

Suraksh-Maa

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Problem:

The death of pregnant women during delivery of a child is still a case to be addressed in many rural areas and some urban areas.

Product:

Our solution is to build an innovative mobile application "SURAKSH-MAA" (SU = good , RAKSH = protection ,MAA=mother). SURAKSH-MAA creates awareness to pregnant women. It also allows users to connect to nearby hospital or a PHC (Primary Health Centre) on one tap.

Initial Prototype:

Built an app which displays monthwise description for pregnant women.

Business:

Market Research
We have taken details from around 20 pregnant woman from 5 clinics

Cost & Revenue

Cost for uploading into google playstore:Rs.1700
Revenue is generated through In-App Advertisements

Sales & Marketing

Marketing is done through social media and word of mouth

Customer Stories:

Short Description

Basically when we have asked pregnant woman about the problems they were facing they told that they are facing emergency issues at critical times and they are unable to know their symptoms.They told that they were unable to get information and how they document every stage of pregnancy.

Progress:

- Week1 (single sentence)
- We came with an idea
- Week2
- We started building prototype
- Week3
- We have done market research
- Week4
- We started developing solution
- Week5
- We worked on adding extra features
- Week6
- We fabricated everything into the mobile app

Contributors:

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