

NMIT
sparklab
2025
DESIGNATHON



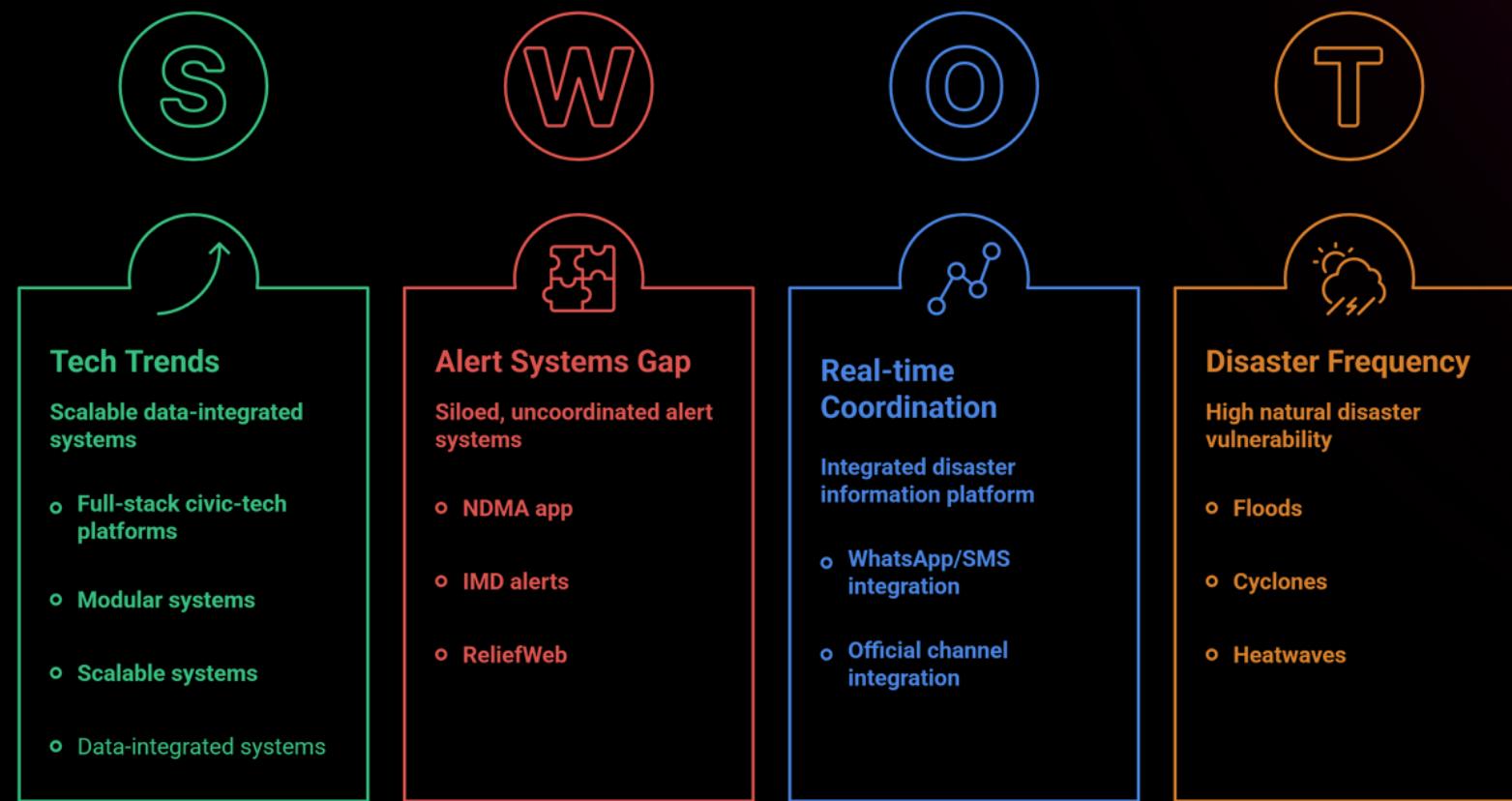
◆ Google Gemini

Seamovation
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Aegis → Your calm in every storm..



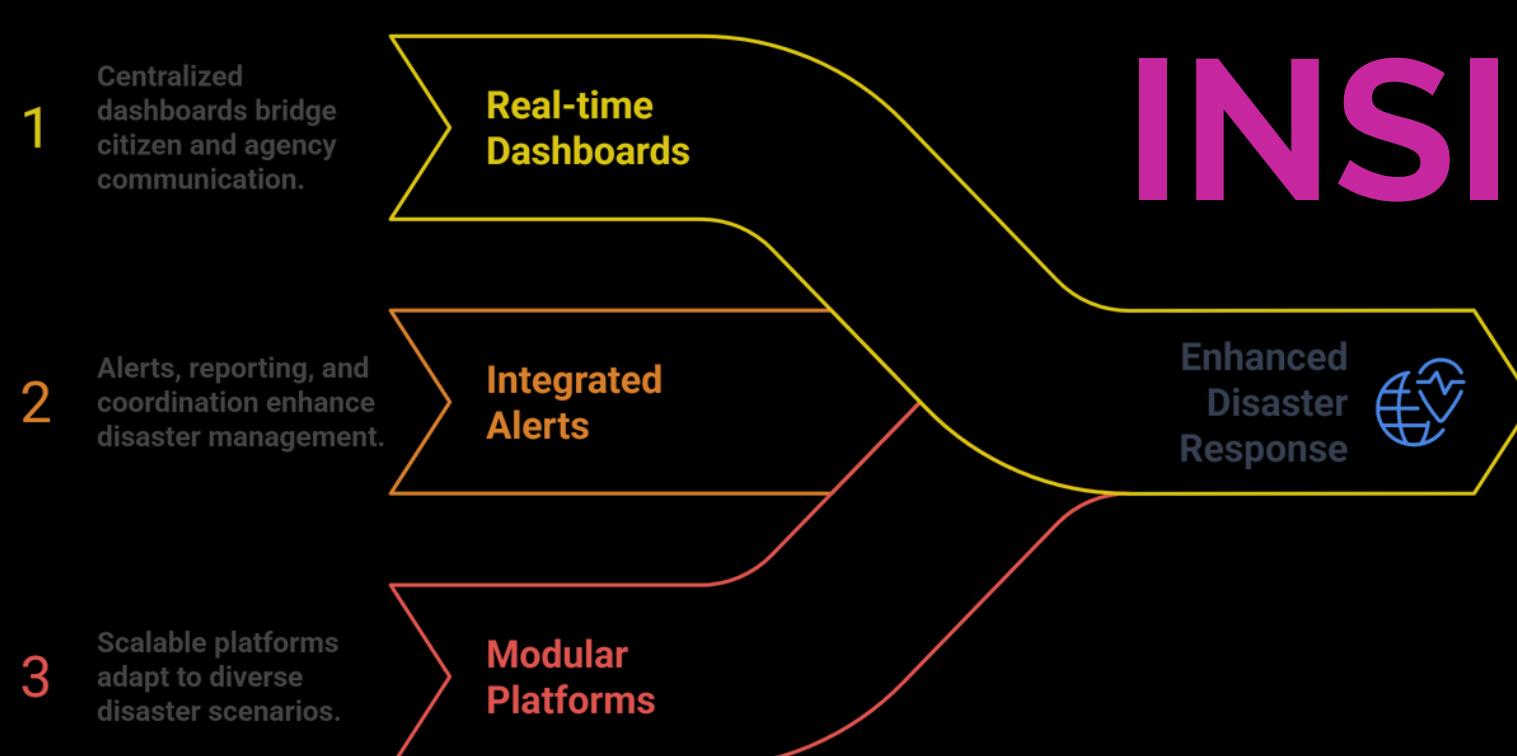
Made with Napkin

India is highly vulnerable to frequent and costly natural disasters (₹3-5 lakh crore annually). Current official alert systems are fragmented and uncoordinated. Citizens prefer simple, real-time channels like WhatsApp/SMS, revealing a significant gap between the slow official alerts and user needs, which points to a demand for a modern, integrated civic-tech platform.

Building a Resilient Future

RESEARCH & INSIGHTS

A centralized, modular platform (like Aegis) is needed to bridge the gap between citizens and agencies by integrating alerts, user reporting, and agency coordination, making it adaptable for any disaster.



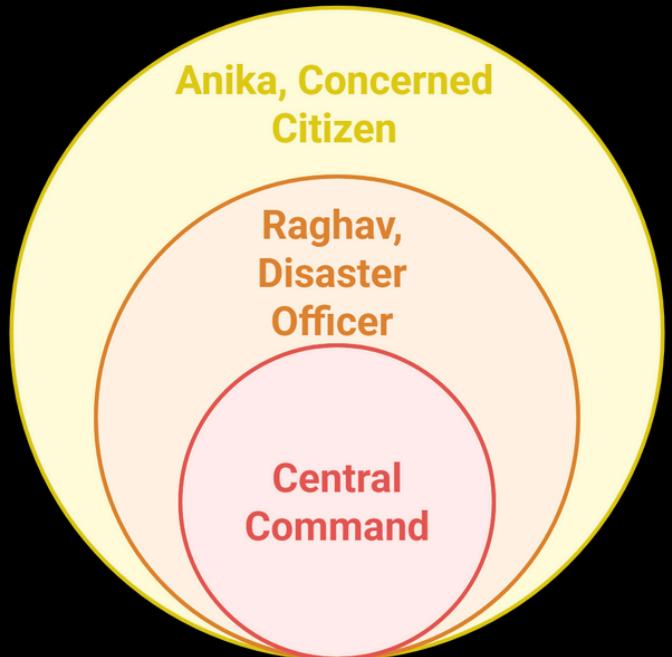
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Disaster Management Personas

Verified alerts and safety instructions

Quick situational awareness and coordination

National-level data and oversight



Here is a shorter version:

1. Central Command aggregates data.
2. Raghav (Officer) uses Aegis to validate data and coordinate action.
3. Anika (Citizen) receives actionable alerts.
4. Anika's feedback improves the data for all, creating a real-time, closed-loop response.



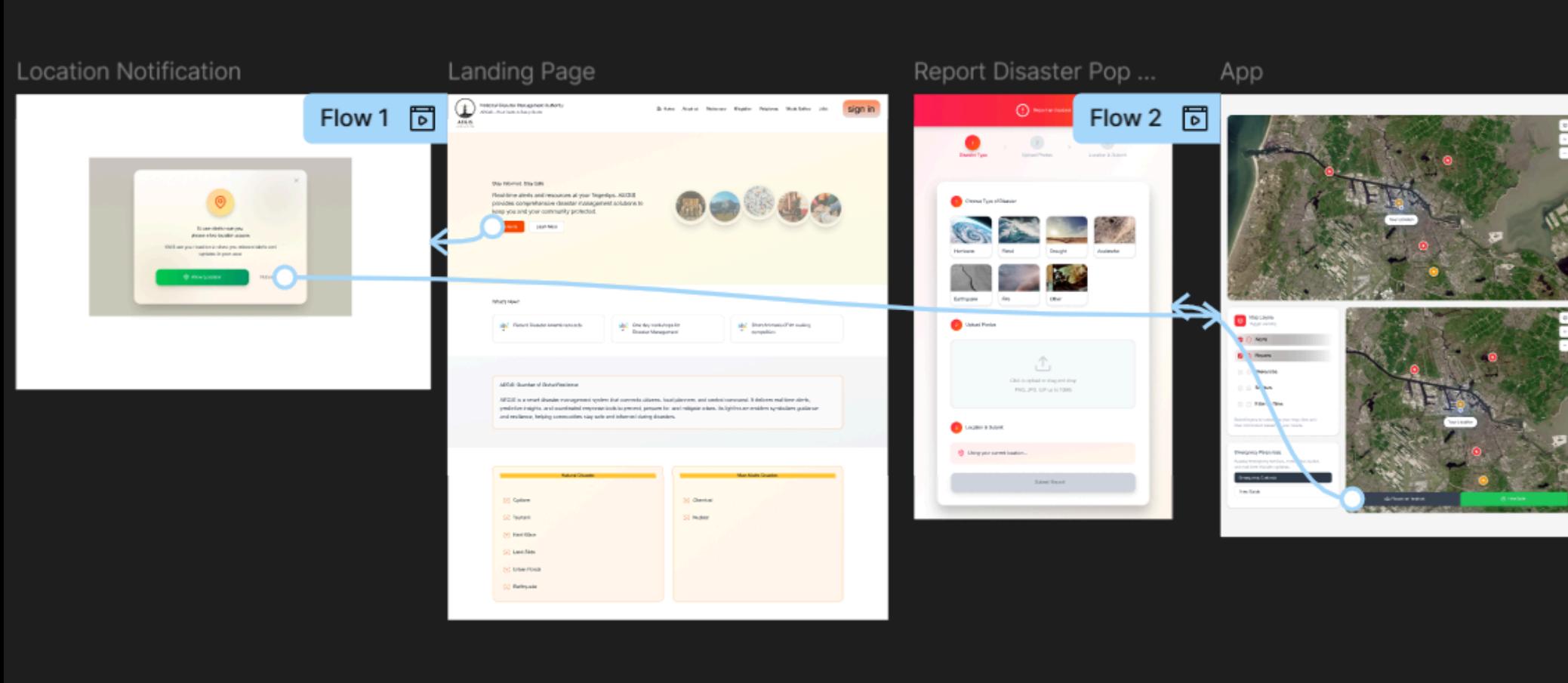
A very short summary of the personas:

- Raghav (City Officer): Needs a unified dashboard for coordination.
- Anika (Citizen): Needs fast, verified alerts and safety info.
- Central Command (National Unit): Needs aggregated, real-time national data.

PERSONA & JOURNEY



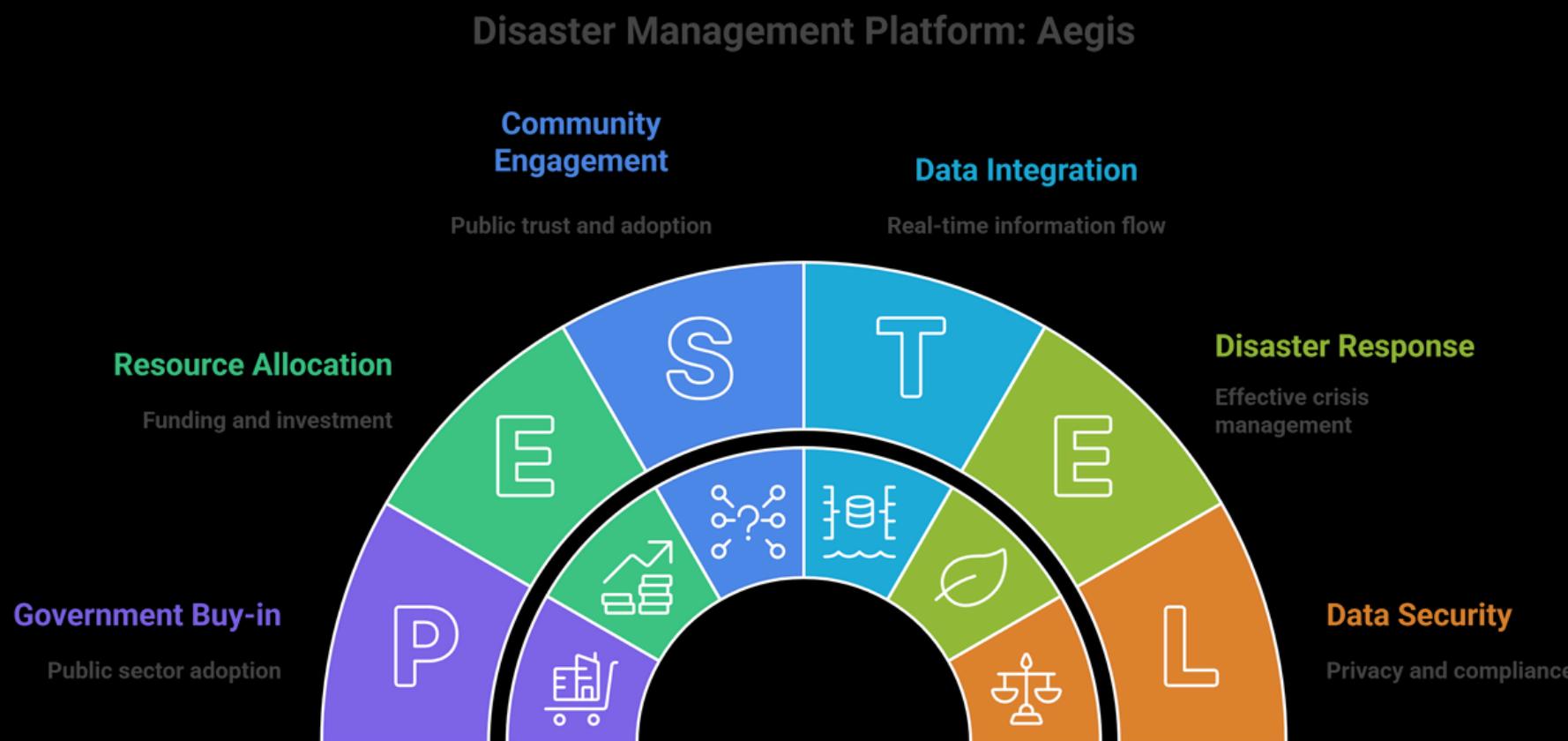
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Ideation Process

We didn't choose Women's Safety because the tech space is already crowded with SOS apps, and the main challenge is real-world enforcement, not a lack of alerts.

We didn't choose Sustainable Urban Mobility because it's a complex field already dominated by large platforms like Google Maps, making it difficult for a new solution to have a unique, life-saving impact.



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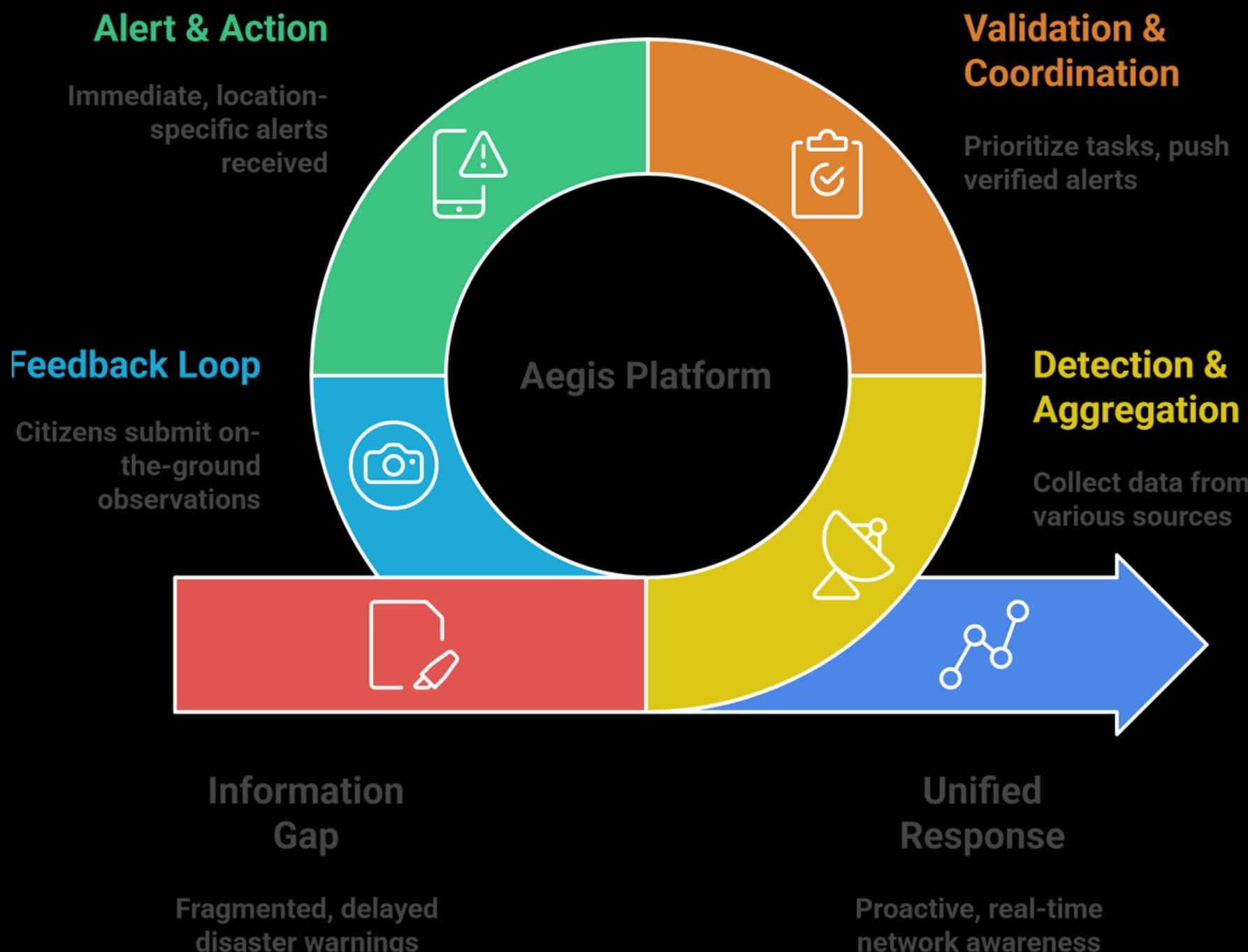


FINAL SOLUTION

Overview

Solution name- **AEGIS**

Aegis: Unified Disaster Response



The Problem

India faces frequent, high-cost disasters (₹3-5 lakh crore annually). Official alert systems are slow and fragmented, creating a critical two-way communication gap between agencies and citizens, who rely on unverified social media.

The Solution: Aegis Platform

A unified disaster response platform connecting agencies and citizens with a centralized dashboard for officials and a user-friendly app for the public.

How Aegis Works: The Closed-Loop

1. Aggregate: Collects official, sensor, and citizen data.
2. Coordinate: Officials (Raghav) validate data and push verified alerts.
3. Alert: Citizens (Anika) receive instant, actionable safety instructions.
4. Feedback: Citizen reports improve the real-time data for officials.

Key Differentiator

A real-time, two-way intelligence loop integrating top-down (agency) alerts with bottom-up (citizen) reports, making data instantly actionable.

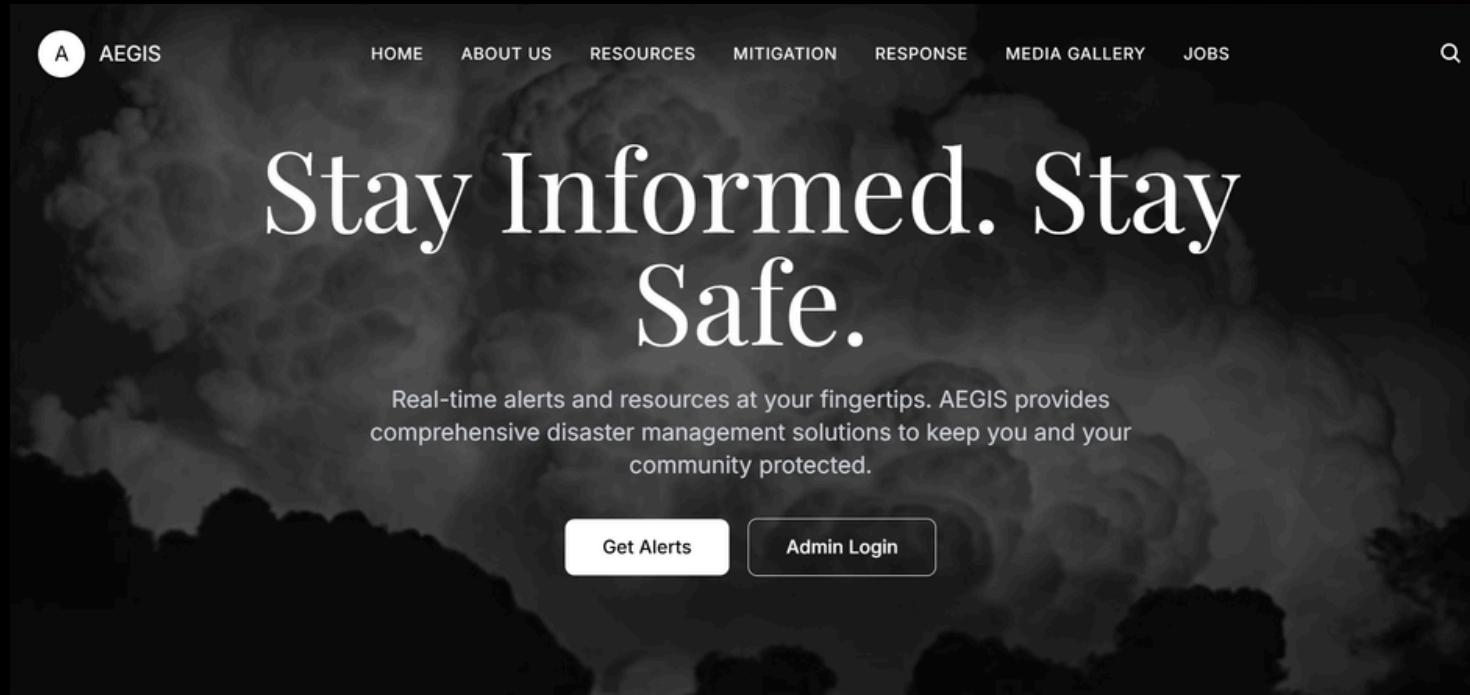
Intended Impact

Saves lives and money by replacing panic with fast, coordinated, and actionable intelligence.

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Key screens (main flow)



UI/UX DESIGN & Prototype

Prototype link

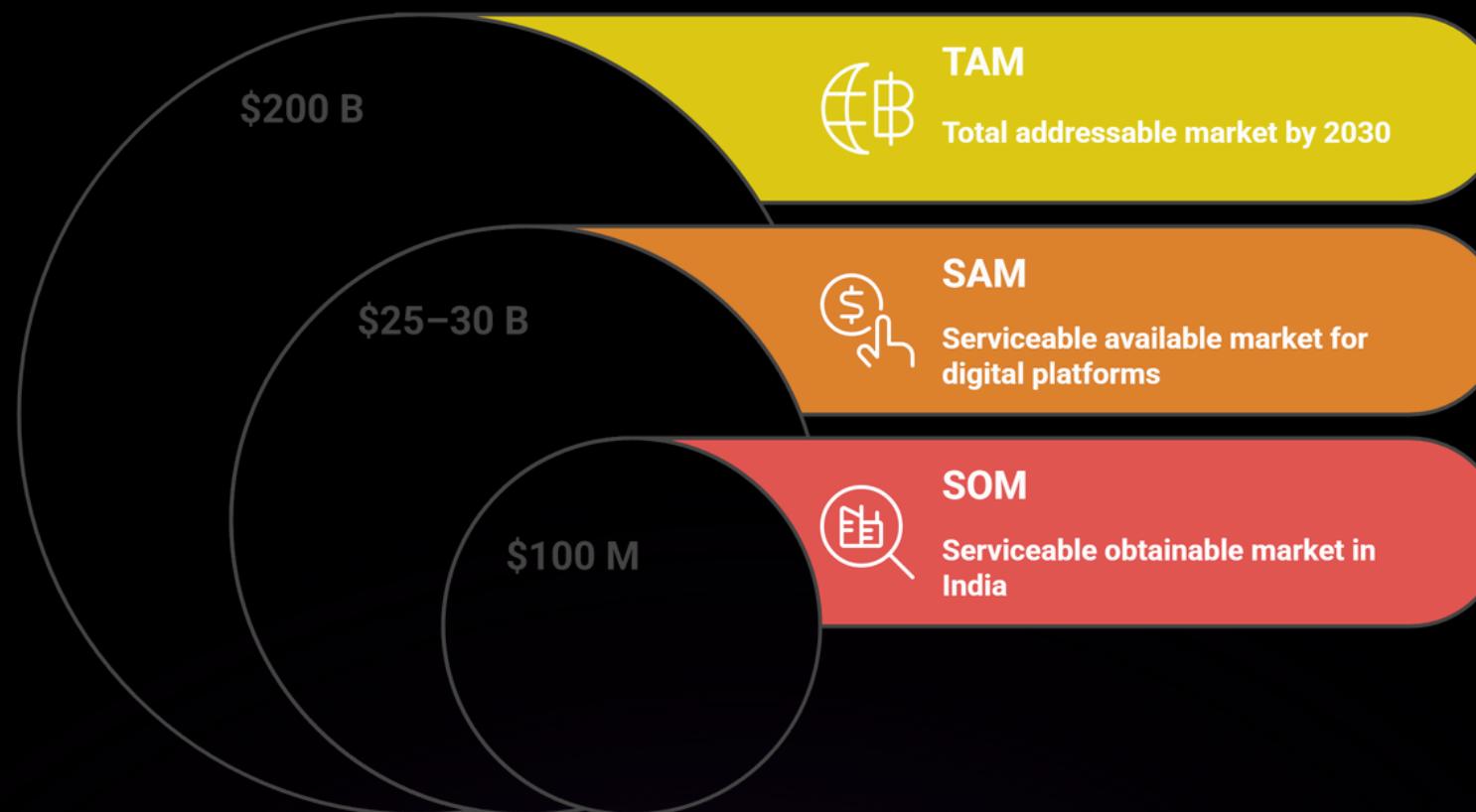
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Market Feasibility

Aegis Market Feasibility Calculation



Project Aegis: Overview

How Aegis Works: The Closed-Loop

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Market Feasibility

- TAM: \$200B global disaster tech market (2030 est.).
- SAM: \$25-30B for digital disaster platforms & integration.
- SOM: ~\$100M initial market from 700+ Indian disaster cells.

Core Differentiators

- Unified Platform: Merges alerts, dashboards, and databases.
- Real-time Intelligence Loop: Integrates agency & citizen data
- Design-First: Intuitive, modular, easy deployment.
- Scalable Architecture: Built to evolve with AI.



Project Aegis's Impact



Societal

Saves lives through real-time coordination



Environmental

Limits ecological damage with faster forecasting



Economic

Saves money by reducing disaster-related losses

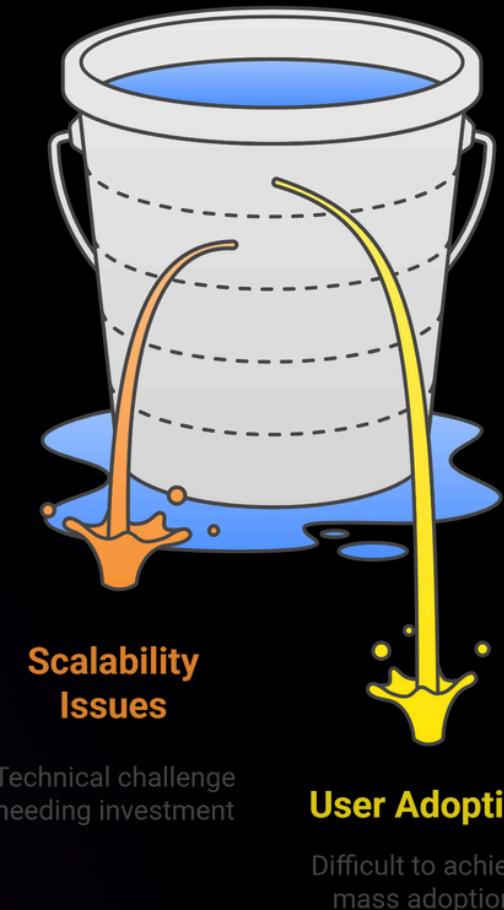
Value Addition

- Societal:** Saves lives, connects citizens & responders in real-time.
- Environmental:** Limits damage via faster forecasting & mitigation.
- Economic:** Reduces losses, turns preparedness into resilience.

Addressing Key Project Limitations

Risks & Limitations

- Data Dependency:** Relies on accurate external data and reliable APIs.
- Scalability:** Faces challenges during peak disaster loads.
- Adoption:** Requires mass citizen uptake for maximum impact.
- Coordination:** Potential barriers between agencies and data sources.



Impact & Future Scope

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Each team member (what they learned)

Parinita Tiwari-Got to lean a lot about figma animations and designing

Tejas Vk-Explored various features of figma and designed the landing page

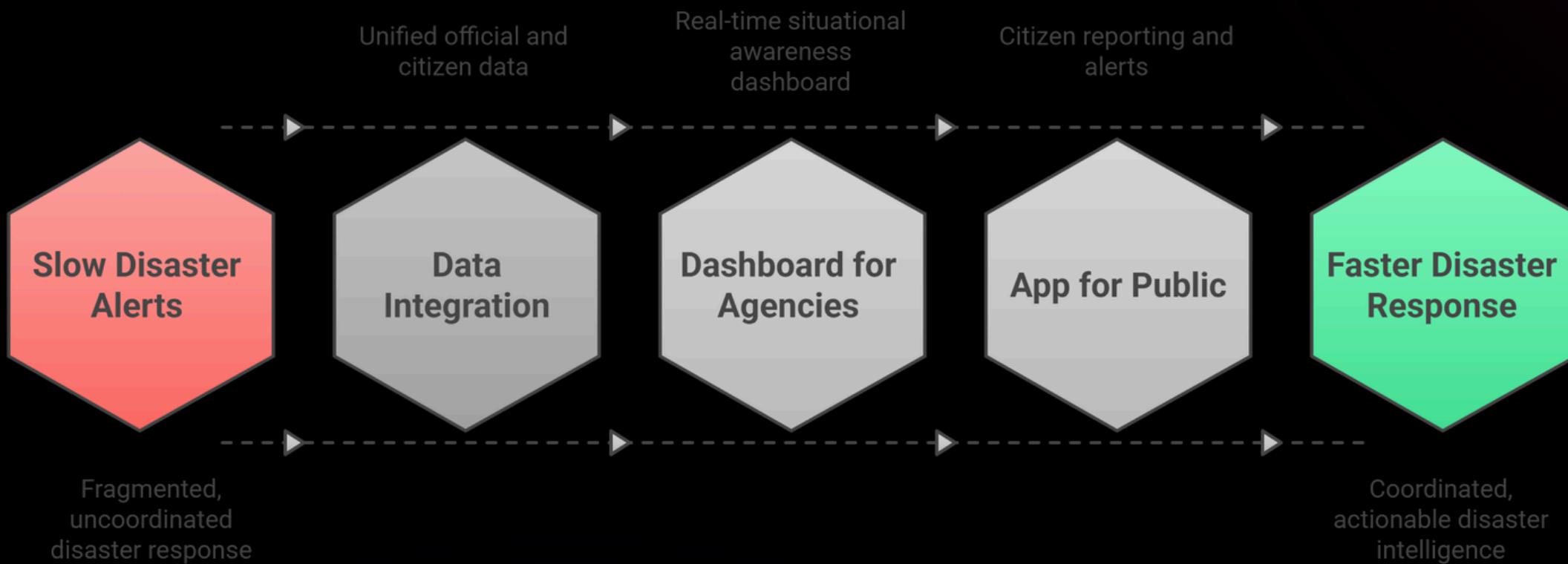
Rishabh Kumar-Learned how to deploy the whole project into a working prototype

Harsh Singhal-Learned various things such as videos generation, design formation and designing animation



Summary : Problem → Solution → Impact

Aegis: Unified Disaster Response Platform



Bringing Aegis from concept to a tangible solution has been a challenging yet rewarding journey. We sincerely thank Sparklab for their invaluable support and expertise during the implementation phase. Their guidance was instrumental in shaping the platform and bringing this vision closer to reality.

REFLECTION & Thank You

Qr/link to prototype

[Link](#)

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