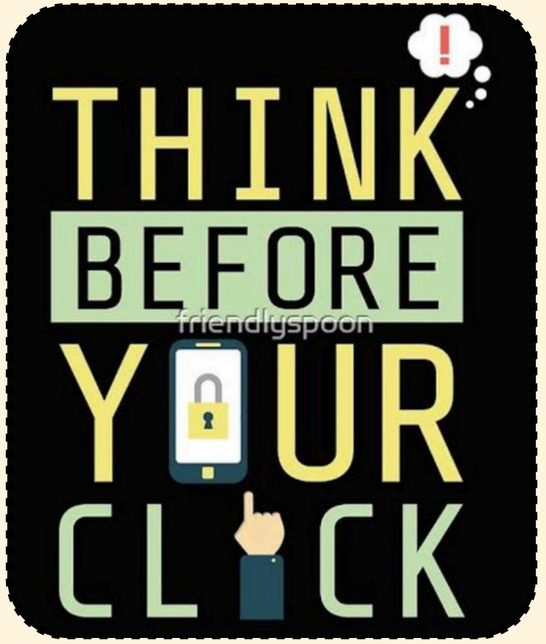
Prototype/ Demo



- Citizen mobile app with real-time scam alerts
- One-click fraud reporting system
- Complaint status tracking feature
- Web portal with cyber awareness resources
- Admin dashboard with fraud analytics & heat maps
- End-to-end demo flow: Alert → Report → Monitor → Action

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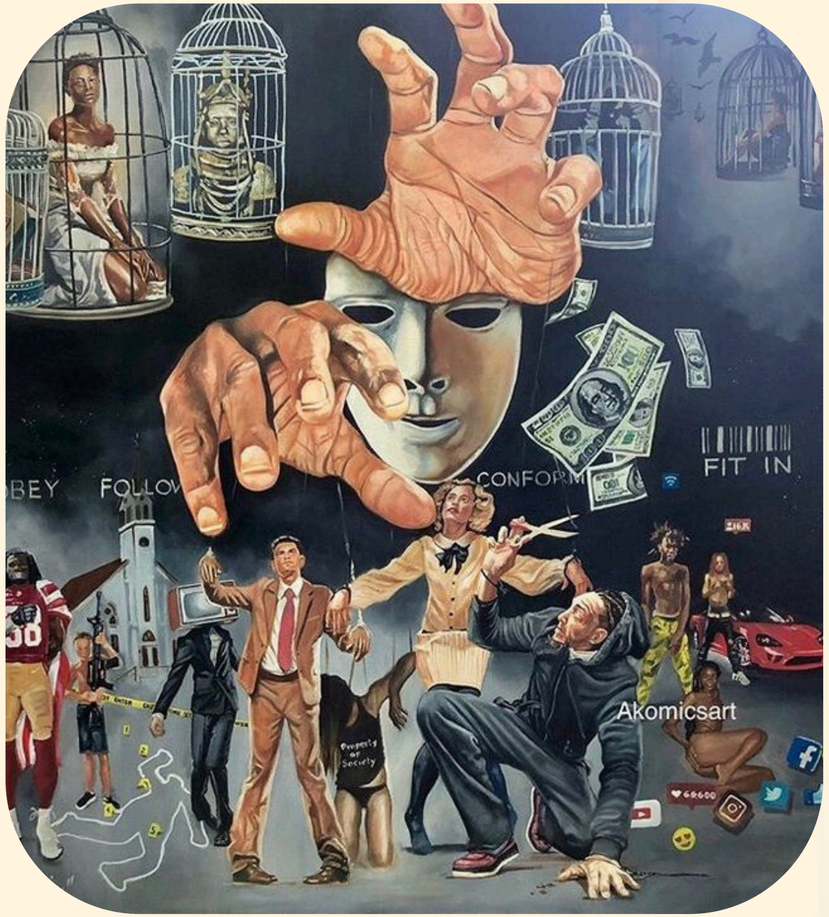
Technology Stack

Frontend: Web & Mobile App

- Frontend: Web & Mobile App
- Backend: Node.js / Python
- Database: MySQL / PostgreSQL
- Cloud: AWS / Azure / Google Cloud
- Security: Encryption & OTP authentication
- Analytics: AI/ML for fraud trend analysis



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System Architecture

Multi-Channel Access:

Web, mobile apps, and smart kiosks enable easy fraud reporting and awareness for all citizens.

Centralized Application Server:

Handles fraud reports, awareness campaigns, analytics, and notifications efficiently.

Secure Data Management:

Encrypted databases with role-based access protect sensitive citizen and fraud data.

Real-Time Analytics:

Dashboards analyze localized fraud trends to support quick decision-making by authorities.

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Innovation & Uniqueness

1. AI-Powered Fraud Prediction:

Uses machine learning to detect emerging scam patterns and predict high-risk areas before fraud spreads.

2. Hyper-Local Scam Alerts

Sends location-based alerts to citizens about scams happening in their specific area.

3.Gamified Cyber Learning

Interactive quizzes, reward points, and badges to encourage digital safety education among students and citizens.

4.Community Fraud Watch Network

Citizens can report suspicious activities, creating a collaborative fraud-monitoring ecosystem.

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Business Modal

- Revenue: Government contracts, municipal subscriptions, CSR partnerships
- Target Customers: Smart cities, police departments, banks
- Value Proposition: Reduces cyber fraud & improves digital safety
- Key Partners: Government agencies, cybersecurity firms, cloud providers
- Cost Structure: Development, cloud hosting, maintenance & awareness campaigns

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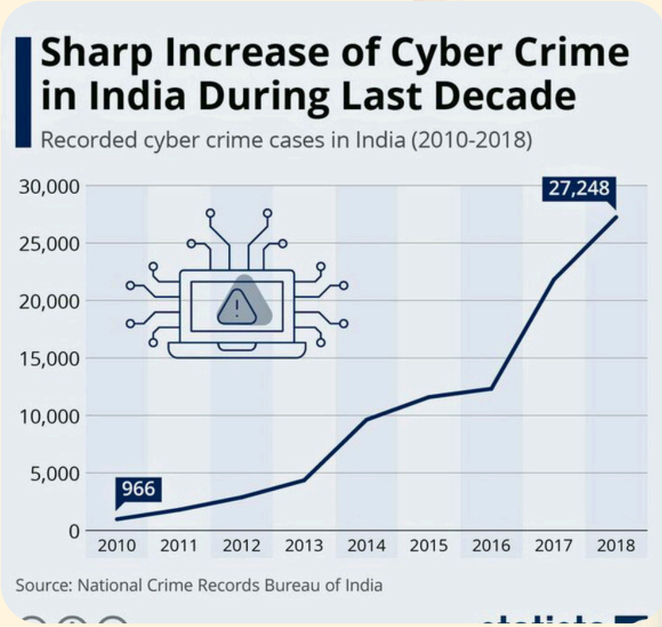
Market & Competitors

- Rapid growth in digital payments, online banking, and e-governance has increased cyber fraud risks.
- Rising demand for cybersecurity awareness platforms in smart cities and government sectors.
- Government initiatives promoting digital literacy create strong market opportunities.

Increasing cybercrime cases make fraud prevention systems a necessity rather than an option.



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Scalability

- Cloud-based infrastructure for easy expansis
- AI-based analytics improves with more data
- Multilingual support for wider adoption
- Easy integration with government & banking systems

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Chalanges Faced

- Low digital literacy among citizens
- Data privacy & security concerns
- Lack of public participation
- Integration with existing government systems

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Future Roadmap

Phase 1: Pilot launch in one smart city

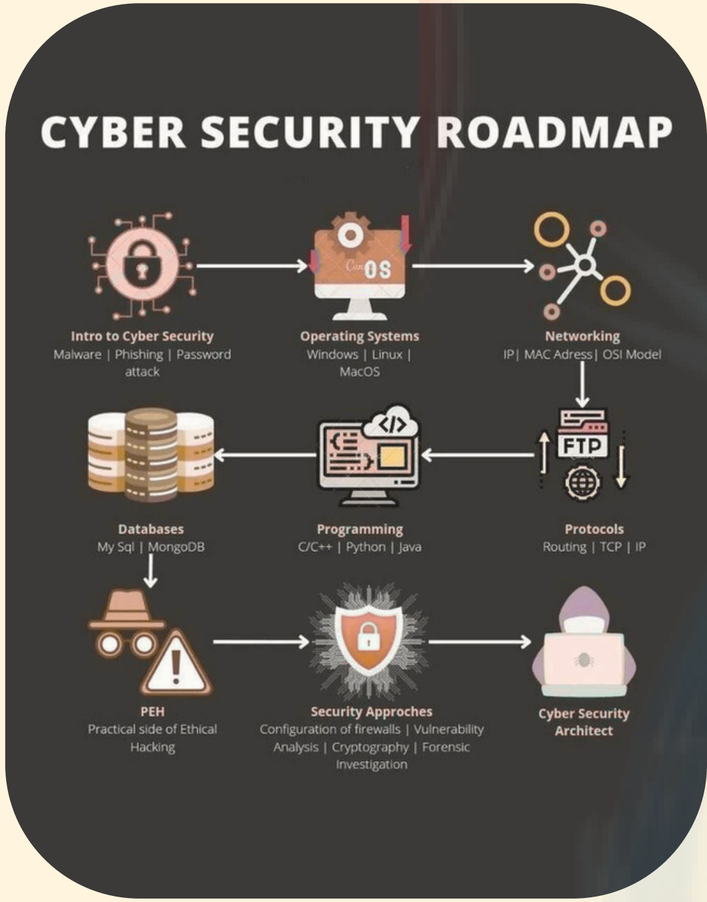
Phase 2: Integration with police & banking systems

Phase 3: AI-based fraud prediction & real-time alerts

Phase 4: Expansion to multiple cities & states

Phase 5: Nationwide deployment with multilingual support

Continuous updates based on new cyber fraud trends



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Social/Industrial Impact

1.Increased Digital Awareness

Educates citizens about online scams, making them more cautious and digitally responsible.

2.Reduced Financial Loss

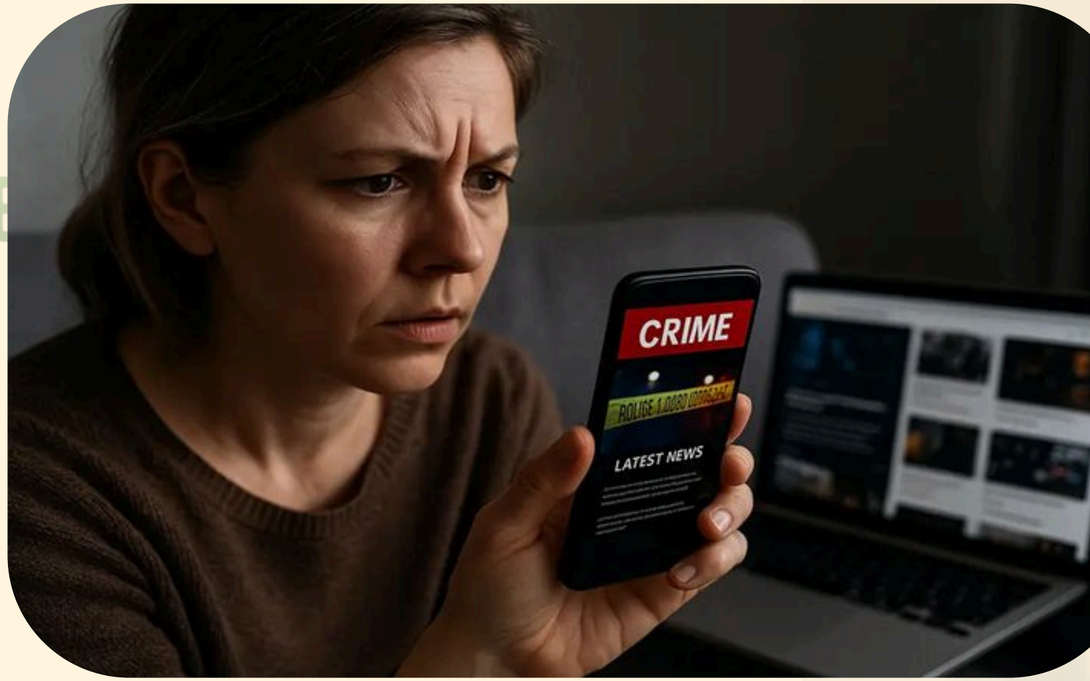
Early alerts and reporting systems help prevent fraud and minimize money loss.

3. Stronger Public Trust

Builds confidence in smart city systems and digital services.

4.Protection for Vulnerable Groups

- Special guidance for elderly, students, and first-time internet users



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Conclusion

The Cyber Fraud Awareness Platform is a powerful smart city initiative that strengthens digital safety through awareness, real-time reporting, and data-driven monitoring. By integrating education, analytics, and secure coordination with authorities, it helps reduce cyber fraud incidents and financial losses. The platform promotes community participation, protects vulnerable users, and builds public trust in digital systems. Overall, it enhances social security, supports industrial growth, and creates a digitally resilient and safer city environment.