“*She made broken look beautiful and strong look invincible. She walked with the Universe on her shoulders and made it look like a pair of wings* “-Ariana Dancu.

She too can be broken sometimes and needs help. In more stressful times like the current COVID pandemic the women are undergoing excessive stress, whether they are working women, home makers. Single parents and/or primary bread earners for their family face an even more stressful challenge handling a full house and unstable finances. The social distancing and over-worked hours alienate them further and add to loneliness and other emotional issues. The constant pressure to sanitize and clean hands and house is also leading to OCD, especially pushing borderline cases to the edges. Nearly 70% of the women work in the informal sector, hold jobs that are not secure and are grossly underpaid hence pushed into poverty and mental issues. Even gynecologic issues are taking a back seat as the entire medical fraternity is focused on COVID. Women are also hesitant to share such issues with men in the house.

Being women we understand and empathize with these issues. We conducted a small survey of our own & the results did allude to the same; about 55% find it difficult to stay positive with increased workload, and about 76% are stressed about letting kids out post Covid. Our research revealed that there are platforms available in the market today that deal with mental stress, especially in COVID times, but most of them are either just a list of helplines which have endless wait time or they are portals with in-house counsellors and require you to share social media details along with contact details which most women may be averse to.

Naari-Setu is a platform that can be used by women from all walks of life viz. IT professional, doctors or even low wage earner. It would ethically and anonymously become the treasure trove of data for every Indian woman & their mental and physical health needs. We envision to embed it with Indian JAM(*Jandhan, Aaadhar, Mobile*) stack, so that it becomes a common platform for every Indian woman to connect. We envision to integrate supply chain for medicines and even provide insurance (Direct Benefit Transfer) like [PM Ayushmaan Bharat](https://www.acko.com/health-insurance/ayushman-bharat-yojana-scheme/).

**Sample use-cases**

* *A user logs in to the screen and is greeted by the Neena bot*
* *Neena bot asks simple questions about their general well-being and pressures faced*
* *The bot runs an AI system behind and recommends her the next course of action which could be Tele-Consultation with an appropriate doctor, close by*
* *After Tele-Consult the doctor prescribes medicine or follow up call*
* *User may pay using UPI or other payment method*
* *If there are prescribed medicines, we can connect with* ***1mg*** *pharma easy or other such applications to order medicine*
* *Insurance can be claimed for low wage earners using Ayushman Bharat or private insurance for others*
* *A woman can also bring in a friend*
* *The entire process can be anonymous incase desired*