

---

# Sakhi

---



By: Shruti Gupta  
Data Engineer  
Barclays Investment Bank

---

---

# Problem Statement

Smart home concept is creating a buzz with AI technologies being developed to optimise human effort in performing daily activities. How can Smart Homes also help women reach out to self-help groups and police during instances of domestic violence, sexual harassment and legal counsel...

**Empowering housemaids to lead better lives...**

---

# Sakhi

*"We help the ones who help us lead comfortable lives"*



Sakhi educates and empowers women who help us lead our lives comfortably. It shall provide a platform to those who seek help and the one who want to assist them voluntarily and look forward to creating an impact.

---

---

# Opportunity

## Empowering housemaids to lead better lives...

- Develop an app that can be downloaded by people where they report problem personal / or on behalf of someone (for a housemaid).
  - Become a channel to help them connect with relevant NGOs based on their problem statement.
  - Collect data in respect to these domestic helpers/people and channel them to govt organisations and NGOs working to help in the upliftment of women and kids.
-

# Partnering with NGO's /Govt Organisations



1. Set KPI's/Goals for NGOs along which they will help the victims.
2. Provide them with recommendation of people with similar usecase.
3. Give points to NGO's for solving issues and grade them accordingly.

---

# Domains addressed in the app

## Financial Assistance

- Financial Help
- Finding work
- Medical Aid

## Organizational Assistance(NGOs)

- Child Welfare
- Sexual Harassment
- Skill Improvement

## Professional Assistance

- Medical Aid
  - Self Defense
  - Mental Health
  - Legal Counsel
-

---

# Opportunity - From AI perspective

Using cameras installed in smart homes and townships to...

- Build a recommendation system based on NGO-User profiling and scores.(Phase 1)
  - Detect children in colonies .Track if they are being used as domestic help. Send notification.(Phase 2)
  - Detect scars on face and body parts. Notify NGO's after gaining their permission.(Phase 2)
-

---

# App Flow for a user

---



Register/Login as a  
working professional  
or self employed

Generate recommendation  
of the relevant NGO's that  
can they can connect to.

Validate if the issue  
was resolved ? and  
score the NGO



Register the details of the victim and their  
problem statement. Capture data points  
Name, Location, Phone, Age, Aadhar Card

Notify the relevant  
bodies the user has  
selected and schedule  
a meetup .

---

# App Flow for the NGO

---

Register/Login as a  
working professional  
or self employed/NGO

Generate recommendation  
of people they can help .

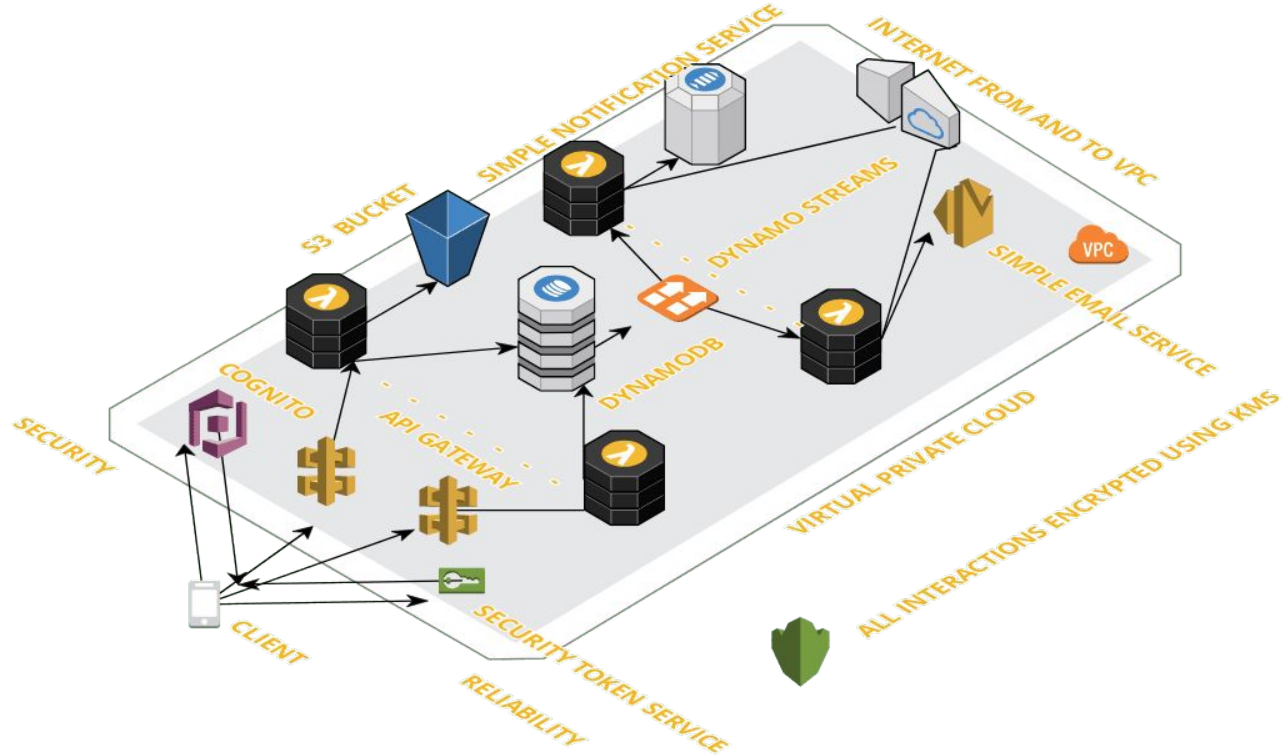
Show a dashboard of  
their performance.



Select categories that they choose to  
work on eg Rehabilitation, Sexual  
Assault, Legal Assistance etc.

Schedule a meetup to  
address the issue.

# Backend Architecture



---

# Business Approach

## Legalities

Data security - no data sold to third parties

Full compliance with EU GDPR (General Data Protection Regulation) or equivalent standards

## Unique Selling Proposition

Expedited case management of NGO clients in a private and secure manner

## Go-to-Market Approach

Pilot with Care India and other major reputable NGOs focused on assisting girls and women from marginalised communities, then scale down to smaller NGOs

---

# Questions

- Revenue Model
- How NGOs will adopt
- Backend Architecture

---

# Revenue Model (Care India)

- ~1000 staff including employees, contractors, and volunteers
- ~₹200Cr annual budget
- 2.5Cr+ population reached directly, majority women (8.5Cr+ reached indirectly)
- Imputed outcome value of ₹80 per direct client

Assuming a 10:1 targeted benefit-to-cost ratio, the value of a contract with Care India to enable them to boost outreach by 10 percent is ₹2Cr.

---