

The Problem

India has 37.4 million Stunted children (UN SOFI 2025) and 203 million Anemic women (PIB April 2025), and existing applications lack real time tracking and personalization

Our Target Population :- Women + Frontline Workers

Over half of women aged 15–49 years are Anaemic, and undernourished

Children experience stunting, wasting, underweight and micronutrient deficiency

Root Cause Analysis

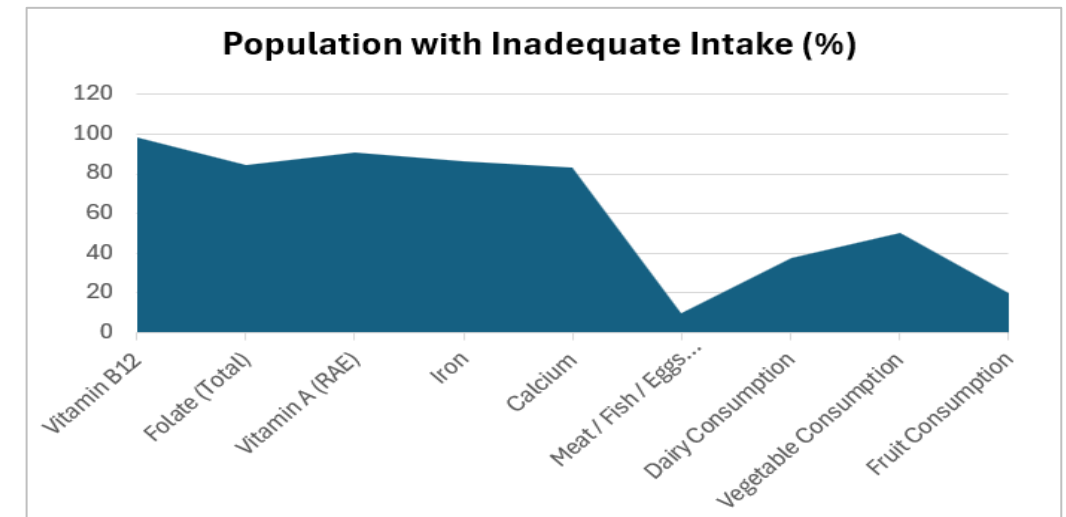
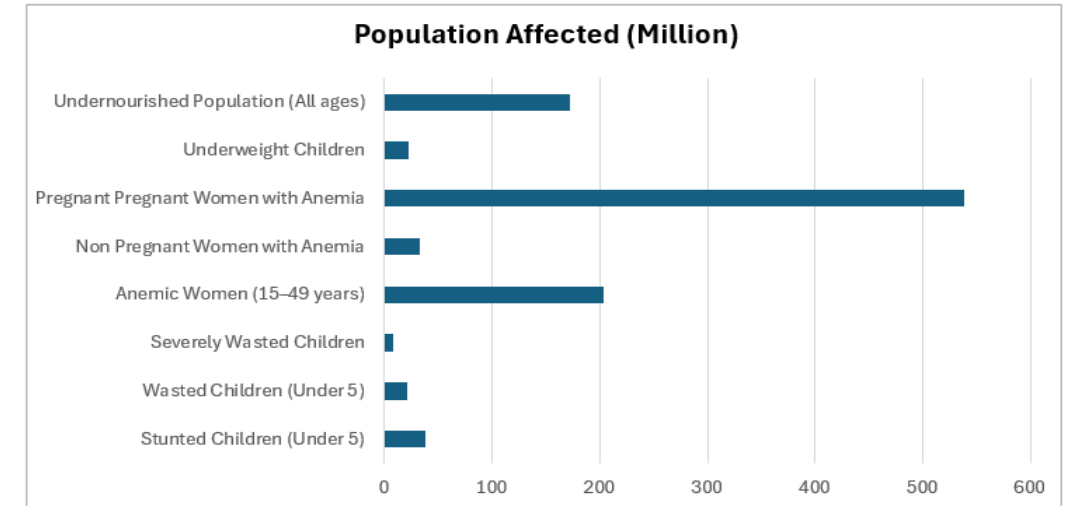
Lack of real time decision support and personalized nutrition guidance tools for Frontline workers

↓ + very less information

Frontline Workers provide very generic guidance which is unable to tailor for local diet, pregnancy status and child growth patterns

↓
High anaemia & micronutrient deficiency among women due to poor diet and awareness

↓
Stunting, wasting and underweight children are very high among under five, and this causes a cascading effect



Moving ahead with numbers.

<50%



76.8%



Mindset

Coverage Limits of Nutritional Knowledge

Personalized diet guidance and micronutrient deficiency is not there among Indians

Indians rely on Google search

Instead of certified nutritionists or public health workers, leading to misinformation and inconsistent practices

Ineffective Behavioral Change

Prior mindset that supplements can help and nutrition will be cured by taking traditional foods is embedded in culture

Detailed Analysis of Data (Excel Sheet):- <https://rb.gy/8orkg6>

The Opportunity

Total Addressable Market

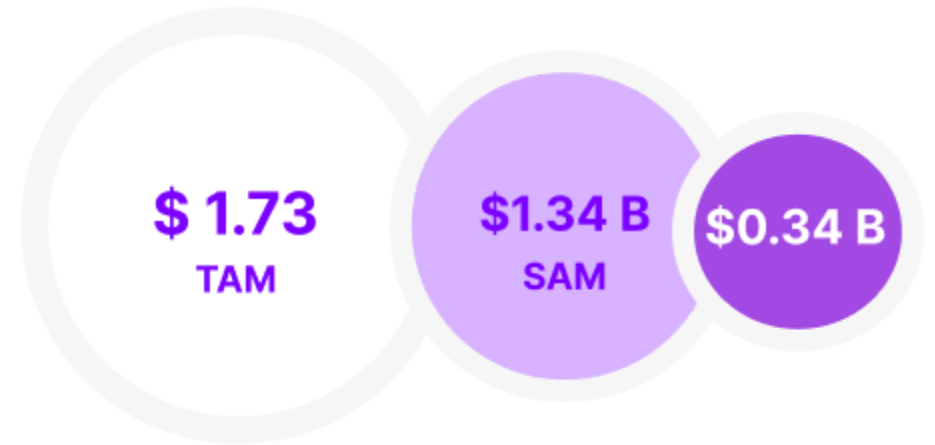
- India Digital Health Market (2024): 14.5 billion dollar
- Total Addressable Market = 14.5×8.38 billion dollar = 1.73 billion dollar

Serviceable Addressable Market

- Target Regions – Uttar Pradesh, Bihar, Maharashtra, Madhya Pradesh, Rajasthan, Gujarat
- Serviceable Addressable Market = $0.78 \times 1.73 = 1.34$ billion dollar

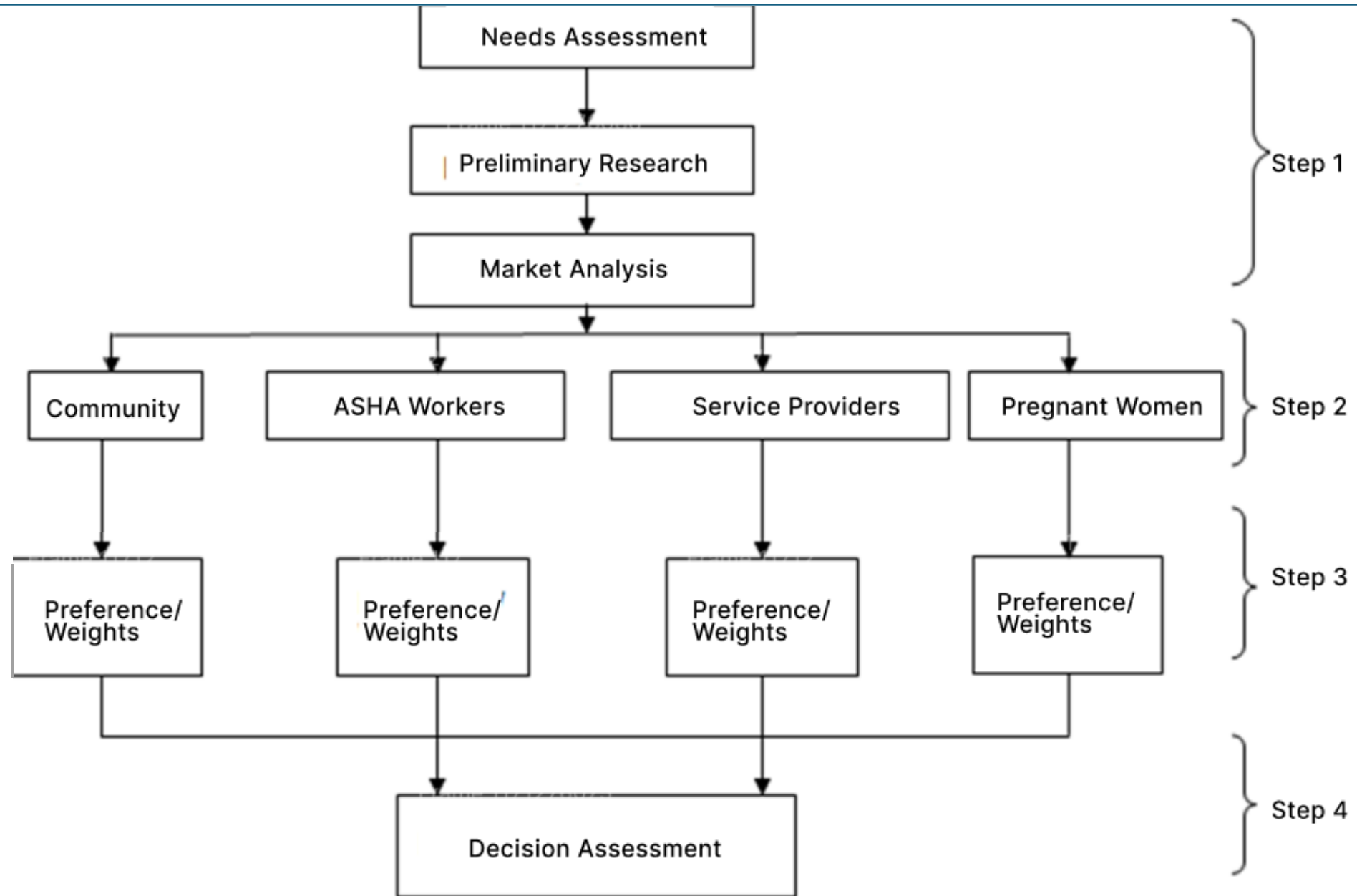
Serviceable Obtainable Market

- Currently focusing on Capturing 10% market share within target regions.
- SOM = $0.10 \times 1.34 = 130$ million dollar



The Methodology.

Force driving the Backend



The Solution

An open-source, community based that simulator platform that lets women and frontline workers to enables pregnant women and frontline workers (ASHA) to plan, test and personalize nutrition interventions using real-time data

To be done by democratizing access (people can run simulations) to identify nutritional deficiencies, test intervention scenarios, and deliver guidance based on local diets, pregnancy stage, and child growth patterns.

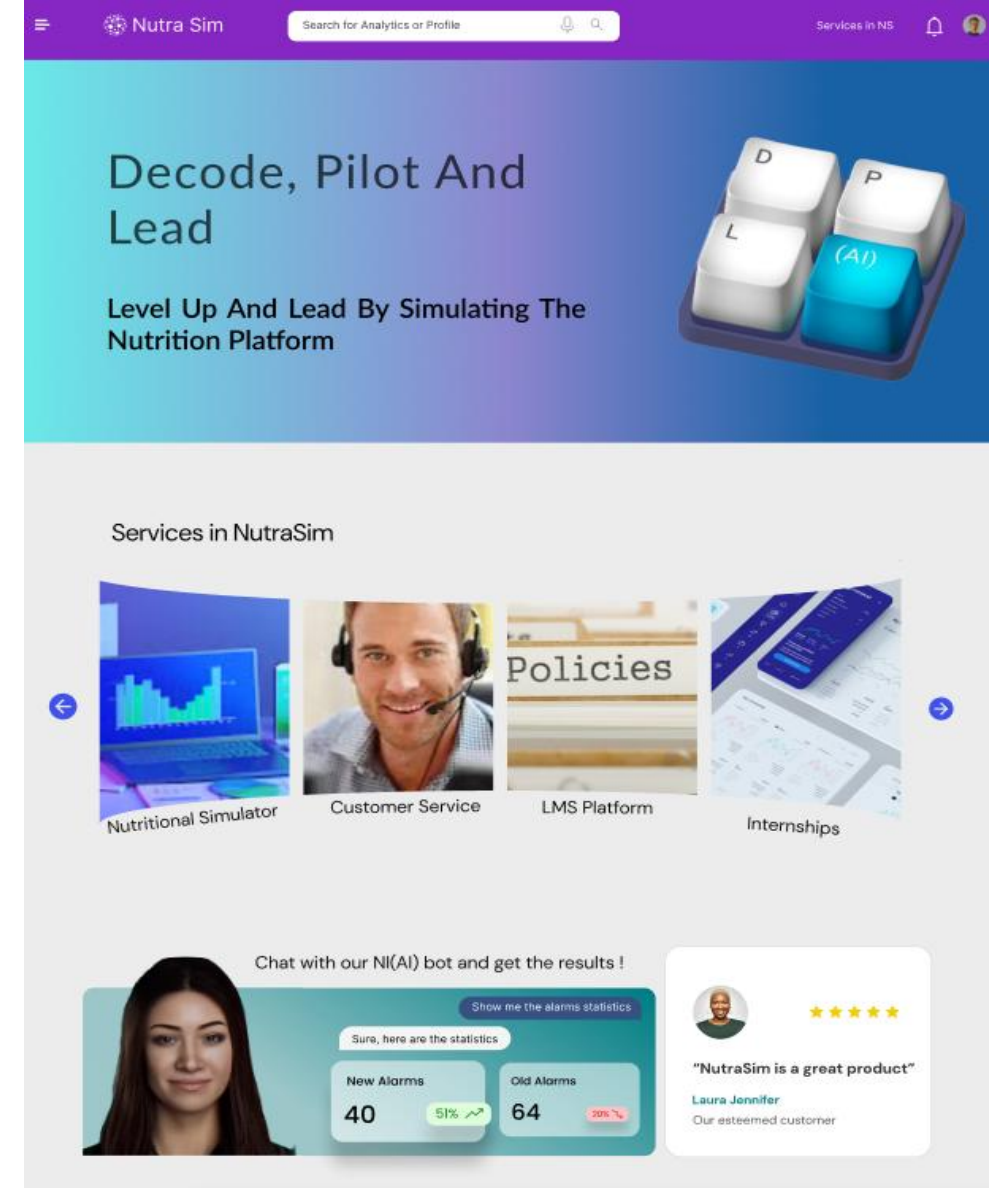
This creates a closed-loop public health innovation system(ground data → simulation → intervention → outcome tracking)and strengthens local capacity for last-mile healthcare delivery.

USP 1

API Integration: Seamless integration with government health databases, growth charts and nutrition standards to support interoperable, scalable deployment.


USP 2

Data Driven Analytics: Analytics prioritize high-risk cases, flag micronutrient deficiencies early and reduce operational burden on frontline workers



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Manage, Control and Simulate By Frontline Workers

 **New Case Entry**

Child Profile

Rohan (3y, Bihar) - Severe Stunting

Age: 3 Years

Weight: 10.2 kg (Underweight)

Diet: Mainly Rice & Potato. No milk/eggs.

Symptoms: Lethargy, Pale skin (Anemia signs).

Generate AI Plan


Recommended Plan


High Confidence


RISK DETECTED


Severe Stunting & Iron Deficiency Anemia

Daily Meal Additions

**Iron-Fortified Rice**
Replace regular rice with fortified stock.

**Spinach & Lentil Dal**
1 bowl daily (Iron + Protein).

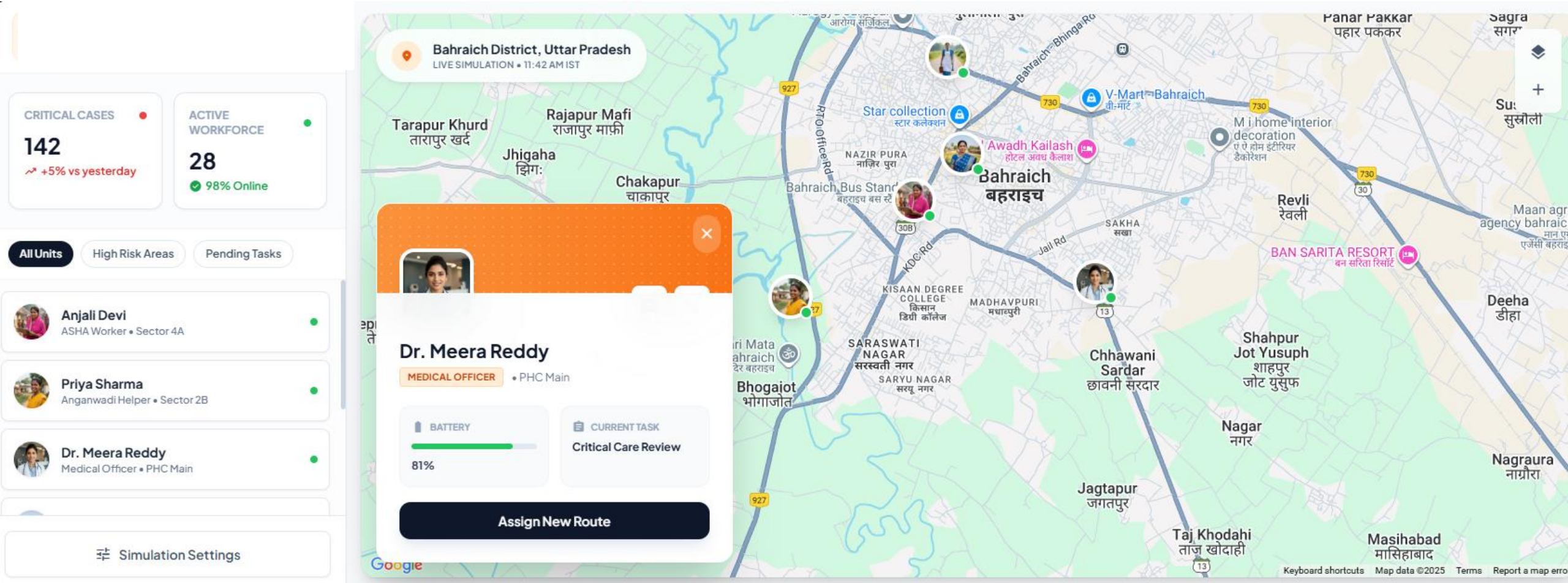
**Double Fortified Salt**
Use for all cooking.

 **Localized Advice**

Cook in an iron Kadhai (pot) to naturally boost iron content. Avoid tea with meals as it blocks iron absorption.

Democratizing the Power to, by and for Asha Workers.
Guided by our algorithm to generate the Plan for nutritional deficiency

Manage, Control and Simulate On Frontline Workers



Command Control Centre to Monitor and expand to every person irrespective of gender, caste or religion

And, Open Source for **All** For **Last Mile** Nutritional Knowledge*

NutraIndia

Learning Dashboard
Welcome back, continue your learning journey.

12 Day Streak

Dashboard

Course Catalog

Community


Resources


NEW MODULE

Poshan Maah 2025

Learn about the latest strategies for combating malnutrition in high-risk districts. Join the national movement.

Start Learning






TOTAL

12


Courses Completed



HOURS

48


Learning Time



BADGES

5

Certificates Earned



SCORE

850

Knowledge Points

Democratization of knowledge with certified nutritional experts.
(*Only certified Masters in Nutrition doctors who prepare the courses)

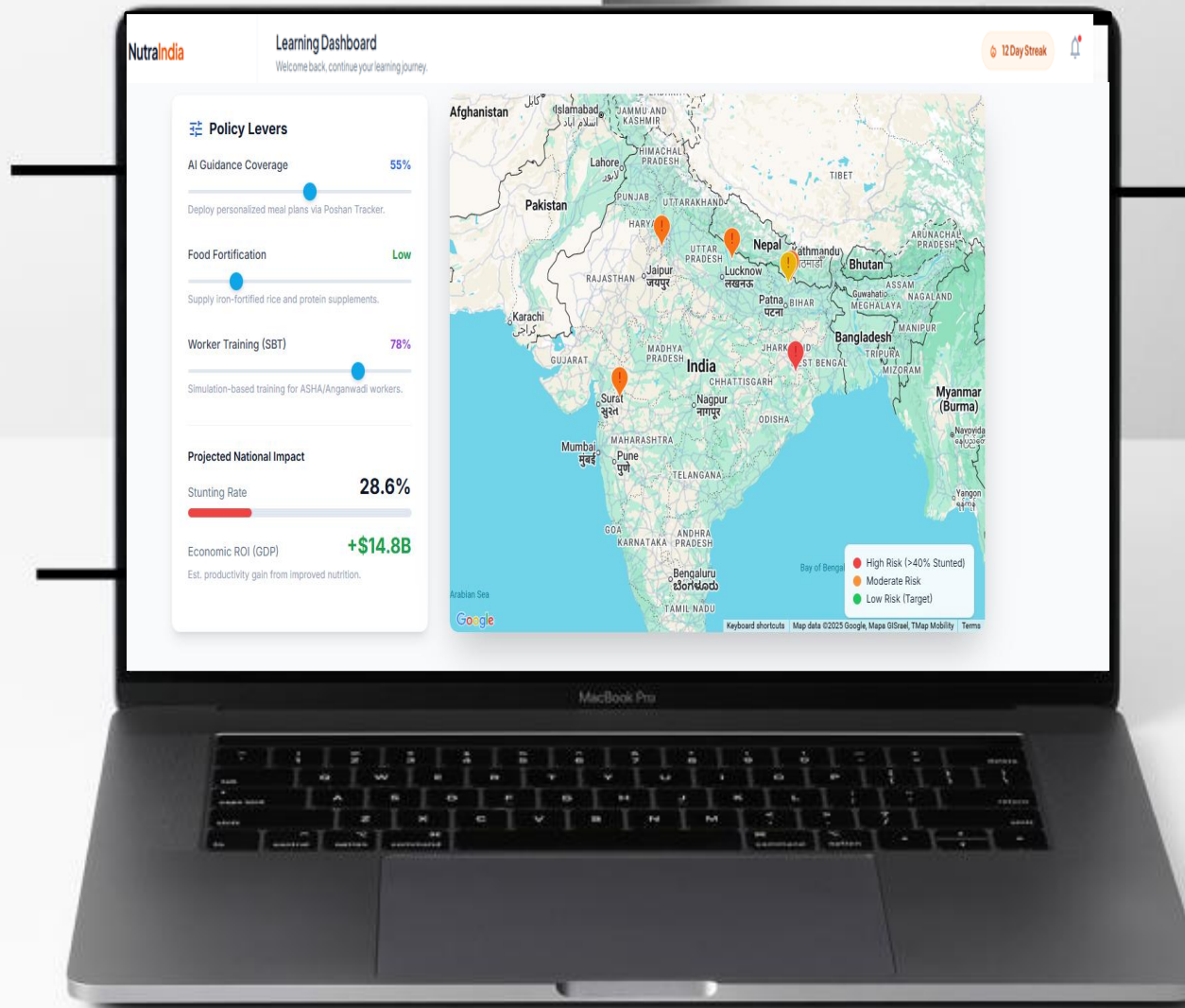
Technology readiness level

*Interface Visualisation
for enhanced visibiliy*

Technology - Python and Java
Back End - Bootstrap

*Individual Response Time
for better metric response*

Technology - API Integration
with Tableau

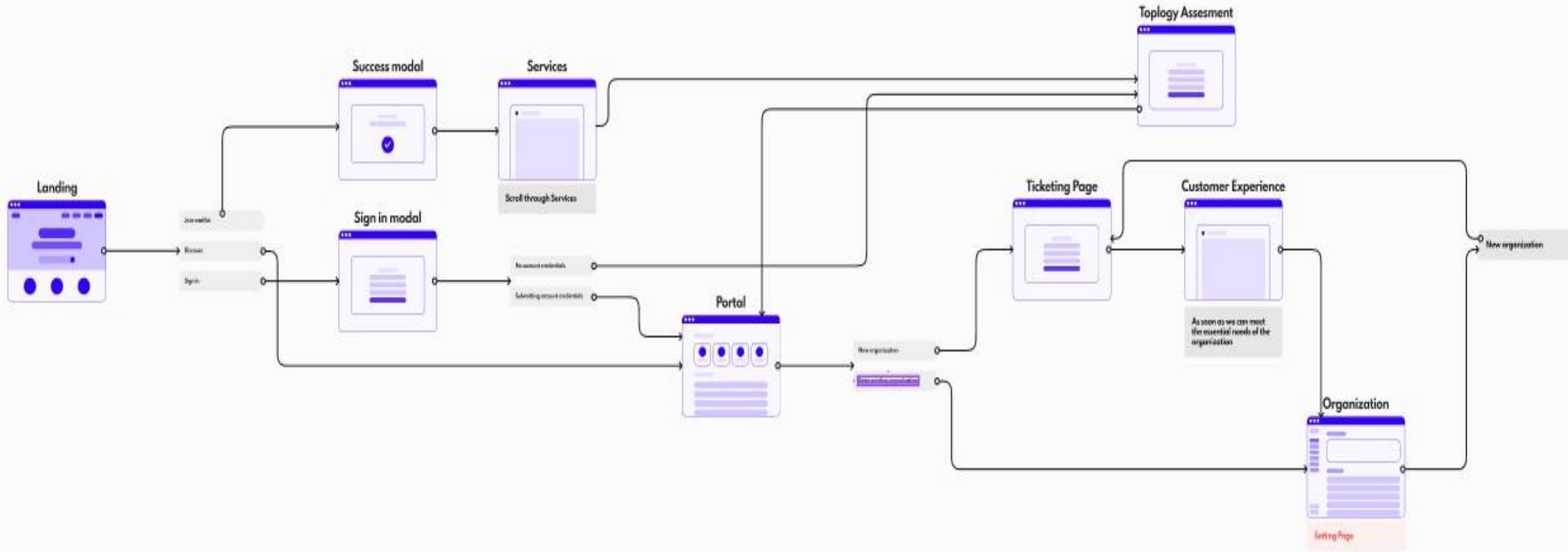


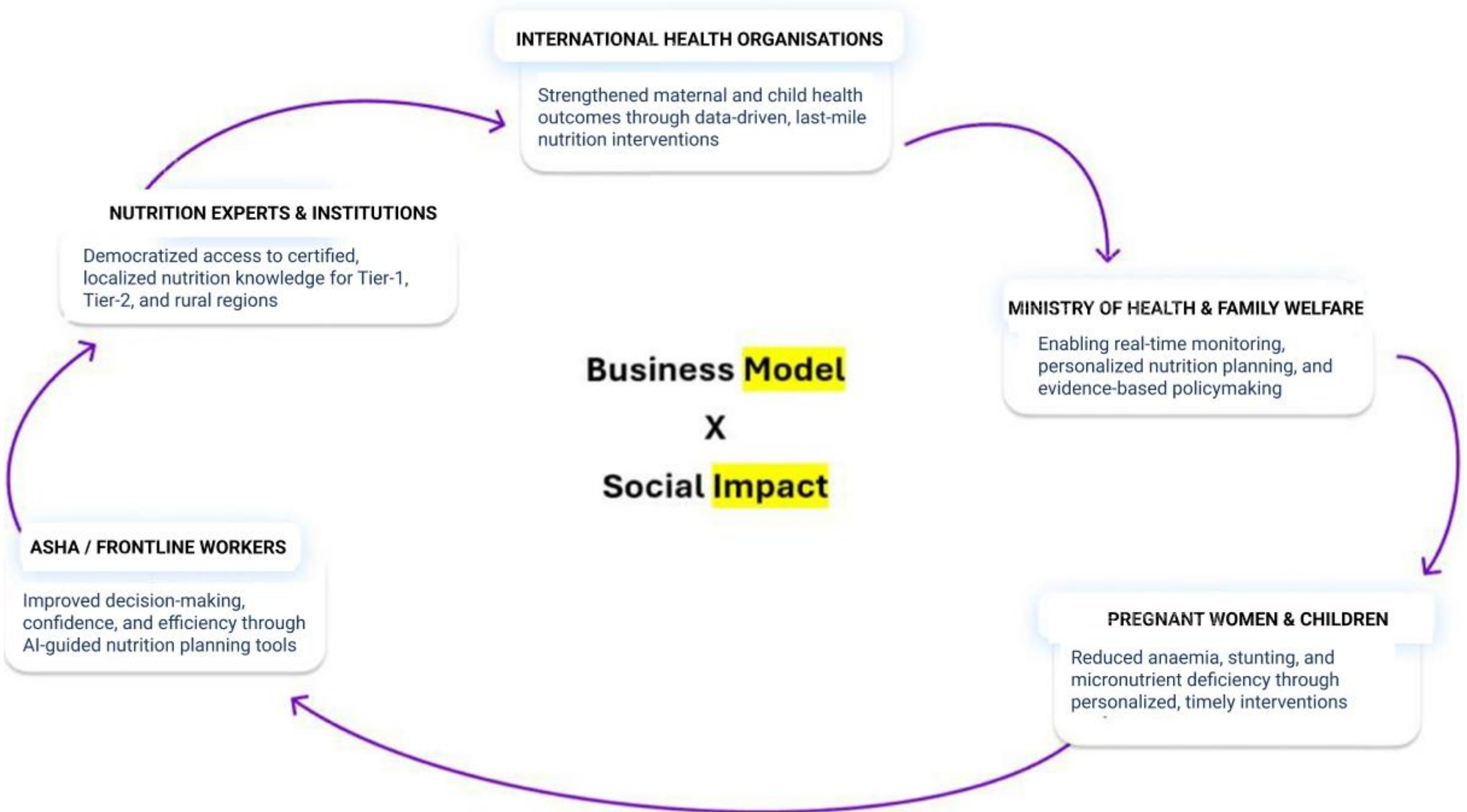
*Topographic Model
Diagnostics*

Technology - MERN Stack

Scenes

Wireframing and developing of idea





References

S. No.	Report	Organisation & Year
1	State of Food Security and Nutrition in the World (SOFI)	FAO (United Nations), 2025
2	Joint Child Malnutrition Estimates (JME) – Latest Estimates	UNICEF – WHO – World Bank, 2025
3	India: Highest Wasting Rate, Despite Undernourishment Drop	Down To Earth, 2025
4	Prevalence and Determinants of Severe Malnutrition among Indian Children	PubMed Central (PMC), 2025
5	India’s Fight Against Anemia (Press Release)	Ministry of Health & Family Welfare (PIB), April 2025
6	National Family Health Survey (NFHS-5)	Ministry of Health & Family Welfare, 2019–2021
7	Global Nutrition Report	Global Nutrition Report Secretariat, 2024
8	Trends in Anemia Prevalence Among Indian Women	PubMed Central (PMC), July 2025
9	Steady Improvement in Indicators for Malnutrition (Press Release)	Press Information Bureau (PIB), December 2023
10	India’s Nutrition Enigma – State Nutrition Profiles	Secretariat Analysis, 2025
11	NFHS-6 Coverage & Preliminary Data	DHS Program (MoHFW), 2023–2024
12	Anaemia in India: NFHS Data Trend Analysis	IAPSMUPUK Journal, 2023

Thank You



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