

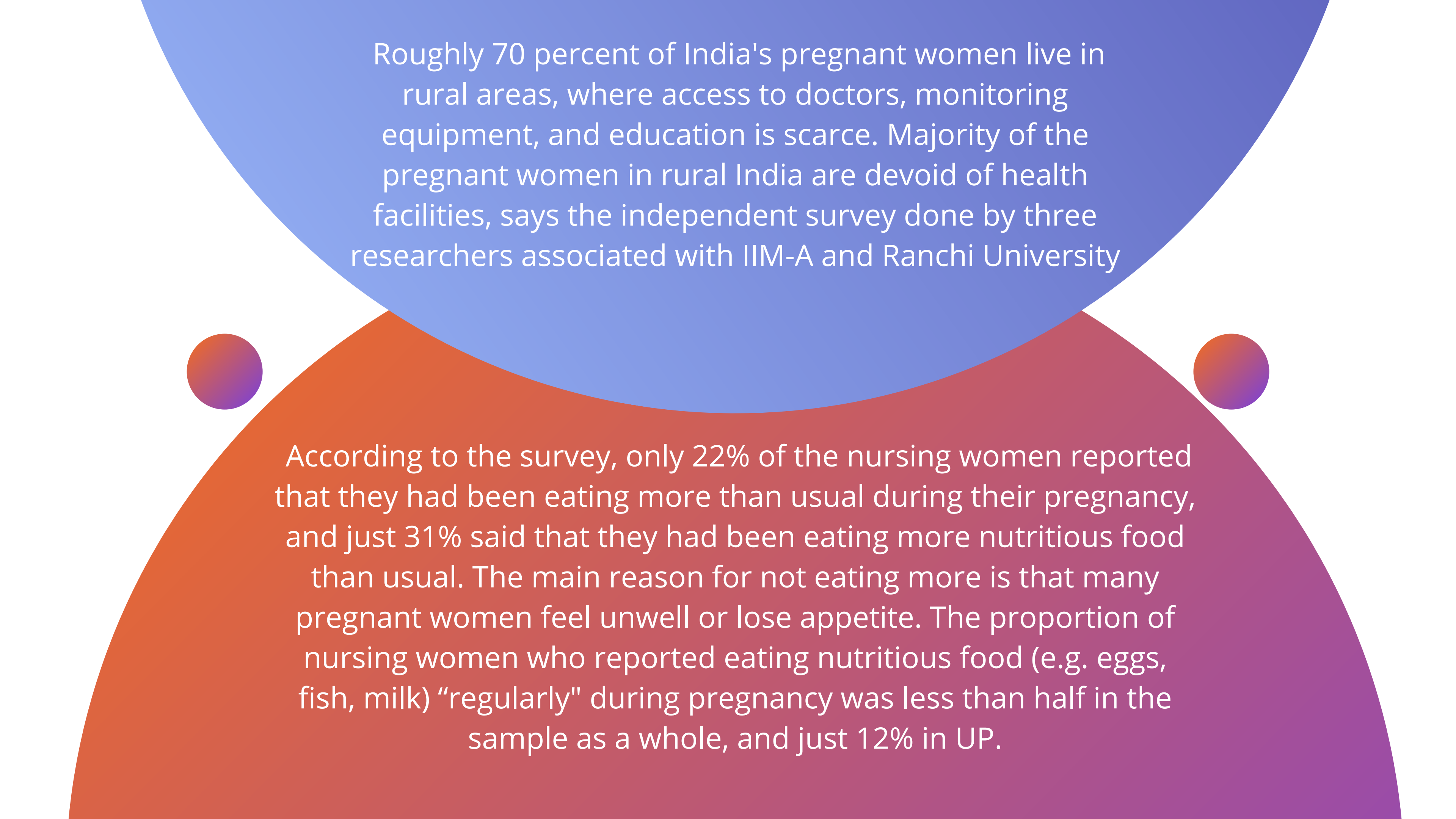


Azure Women's Hackathon 2022

Theme: Invent Tech-based solutions for Women Empowerment in India

Problem Statement

**Create solutions for women
health, safety and upliftment of
vulnerable section**



Roughly 70 percent of India's pregnant women live in rural areas, where access to doctors, monitoring equipment, and education is scarce. Majority of the pregnant women in rural India are devoid of health facilities, says the independent survey done by three researchers associated with IIM-A and Ranchi University

According to the survey, only 22% of the nursing women reported that they had been eating more than usual during their pregnancy, and just 31% said that they had been eating more nutritious food than usual. The main reason for not eating more is that many pregnant women feel unwell or lose appetite. The proportion of nursing women who reported eating nutritious food (e.g. eggs, fish, milk) "regularly" during pregnancy was less than half in the sample as a whole, and just 12% in UP.



TO OVERCOME ALL THESE PROBLEMS FACED BY PREGNANT WOMEN'S EVERYDAY WE HAVE COME UP WITH AN APP .

a

Pre- pregnancy stage

It will contain two options

- *Regular nutrition monitoring* - monitors the nutrient intake and suggests food based on these values.
- Doctor's consultation

b

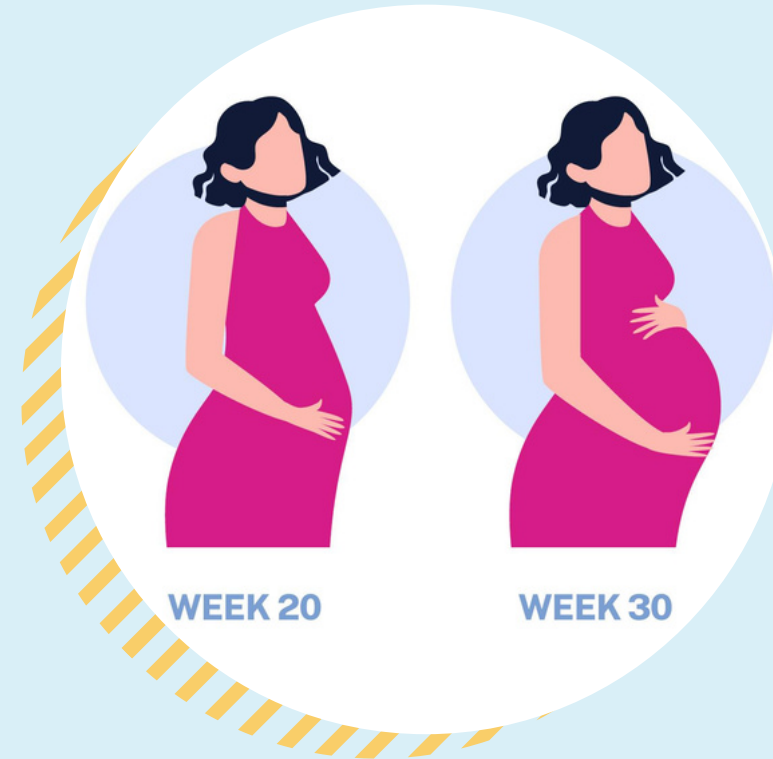
During pregnancy stage

- *Regular routine monitoring* - a feature that suggests the nutrients required, and also keeps track of the nutrient input and provide alerts.
- *Daily workout and meditation* - suggests and enacts various workouts and yoga poses using AR techniques and also maintains the record in a separate database for every patient.
- *Recreational activities for the mother* - contains a set of books, music collection,s and blogs written for new mothers
- Doctor's consultation

b

Post-pregnancy stage

- *Baby and mother health* - Monitored routine for both mother and the baby—routine alerts.
- *Self Care* -Focuses on mother's emotional, and physical health.
- *Physical growth(0-5years)* - Measure the physical parameters and compare them with the normals to keep track of the overall development of the newborn.
- Doctor's consultation.





THE SUBSCRIPTION

The feature of doctor's consultation is available as a premium service. It includes activities such as-

- Online meeting with the doctor with flexible timings
- 24X7 availability of professionals
- Book routine checkups from home



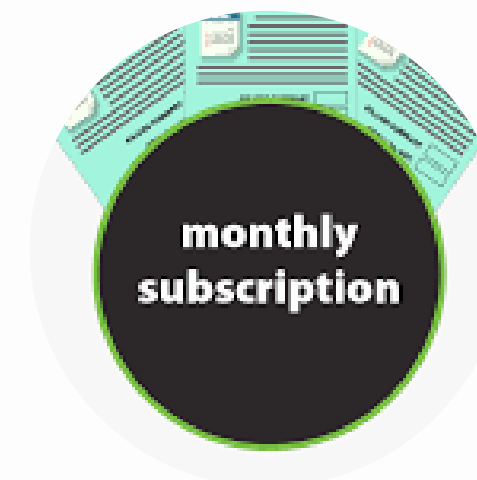
THE NUMBERS

The app is completely free of cost for all its users except for one premium feature which is a doctor's consultation. The doctors will be charged a commission of 10% of their fees. This amount will then be used to expand the company and include various new features.



ADDITIONAL FEATURES

- *Instructions in the Hindi language* - The instructions will be read in the Hindi/English language to facilitate usage for rural women.
- The activities in the app are following a level-by-level approach. Therefore, on completing a particular level, the user will get certain points which will be used to unlock the next levels. The purpose is to increase the interest of the user.





Future aspects:

- To remove the subscription model from the app
- To add a mart for shopping

A - Teamm



Vidushi Pandey



Priyansha Singhal



Shubhangi rai