

SUMMARY OF
Impact Assessment of

“Manakosam – Community CCTV Surveillance Project”



A CSR Initiative of
Rashtriya Ispat Nigam Limited (RINL)
Visakhapatnam Steel Plant
Visakhapatnam
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Conducted by
School of Management
National Institute of Technology Warangal, India

Executive Summary

Introduction

The present study is done to assess the impact of RINL CSR project **“Manakosam – Community CCTV Surveillance Project”** by School of Management, NIT, Warangal. In general, the CSR projects are evaluated by a third party to obtain un-biased views regarding the outcomes they have achieved. The project **“Manakosam – Community CCTV Surveillance Project”** had been taken up to enhance security and safety of the communities living in and around steel plant.

Background of the study

Visakhapatnam City Police have approached Rastriya Ispat Nigam Limited (RINL) Visakhapatnam for support to install CCTV cameras in and around Ukkunagaram to improve the safety of community. After reviewing their proposal, Vizag Steel Plant had funded Rs. 84 lakhs towards the Project under its CSR activity.

Objectives

The study is conducted to understand the impact assessment of CCTV cameras considering safety to the community. The objectives of the present study are

1. To understand effectiveness of the Police personnel after the installation of CCTV cameras and to shift to a less man-power based Community security surveillance, and to bring out the strengths of the Project and the scope for improvements.
2. To understand the awareness of the Ukkunagaram community on installation of CCTV's
3. Other objective of Impact Assessment (direct & indirect impact) of **“Manakosam – Community CCTV Surveillance Project”** by comparing the before-after scenario.

Approach

The study is conducted in two stages, after meeting the CSR team of RINL-VSP. Following figure explains the stages:

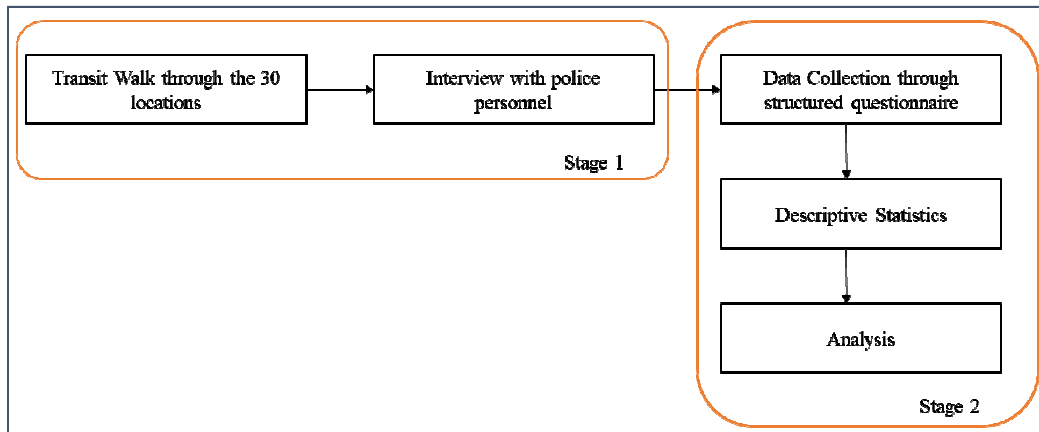


Fig. 1 Framework used for the study



Fig.2 Sample pictures of locations, interview interaction with Police department, data collection and installed camera(s).

Key Findings of the study

- **From Police Perspective**

- CCTV cameras helped in effectively addressing incidents such as illegal activities, drug exchange, prostitution, vehicle lifting, Man missing, Night accidents etc.
- Chain of investigation has become very easy to Police department after installation of CCTV cameras.
- 34 bikes were recently recovered after the installation of CCTV cameras. The recovery became very easy, investigation time reduced as lot of evidence could be established, with the support of the footage from CCTV cameras.
- Number of signal jumping cases registered in 2020 was 121 and it had increased to 200 in 2022. This is mostly due to e-surveillance through CCTV cameras rather than physical patrolling. Over a period of time this number is expected to come down.
- Number of FIRs related crimes registered has reduced from 2020-2021 (59) to 2021-2022 (27).

- **From residents' perspective**

- ✓ Overall Safety has increased in the Ukkunagaram after installation of CCTV cameras.
- ✓ Commuters in and around Ukkunagaram reported increased confidence levels after installation of CCTV Cameras.
- ✓ Citizens in and around Ukkunagaram perceived that their safety and security has increased after installation CCTV cameras.
- ✓ Female respondents expressed that crime incidents have come down after installation of CCTV cameras.
- ✓ In general people expressed their happiness about CCTV cameras installation.

The team had also performed SWOC analysis to highlight the strengths, weaknesses, opportunities and challenges of the project. The same is detailed in the report.

Case Studies: Following case studies stand as examples to explain the significance of “Manakosam – CCTV” installations.

Case # 1: To conduct events with confidence

The residents of Ukkunagaram expressed that they are able to conduct various festivals like Ganesh Chaturthi, Jagannatha Ratha Yatra with a sense of safety. During these festive events, there is lot of crowding. Still the organisers of the events are feeling safe irrespective of the police physically being available around. When our field investigators interviewed the organisers, they said these events attract a lot of people from outside the Vizag Steel Plant too. Now organisers feel a sense of safety because of the installation of CCTV cameras. They feel even if a mishap happens, it can be quickly tracked through the CCTV cameras installed at primary locations.

Case #2: Confidence on recovery of the lost property and punishing the offender by police

Steel plant employees, who are commuting on the daily basis, usually park their vehicles just outside the campus and share the vehicle with their friends/ Colleagues to attend their work at the steel plant. Earlier also there were cases of vehicle lifting and it used to take a long time to recover the lost property. After the installation of CCTV cameras, employees are very confident that, if it is lost, it can also be recovered at the earliest by the police and feeling safe that the offender can be punished.

Case #3: Chain of investigation

In Sector-5, closer to market there was a chain snatching issue that happened in the month of May 2022. The chain snatcher was caught during the incident with the help of people around. During this incident, footage of installed CCTV cameras were helpful in saving court time and helping the police personnel in the chain of investigation.

Case #4: Awareness on CCTV availability

In another instance, in Sector - 5, a shopkeeper lost infrastructure in his store. To trace the thief, he himself came to the police station and asked for the CCTV assistance. This indicates he was aware that there were CCTV cameras installed in his location and he was able to convey the same to the police.

Case #5: Proactive role by police personnel

Police personnel expressed their satisfaction in controlling illegal activities proactively on the roadside. Earlier they had the problem of many illegal activities on the roadside, such as drug peddling, liquor exchange, money laundering etc. Now they are reporting that there is an improvement in general safety of the public who are travelling on the road even during the nights.

Case #6: Traffic control and road safety

The personnel at the police station expressed that the road safety had improved a lot after the installation of CCTV cameras. Signal jumping, over speeding, hit and run incidents had reduced considerably. They are able to track the road accidents immediately and could give a call to an ambulance for providing the medical help.

Recommendations

The team after the study and analysis, came up with the following recommendations to be implemented by RINL-VSP in future.

- More CCTV cameras are needed in possible potential places in Ukkunagaram. 15-20 more additional cameras will be required to loop areas for continuity and enable more policing for community service.
- Arranging stickers on the poles to indicate they are under CCTV Surveillance to check further crimes and create awareness.
- RINL-VSP should look into alternative power supply sources to overcome the power interruptions to CCTV cameras.
- RINL-VSP should monitor the continuous power supply to CCTV cameras. There are frequent power interruptions due to the uprooting of large trees during strong winds and cyclones.
- Footage backups can be saved after predetermined backup, i.e., 3 months for further future usage
- RINL-VSP can promote awareness of CCTV Installation initiation on various platforms like club activities, programmes, in selected sectors 2, 4, 5, 9, 10 & 12 and also in other HR/training activities. This will increase the value of CSR activities of RINL-VSP and will in turn create a very positive opinion among the employees.

Conclusion

Detailed research was conducted in two stages to understand the effectiveness and awareness of CCTV cameras in and around Ukkunagaram. The results have been presented along with findings and recommendations that can highlight and increase the impact of CCTV cameras in and around Ukkunagaram.