



MEDIA COVERAGE REPORT

Press Release:

**ITI Limited to Launch India's First AI-Powered Road
Safety Pilot in Uttar Pradesh**

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ಉ. ಪ್ರದೇಶದಲ್ಲ ಎಐ ಆರಂಭಿಸಿದ ಐಟಿಐ

ಬೆಂಗಳೂರು/ಲಕ್ನೋ, ೭-ಫೆಬ್ರವರಿ: ಸ್ವಾತಂತ್ರ್ಯ ನಂತರದ ದೇಶದ ಮೊದಲ ಐಎಸ್‌ಐ ಮತ್ತು ಪ್ರಮುಖ ದೂರಸಂಪರ್ಕ ಉತ್ಪಾದನಾ ಕಂಪನಿಯಾದ ಐಟಿಐ ಲಿಮಿಟೆಡ್, ಉತ್ತರ ಪ್ರದೇಶದಲ್ಲಿ ರಸ್ತೆ ಅಪಘಾತಗಳನ್ನು ಕಡಿಮೆ ಮಾಡುವ ಮತ್ತು ಜಾರಿ ದಕ್ಷತೆಯನ್ನು ಸುಧಾರಿಸುವ ಗುರಿಯನ್ನು ಹೊಂದಿರುವ ಕೃತಕ ಬುದ್ಧಿಮತ್ತೆ (ಎಐ) ಮತ್ತು ಬಿಗ್ ಡೇಟಾ ಅನಾಲಿಟಿಕ್ಸ್-ಜಾಲಿತ ಪೈಲಟ್ ಯೋಜನೆಯನ್ನು ಪ್ರಾರಂಭಿಸಿದೆ. ಈ ಎಐ ಯೋಜನೆಯು ತಂತ್ರಜ್ಞಾನ ಸಂಸ್ಥೆಯಾದ ಎಂ ಲ್ಯಾಬ್‌ನ ಜೊತೆ ಪಾಲುದಾರಿಕೆಯಲ್ಲಿದೆ.

ಈ ಯೋಜನೆಯು ಬಹು-ಮೂಲ ದತ್ತಾಂಶಗಳ ಸಂಗ್ರಹಣೆ ಮತ್ತು ವಿಶ್ಲೇಷಣೆಯನ್ನು ಬೆಂಬಲಿಸಲು ಸ್ಕೇಲೆಬಲ್ ವಿಶ್ಲೇಷಣಾ ಅಡಿಪಾಯವನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸುವುದರ ಮೇಲೆ ಕೇಂದ್ರೀಕರಿಸುತ್ತದೆ. ಇದರಲ್ಲಿ ಈ ಕೆಳಗಿನವುಗಳು ಸೇರಿವೆ ಆದರೆ ಇವುಗಳಿಗೆ ಸೀಮಿತವಾಗಿಲ್ಲ:

ಸಂಚಾರ ಹರಿವಿನ ದತ್ತಾಂಶ (ವೇಗ, ದಟ್ಟಣೆ ಮಟ್ಟಗಳು ಮತ್ತು ವಾಹನ ಸಾಂದ್ರತೆ), ಪರಿಸರ ದತ್ತಾಂಶ (ಹವಾಮಾನ ಪರಿಸ್ಥಿತಿಗಳು, ದಿನದ ಸಮಯ ಮತ್ತು ರಸ್ತೆ ಪರಿಸ್ಥಿತಿಗಳು), ಜಾಲಿತ ಕಾರ್ಯಕ್ಷಮತೆ (ಉಲ್ಲಂಘನೆಗಳು ಮತ್ತು ತರಬೇತಿ

ಹಿನ್ನೆಲೆ), ವಾಹನ ಕಾರ್ಯಕ್ಷಮತೆ (ನೋಂದಣಿ ಮತ್ತು ತಪಾಸಣೆ ದತ್ತಾಂಶ), ಅಪಘಾತ ವರದಿಗಳು (ಕಾರಣಗಳು, ತೀವ್ರತೆ ಮತ್ತು ಸ್ಥಳ ಮಾದರಿಗಳು).

ಅಪಘಾತದ ಸ್ಥಳದಲ್ಲಿ ರಸ್ತೆ ಮೂಲಸೌಕರ್ಯ (ಲೇನ್‌ಗಳ ಸಂಖ್ಯೆ, ಭುಜದ ಉಪಸ್ಥಿತಿ, 2-ಅಥವಾ-4-ಮಾರ್ಗ ಭೇದಕ, ಸಂಚಾರ ದೀಪ, ವೃತ್ತಾಕಾರ ಇತ್ಯಾದಿ)

ಯುಜಿಗಳ ರಸ್ತೆ ಅಪಘಾತಗಳ ಸಮಗ್ರ ಮೂಲ ಕಾರಣ ವಿಶ್ಲೇಷಣೆಯನ್ನು ಬೆಂಬಲಿಸಲು ಐಟಿಐ ಲಿಮಿಟೆಡ್ ತನ್ನ ಕಾಂಪ್ಲೆಕ್ಸ್ ಈವೆಂಟ್ ಅನಾಲಿಟಿಕ್ಸ್ ಪ್ಲಾಟ್‌ಫಾರ್ಮ್‌ನೊಂದಿಗೆ ಕೃತಕ ಬುದ್ಧಿಮತ್ತೆ (ಎಐ) ತಂತ್ರಜ್ಞಾನಗಳನ್ನು ಬಳಸಿಕೊಳ್ಳಲು ಉತ್ತರ ಪ್ರದೇಶ ಸರ್ಕಾರವನ್ನು ಶಿಫಾರಸು ಮಾಡಿತು.

ಅಪಘಾತಗಳು ಮತ್ತು ಸಾವುನೋವುಗಳ ನಿವಾರಣೆ ಕಾರಣಗಳ ಗುರುತಿಸುವಿಕೆ, ಕಷ್ಟ ಬುಕ್ಕಿಗಳು, ತಡೆಗಟ್ಟುವ ತಂತ್ರಗಳ ಅಗತ್ಯವಿರುವ ಹೆಚ್ಚಿನ ಅಪಾಯದ ಪ್ರದೇಶಗಳು, ತೀವ್ರ ಅಪಘಾತಗಳು ಮತ್ತು ಸಾವುಗಳ ಸಾಧ್ಯತೆಯನ್ನು ಹೆಚ್ಚಿಸುವ ಷರತ್ತುಬದ್ಧ, ರಿಯಲ್-ಟೈಮ್ ಅಪಾಯ ಮುನ್ಸೂಚನೆ ಮತ್ತು ಅಪಘಾತ ತಡೆಗಟ್ಟುವ ತಂತ್ರಗಳು, ನೀತಿ

ವರ್ಧನೆಗಳು ಮತ್ತು ಮೂಲಸೌಕರ್ಯ ಸುಧಾರಣೆಗಳಿಗಾಗಿ ಡೇಟಾ-ಜಾಲಿತ ಶಿಫಾರಸುಗಳು, ನಿರ್ಧಾರ ತೆಗೆದುಕೊಳ್ಳಲು ಸಹಾಯ ಮಾಡಲು ವಿವಿಧ ತಡೆಗಟ್ಟುವ ಮಾದರಿಗಳ ಫಲಿತಾಂಶಗಳನ್ನು ಅವುಗಳ ವೆಬ್‌ಪೇಜಿನಲ್ಲಿ ಅನುಕರಿಸಲಿದೆ.

ಈ ಸಂದರ್ಭದಲ್ಲಿ ಮಾತನಾಡಿದ ಐಟಿಐ ಲಿಮಿಟೆಡ್‌ನ ಅಧ್ಯಕ್ಷ ಮತ್ತು ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ಶ್ರೀ ರಾಜೇಶ್ ರೈ, "AI ಜಾಲಿತ ಸಂಚಾರ ನಿರ್ವಹಣೆಯ ಈ ಹೊಸ ಕ್ಷೇತ್ರವನ್ನು ಪ್ರವೇಶಿಸಲು ನಾವು ತುಂಬಾ ಉತ್ಸುಕರಾಗಿದ್ದೇವೆ ಮತ್ತು ಉತ್ತರ ಪ್ರದೇಶ ಸರ್ಕಾರವು ತನ್ನ ಸಂಚಾರ ನಿರ್ವಹಣೆಗೆ ನಮ್ಮ ಮಾದರಿಯನ್ನು ಪರಿಶೀಲಿಸಿ ಪ್ರಕರಣವಾಗಿ ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡಿರುವುದಕ್ಕೆ ನಾವು ತುಂಬಾ ವಿನಮ್ರರಾಗಿದ್ದೇವೆ. ಐಟಿಐ ಲಿಮಿಟೆಡ್ ಅನ್ನು ಭಾರತದಾದ್ಯಂತ ರಾಜ್ಯ ಸರ್ಕಾರಗಳು ತಮ್ಮ ಇ-ಆಡಳಿತ ಉಪಕ್ರಮಗಳನ್ನು ಬಲಪಡಿಸಲು ಮಾಹಿತಿ ಮತ್ತು ಸಂವಹನ ತಂತ್ರಜ್ಞಾನ (ಐಸಿಟಿ) ಸೇವೆಗಳ ಸಂಪೂರ್ಣ ವರ್ಣಿಪಟಲವನ್ನು ಒದಗಿಸಲು ಈಗ ವಿಶ್ವಾಸಾರ್ಹ ಪಾಲುದಾರನಾಗಿ ನೋಡುತ್ತಿವೆ ಎಂದು ಅಪಾರ ಹೆಮ್ಮೆಯಿಂದ ಹೇಳಲು ಬಯಸುತ್ತೇನೆ" ಎಂದು ಹೇಳಿದರು.



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आईटीआई लि. उग्र में भारत की पहली एआई-संचालित सड़क सुरक्षा पायलट परियोजना शुरू करेगी

दक्षिण भारत राष्ट्रमत
dakshinbharat.com



बेंगलूरु/लखनऊ/दक्षिण भारत। प्रमुख दूरसंचार विनिर्माण कंपनी आईटीआई लिमिटेड उत्तर प्रदेश में सड़क दुर्घटनाओं को कम करने और प्रवर्तन दक्षता में सुधार लाने के मकसद से एआई और बिग डेटा एनालिटिक्स-संचालित पायलट परियोजना शुरू करेगी। यह एआई परियोजना टेक्नोलॉजी फर्म एमलॉजिका के साथ साझेदारी में है। परियोजना मल्टी-सॉर्स डेटा के संग्रह और विश्लेषण का समर्थन करने के लिए एक स्केलेबल एनालिटिक्स फाउंडेशन विकसित करने पर ध्यान केंद्रित करेगी, जिसमें यातायात प्रवाह डेटा, पर्यावरणीय डेटा, चालक का प्रदर्शन, वाहन का प्रदर्शन, दुर्घटना रिपोर्ट, दुर्घटना स्थल पर सड़क इन्फ्रास्ट्रक्चर समेत कई बिंदुओं को शामिल किया गया है।

बता दें कि आईटीआई लि. ने उग्र सरकार को सड़क दुर्घटनाओं के व्यापक मूल कारण विश्लेषण के लिए अपने कॉम्प्लेक्स ड्वेंट एनालिटिक्स प्लेटफॉर्म के साथ एआई का लाभ उठाने की सिफारिश की थी। केंद्रीय सड़क

परिवहन एवं राजमार्ग मंत्रालय ने इस पहल को मंजूरी दे दी है। छह सप्ताह के प्रोटोटाइप चरण में दुर्घटना रिकॉर्ड, मौसम डेटा, वाहन टेलीमैटिक्स, चालक हिस्ट्री और सड़क विवरण को शामिल किया जाएगा, ताकि दुर्घटना ब्लैक स्पॉट की भविष्यवाणी करने, मूल कारणों की पहचान करने और रियल टाइम पॉलिसी डैशबोर्ड बनाने में सक्षम एआई मॉडल विकसित किए जा सकें।

सफल परीक्षण के बाद एआई सिस्टम को मुख्य परिवहन कार्यों में लागू किया जाएगा, जिसमें फेसलेस लाइसेंसिंग और परमिट, रेवेन्यू कलेक्शन, ई-चालान संचालन, मॉडर्न एनफॉर्समेंट और वाहन सारथी रजिस्ट्री शामिल हैं। इस अवसर पर आईटीआई लि. के अध्यक्ष एवं प्रबंध निदेशक राजेश राय ने कहा, 'हम एआई संचालित यातायात प्रबंधन के इस नए क्षेत्र में प्रवेश करने के लिए बहुत उत्साहित हैं

और इस बात से बहुत खुश हैं कि उग्र सरकार ने यातायात प्रबंधन के लिए हमारे मॉडल को परीक्षण के रूप में चुना है। मैं अत्यंत गर्व के साथ यह कहना चाहता हूँ कि आईटीआई लि. को अब देशभर की राज्य सरकारों द्वारा उनकी ई-गवर्नेंस पहलों को मजबूत करने के लिए सूचना एवं संचार टेक्नोलॉजी (आईसीटी) सेवाओं का पूरा स्पेक्ट्रम उपलब्ध कराने के लिए विश्वसनीय भागीदार के रूप में देखा जा रहा है।' राय ने कहा, 'हमें उम्मीद है कि यह एआई परियोजना सुचारु यातायात प्रबंधन सुनिश्चित करने और किसी भी दुर्घटना को रोकने में काफी मददगार साबित होगी। हमारी टीम के मजबूत, एआई-संचालित विश्लेषण और डेटा फाउंडेशन का मकसद राज्यभर में सड़क दुर्घटना से होने वाली मौतों को काफी कम करना है। मुझे उम्मीद है कि यह मॉडल एक बेंचमार्क बन जाएगा।' उल्लेखनीय है कि आईटीआई लि. महाराष्ट्र की ग्राम पंचायतों में आपले सरकार सेवा केंद्र परियोजना का क्रियान्वयन कर रही है। उसने हाल में ओडिशा और छत्तीसगढ़ में लगभग 88 करोड़ रुपए मूल्य के सीसीटीवी निगरानी और जीआईएस आधारित भूमि इंटेलेजेंस मैनेजमेंट सिस्टम अनुबंध हासिल किए हैं।

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ITI Limited to Launch AI-Powered Road Safety Pilot in Uttar Pradesh

Alpha Desk August 05, 2025 / 15:59 IST | AI Assisted Blog | 05 Aug, 2025 15:57

ITI Limited is set to launch India's first AI-powered road safety pilot in Uttar Pradesh, aimed at reducing road accidents and improving enforcement efficiency. The project is in partnership with mLogica, a technology firm.

The project will focus on developing a scalable analytics foundation to support the collection and analysis of multi-source data, including traffic flow, environmental conditions, driver performance, vehicle performance, accident reports, and road infrastructure.

ITI Limited had recommended Uttar Pradesh Government to leverage artificial intelligence (AI) technologies in conjunction with its Complex Event Analytics platform to support a comprehensive root cause analysis of UPs Road accidents.

Expected outcomes of this project include the identification of true causes of accidents and fatalities, black spots, conditions that increase the likelihood of severe accidents, real-time risk prediction, data-driven recommendations for policy enhancements, a virtual environment to simulate preventative models, a real-time monitoring environment, and improved public safety through targeted interventions.

The Union Ministry of Road Transport and Highways (MoRTH) has approved this initiative, which will be implemented by ITI Limited in partnership with mLogica. ITI limited along with mLogica team have been authorised to begin work immediately in coordination with Uttar Pradesh Government. The six-week prototype phase will consolidate accident records, weather data, vehicle telematics, driver histories and roadway details to develop AI models capable of predicting accident black spots, identifying root causes and generating real-time policy dashboards.

Following the successful trial, the AI system will be introduced across core transport functions including faceless licensing and permits, revenue collection, e-challan operations, modernized enforcement and the Vahan Sarathi registries.

Mr. Rajesh Rai, Chairman and Managing Director of ITI Limited, stated, "We are very excited to enter this new area of AI driven traffic management and are very humbled that Uttar Pradesh Government has chosen our model for its traffic management as a test case. With immense pride, I would like to state that ITI Limited is now seen as a reliable partner by the state Governments across India to provide the whole spectrum of Information and Communications Technology (ICT) services to strengthen their e-governance initiatives."

Mr. Rai added, "We hope this AI project will go a long way in ensuring smooth traffic management and in prevention of any mishaps. Our team's robust, AI-driven analytics and data foundation is aimed at significantly reducing road accident fatalities across the state and I hope this model becomes a benchmark."

ITI Limited has amassed rich experience in helping state Governments in their e-governance initiatives, and is currently executing Aaple Sarkar Seva Kendra (ASSK) project in Gram Panchayats (ASSK-GP) of Maharashtra state. ITI Limited recently won CCTV surveillance and GIS based Land Intelligence Management System contracts worth around ₹88 Crores in the states of Odisha and Chattisgarh.

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ITI Limited to Launch India's First AI-Powered Road Safety Pilot in Uttar Pradesh

CXOtoday News Desk | Aug. 05, 2025 at 3:35 pm



ITI Limited, country's first PSU post-independence and premier telecom manufacturing company will launch an Artificial Intelligence (AI) and Big Data Analytics-driven pilot project aimed at reducing road accidents and improving enforcement efficiency in Uttar Pradesh. This AI project is in partnership with mLogica, a technology firm.

The project will focus on developing a scalable analytics foundation to support the collection and analysis of multi-source data, including but not limited to the following:

- Traffic flow data (speed, congestion levels, and vehicle density)
- Environmental data (weather conditions, time of day, and road conditions)
- Driver performance (violations and training background)
- Vehicle performance (registration and inspection data)
- Accident reports (causes, severity, and location patterns)
- Road infrastructure at point of accident (number of lanes, presence of shoulder, 2-or-4-way intersection, traffic light, roundabout etc.)

ITI Limited had recommended Uttar Pradesh Government to leverage artificial intelligence (AI) technologies in conjunction with its Complex Event Analytics platform to support a comprehensive root cause analysis of UPs Road accidents.

Expected Outcomes of this Project include:

- Identification of the true causes of accidents and fatalities
- Black spots, high-risk areas that require preventative strategies
- Conditions that increase the likelihood of severe accidents and fatalities
- Real-time risk prediction and accident prevention strategies
- Data-driven recommendations for policy enhancements and infrastructure improvements
- A virtual environment to simulate the results of various preventative models together with their costs to assist decision making
- A real-time monitoring environment to assess the progress towards identified goals
- Improved public safety through targeted interventions

The Union Ministry of Road Transport and Highways (MoRTH) had given go ahead on this initiative, which will be implemented by ITI Limited in partnership with mLogica. ITI limited along with mLogica team have been authorised to begin work immediately in coordination with Uttar Pradesh Government. The six-week prototype phase will consolidate accident records, weather data, vehicle telematics, driver histories and roadway details to develop AI models capable of predicting accident black spots, identifying root causes and generating real-time policy dashboards.

Following the successful trial, the AI system will be introduced across core transport functions including faceless licensing and permits, revenue collection, e-challan operations, modernized enforcement and the Vahan Sarathi registries.

Speaking on this occasion, Mr. Rajesh Rai, Chairman and Managing Director, ITI Limited said – “We are very excited to enter this new area of AI driven traffic management and are very humbled that Uttar Pradesh Government has chosen our model for its traffic management as a test case. With immense pride, I would like to state that ITI Limited is now seen as a reliable partner by the state Governments across India to provide the whole

spectrum of Information and Communications Technology (ICT) services to strengthen their e-governance initiatives.”

Mr. Rai added – “We hope this AI project will go a long way in ensuring smooth traffic management and in prevention of any mishaps. Our team’s robust, AI-driven analytics and data foundation is aimed at significantly reducing road accident fatalities across the state and I hope this model becomes a benchmark.”

ITI Limited has amassed rich experience in helping state Governments in their e-governance initiatives, and is currently executing Aaple Sarkar Seva Kendra (ASSK) project in Gram Panchayats (ASSK-GP) of Maharashtra state. ITI Limited recently won CCTV surveillance and GIS based Land Intelligence Management System contracts worth around Rs. 88 Crores in the states of Odisha and Chattisgarh.

	Publication: PSUWatch.com
	Date: 05.08.2025
	Link: https://psuwatch.com/newsupdates/iti-limited-to-launch-indias-1st-ai-powered-road-safety-pilot-in-up

ITI Limited to launch India’s 1st AI-powered road safety pilot in UP

ITI Limited is set to launch the country’s first AI-driven road safety pilot project in Uttar Pradesh



ITI Limited to launch India’s 1st AI-powered road safety pilot in Uttar Pradesh

New Delhi: ITI Limited, India's first public sector undertaking post-Independence and a leading telecom manufacturing company, is set to launch the country's first AI-driven road safety pilot project in Uttar Pradesh. In collaboration with technology partner mLogica, the initiative aims to leverage Artificial Intelligence and Big Data Analytics to reduce road accidents and enhance traffic enforcement in the state.

The pilot project will deploy a comprehensive analytics framework to integrate and analyse data from various sources such as traffic flow, environmental conditions, driver and vehicle performance, accident records, and road infrastructure. The six-week prototype phase will build predictive AI models to identify accident-prone black spots, uncover root causes of road mishaps, and deliver real-time dashboards for policy formulation.

Backed by the Union Ministry of Road Transport and Highways (MoRTH), the project is expected to provide data-driven insights for targeted interventions, simulate preventive strategies, and support policy enhancements. Post pilot, the AI system will be expanded to functions like faceless licensing, digital enforcement, revenue collection, and integration with Vahan and Sarathi registries.

Expressing confidence in the project, ITI Limited CMD Rajesh Rai said, "We are honoured that the Uttar Pradesh Government has selected ITI's AI model for this pioneering initiative. This project underscores our growing role as a dependable ICT partner for state governments."

Rai also highlighted that ITI Limited's robust analytics capabilities are poised to make significant strides in road safety, and the project could become a national benchmark. The company is already executing several major e-governance and surveillance projects across states including Maharashtra, Odisha, and Chhattisgarh.

	Publication: PSUConnect.in
	Date: 05.08.2025
	Link: https://www.psuconnect.in/psu-news/iti-limited-to-launch-india-first-ai-powered-road-safety-pilot-project-in-uttar-pradesh

ITI Limited to Launch India's First AI-Powered Road Safety Pilot Project in Uttar Pradesh

Psu Connect Date: 05-08-25

The Union Ministry of Road Transport and Highways (MoRTH) had been behind this initiative, which will be implemented by ITI Limited in partnership with mLogica.



ITI Limited to Launch India's First AI-Powered Road Safety Pilot Project in Uttar Pradesh

New Delhi: ITI Limited, a PSU telecom manufacturing company, will launch an Artificial Intelligence (AI) and Big Data Analytics-driven pilot project aimed at reducing road accidents and improving enforcement efficiency in Uttar Pradesh.

The respective AI project is in partnership with mLogica, a technology firm.

The project will focus on developing a scalable analytics foundation to support the collection and analysis of multi-source data, including but not limited to the following:

Traffic flow data (speed, congestion levels, and vehicle density)

Environmental data (weather conditions, time of day, and road conditions)

Driver performance (violations and training background)

Vehicle performance (registration and inspection data)

Accident reports (causes, severity, and location patterns)

Road infrastructure at point of accident (number of lanes, presence of shoulder, 2-or-4-way intersection, traffic light, roundabout etc.)

The Union Ministry of Road Transport and Highways (MoRTH) had been behind this initiative, which will be implemented by ITI Limited in partnership with mLogica. ITI limited along with mLogica team have been authorised to begin work immediately in coordination with Uttar Pradesh Government.

The six week prototype phase will consolidate accident records, weather data, vehicle telematics, driver histories and roadway details to develop AI models capable of predicting accident black spots, identifying root causes and generating real-time policy dashboards.

Following the successful trial, the AI system will be introduced across core transport functions including faceless licensing and permits, revenue collection, e-challan operations, modernized enforcement and the Vahan Sarathi registries.

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	Link: https://www.angelone.in/news/market-updates/iti-limited-to-launch-india-s-first-ai-based-road-safety-project-in-uttar-pradesh

ITI Limited to Launch India's First AI-Based Road Safety Project in Uttar Pradesh

Written by: Kusum Kumari | Updated on: 6 Aug 2025, 10:37 am IST

ITI Limited to launch India's first AI-driven road safety pilot in UP to reduce accidents and boost traffic enforcement in partnership with mLogica.

ITI Limited to Launch India's First AI-Based Road Safety Project in Uttar Pradesh

ITI Limited, India's first PSU post-independence and a leading telecom manufacturer, is launching a first-of-its-kind AI-powered road safety project in Uttar Pradesh. In partnership with tech firm mLogica, this project aims to reduce road accidents and improve traffic enforcement using artificial intelligence and big data analytics.

What the Pilot Project Will Do

The pilot will gather and analyse data from various sources, such as:

- Traffic flow – speed, congestion, vehicle count
- Weather and road conditions – time of day, surface conditions
- Driver performance – past violations, training history
- Vehicle records – registration, inspection

- Accident data – causes, severity, locations
- Road layout – number of lanes, traffic signals, intersections

This data will help identify accident-prone areas, understand what causes crashes, and offer real-time risk predictions.

Expected Benefits

- Pinpoint real causes of accidents and high-risk zones
- Predict and prevent accidents using real-time data
- Suggest improvements to road infrastructure and policies
- Create simulations for different safety strategies
- Help monitor progress towards safety goals
- Improve public safety with targeted solutions

Government Backing and Expansion

The Ministry of Road Transport and Highways has approved the project. The initial six-week pilot phase will include building AI models to predict accident hotspots and provide policy dashboards. If successful, the system will be rolled out for:

- Digital licensing and permits
- Revenue and challan operations
- Transport databases like Vahan and Sarathi

ITI's Growing Role in E-Governance

Rajesh Rai, CMD of ITI Limited, expressed pride in leading the project and called it a major step in AI-led traffic management. He hopes the model sets a national benchmark. ITI is already working on digital governance projects across states, including Maharashtra's Aaple Sarkar and CCTV-GIS contracts worth ₹88 crore in Odisha and Chhattisgarh.

ITI Share Price Movement

As of 10:22 AM on August 6, 2025, ITI share price (NSE: ITI) was trading at ₹303.55, up 4.82% for the day. The stock opened at ₹293.00 and touched a high of ₹304.05 and a low of ₹293.00 during the session. ITI Ltd has a market capitalisation of ₹29,240 crore. The stock's 52-week high is ₹592.70, while the 52-week low is ₹210.00. The company currently has no reported P/E ratio or dividend yield.

Conclusion

With this AI pilot, ITI Limited is stepping into a new era of smart traffic solutions. The project not only promises to reduce road accident deaths in UP but could also serve as a model for other Indian states looking to adopt technology for safer roads.

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