



**MATERNITY**

**The Smart Parenting App**

# Reason/Motivation to choose this idea

- According to a recent UNICEF report, India had the highest share among eight countries estimated to account for 50% of all births on Jan 1, 2019
- Despite rapid technological development in India, there are still areas where it is difficult to find information and facts about basic necessities.
- According to a report, the unemployment rate in India is at a four decade high, sitting at a whopping 6.1% .
- Hectic work schedules along with lack of online information available about the area pose many challenges for couples who have a young baby, like finding babysitters with experience, good healthcare, and medical services, nearby vaccination booths, etc.
- There exists no platform today which can assist these couples and make the job of raising a young one easy as well as create job opportunities for babysitters/nanny.
- Nearly every second young child in India today is undernourished– underweight (42.5 % of children under five years)[[http://planningcommission.nic.in/reports/genrep/multi\\_nutrition.pdf](http://planningcommission.nic.in/reports/genrep/multi_nutrition.pdf)]

# **An Android based mobile platform**

- **A cross-platform application targeted towards parents with newborn babies and babysitters searching for jobs.**
- **An in-app messaging platform allowing parents to get in touch with verified and trusted babysitters available nearby instantly & book appointments.**
- **Parents of newly born babies or of small age children can directly consult and take appointment with doctors(Pediatricians) with ease of nearest location.**
- **Babysitters can create their profile & find work for themselves once they successfully fulfill the hiring criteria.**
- **Proper alerts of vaccinations required given to parents via email and push notifications according to the age of baby.**
- **Parents receive featured articles and recommendations on the best way to raise their little one.**

# Innovation

- We are trying to make life of those parents easier that are living in developing-rural areas where there are educated people but superstitions are preferred over scientific facts.
- This app can be a blessing in disguise for first-time parents that are generally unaware of vaccinations and proper health diet for their child.
- Providing job opportunities as a babysitter through an app could also result in a massive growth among this profession in such areas.
- Consulting to trusted doctors and scheduling appointments will be much easier along with location comfortability.
- We see applications that give suggestions or food tracking facilities for baby but, they are not efficient enough to cover all the aspects required for babies.

**Thank You !**