

SMART BAG



DHARSAN S
KAVYASRI P P

What is your problem to solve?

- Now-a-days smart bag have evolved as much as advanced. Bags are necessary for each and every person who travels.
- Here the problem is during travel or in some other places, women feels unsafe or discomfort with the unknown person who tries to misbehave with them. This is a major cause for women harassment.
- In order to overcome this, in our smart bag we can provide a inbuilt safety switch and a torch with shock effect . If the safety switch is being pressed it will alert the family and concerned authority person near to them.
- Until someone arrive for help we can manage them with a shock effect torch.
- Another major problem is the material used for making the bag. Most of the bags are made of nylon and some other plastics, which leads to a global warming.
- To overcome this we have used a cork leather which is eco friendly, washable, unbreakable, scratch resistant, water proof and has a multiply benefits.

Why is there a need to address and its scalability?

- As we are developing a smart bag with some advanced features like safety switch, GPS tracking, fingerprint unlock, internal lightning and wireless charging...
- Here we are going to address an issues mainly women safety switch and an additional shock effect torch.
- Here the scalability depends upon the day to day activities, where our smart bag helps and going to help.
- We can further develop our bag according to the needs of a people and increase its production according to the situation.

How it is beneficial for US and UK customers?

- In INDIA, 60% of the population are literate of which 5% percent of the population use smart bag and 50% percent are aware about the features of smart bag.
- In UK and US, 100% percent of the population are aware about smart bag and its usage. Wireless charging, GPS tracking system and eco-friendly bags are the requirement of those people to manage the wireless charging of mobile, laptop and theft management.

A compelling story behind your idea?

- Behind our idea there is a simple story that is focused mainly on ecofriendly and women safety.
- Because now-a-days our planet has lost its natural source by half of the percent, to overcome this problem we need to use ecofriendly products in all the fields. As a base idea we came up with a cork leather which is obtained from the bark of the trees and such an ecofriendly material.
- Another concept is safety for women across the country. Currently women harassment as became a major problem in many of the country. In order to overcome this we have introduced a concept called safety switch.
- Our target customers are women and other professionals, students who travel in day to day life and other people who follows the eco-friendly pattern of living and people who need basic requirement in this smart bag.

Working mechanisms or prototype development of your idea?

- Wireless charging of mobile, tablet and laptop through the usage of rechargeable battery and power banks.
- Internal lightning system is implemented in the smart bag by interfacing light ambient sensor with microcontroller which allows the user to view contents inside the bag.
- GPS tracking system is used here using GSM module to find the location of the bag in case the bag is dropped somewhere or the bag is theft.

- The smart bag is made of cork leather which is highly durable, scratch resistance and eco-friendly material.
- Finger print system is implemented at the top of the bag to scan the user's identity in case of theft.
- Safety torch with electric shock is the main feature of this bag where torch is externally attached through elastic cable to use when women encounter any harassment. There will be an alert notification sent to the family members and torch with shock effect will work against them until the members arrive.
- Music player for listening music using appropriate head phone which have an in built memory or accepts external memory cards. It is charged using the internal battery pack. Water bottle holder is also attached.



How cost effective the project is?

- Depending upon the sensors and controllers we use the cost may differ. When using a standardized products the costs may be high but when we use local products the costs may low compared to that.
- When compared to other companies who mainly focus on security and innovation but misses to provide women safety, eco-friendly bag.
- Our solution is mainly implemented for women safety from children to elder women and for eco-friendly purpose.
- In recent days, women safety is an essential part of society where this bag helps women to overcome the harassment faced by them.
- Cork leather is the material which has varied features like high durability, scratch resistance and eco-friendly nature.

Target customer

- Mainly focusses on Women and other professional, students who travels in day to day life and all other people who follows the eco friendly pattern of living...
- Business officials who follows simple standard of living like using a backpack for their daily routine.

Unique selling proposition:

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