NOVATE+
HEALTHCARE

e-PDS platform towards pandemic restoration

CURRENT SCENARIO

The government has given contracts to reputed vendors for distribution of daily eatables and ration among the people who are suffering, during the lockdown, at SUBSIDIZED RATES according to their income.

The vendors have set up their distribution points throughout the country, but are facing problems in management during distribution, as there are a few workforce available at every distribution point to cater the entire locality, which leads to violation of Social Distancing rule.

The government has arranged quarters for the homeless people, as they are at a high risk of getting contaminated. But there is no medium at present, to connect them together due to the technological barrier. The citizens are helping the NGOs to locate such people, but at a slow rate.

The Solution & Business Model

- An application platform which bridges the gap between the distributors and the customers.
- Using ML algorithms, we are calculating the **INCOME INDEX** of the customers for understanding their economic condition. This helps us to predict the % of subsidies to be given.
- The application features the portal where citizens can report homeless people, the information would be immediately transferred to connected NGOs/ organizations.

Application WorkFlow

Users

One Time User Sign-up. Cross-verification Of Details. Predicts a INCOME INDEX after analysing Income.

User orders the items required for the next day, a day before, in the app. On the basis of the INCOME INDEX, the order is either free or eligible for discount.

Next day morning, the user receives a QR Code along with a confirmation from the local distributor.

At the distribution point, the user shows the QR Code to the merchant, pays the amount(if any) and collects the items.

Distributors

Registration of the distribution points in the App. Marking the area to be catered by each Distribution point.

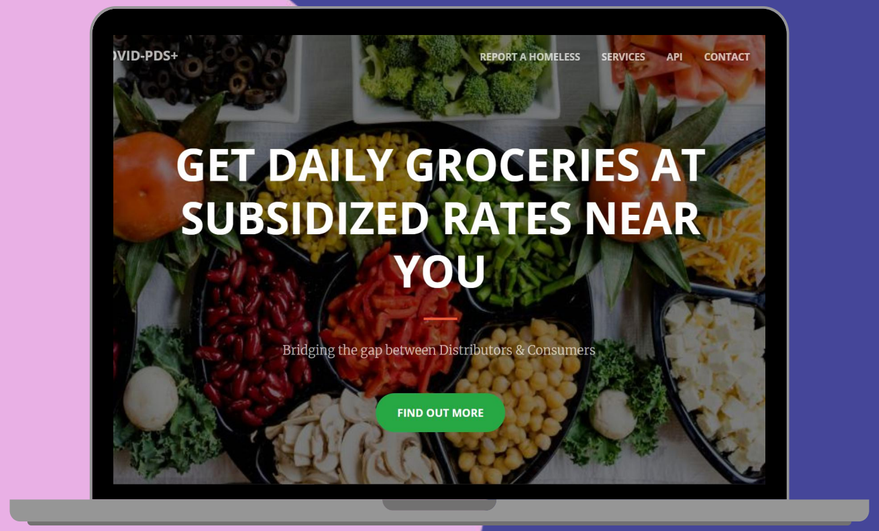
The Point Manager can see the orders for the next day after logging in. Keep track of the money collected as well as perform daily analysis of data.

When the QR Code of the customer is scanned, the amount to be payed gets displayed.

At the end of each day, they can read the responses received from the people and will get a visual analysis of the data.

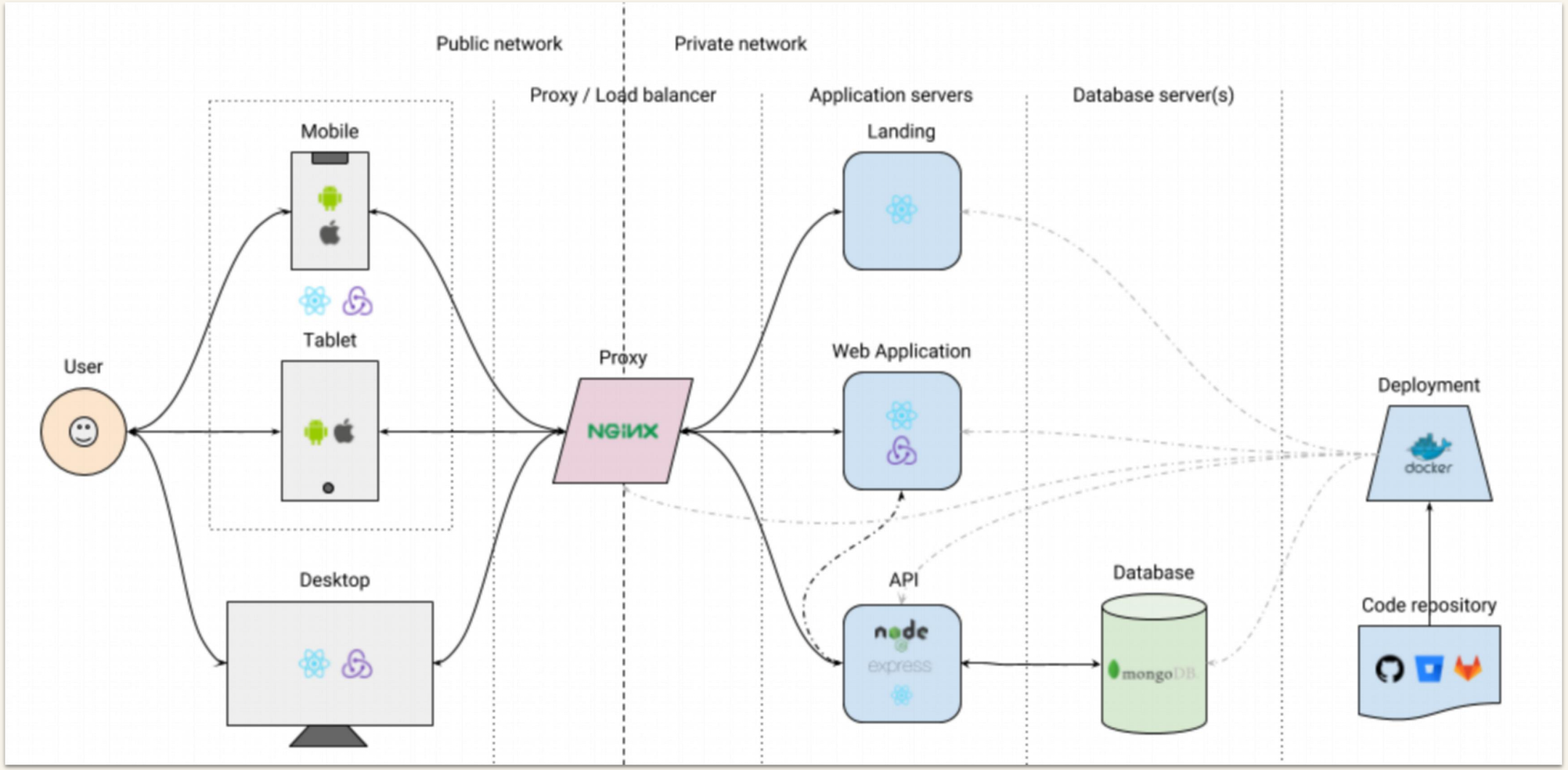
Uniqueness of the Project

1. Effective business model. No Direct or Indirect Competitors.
2. Multi language support to cater the diverse population.
3. The INCOME INDEX calculation through the Predictive Analytics can be used in other projects requiring classification according to economic conditions.
4. With the use of Real Time Analytical calculations and QR Code Checkout, the waiting time at the distribution points is lowered, maintaining the SOCIAL DISTANCING rule.
5. Migrant labours stuck in other cities, having their Aadhar Card can avail the service, which is not possible with the current PDS system.

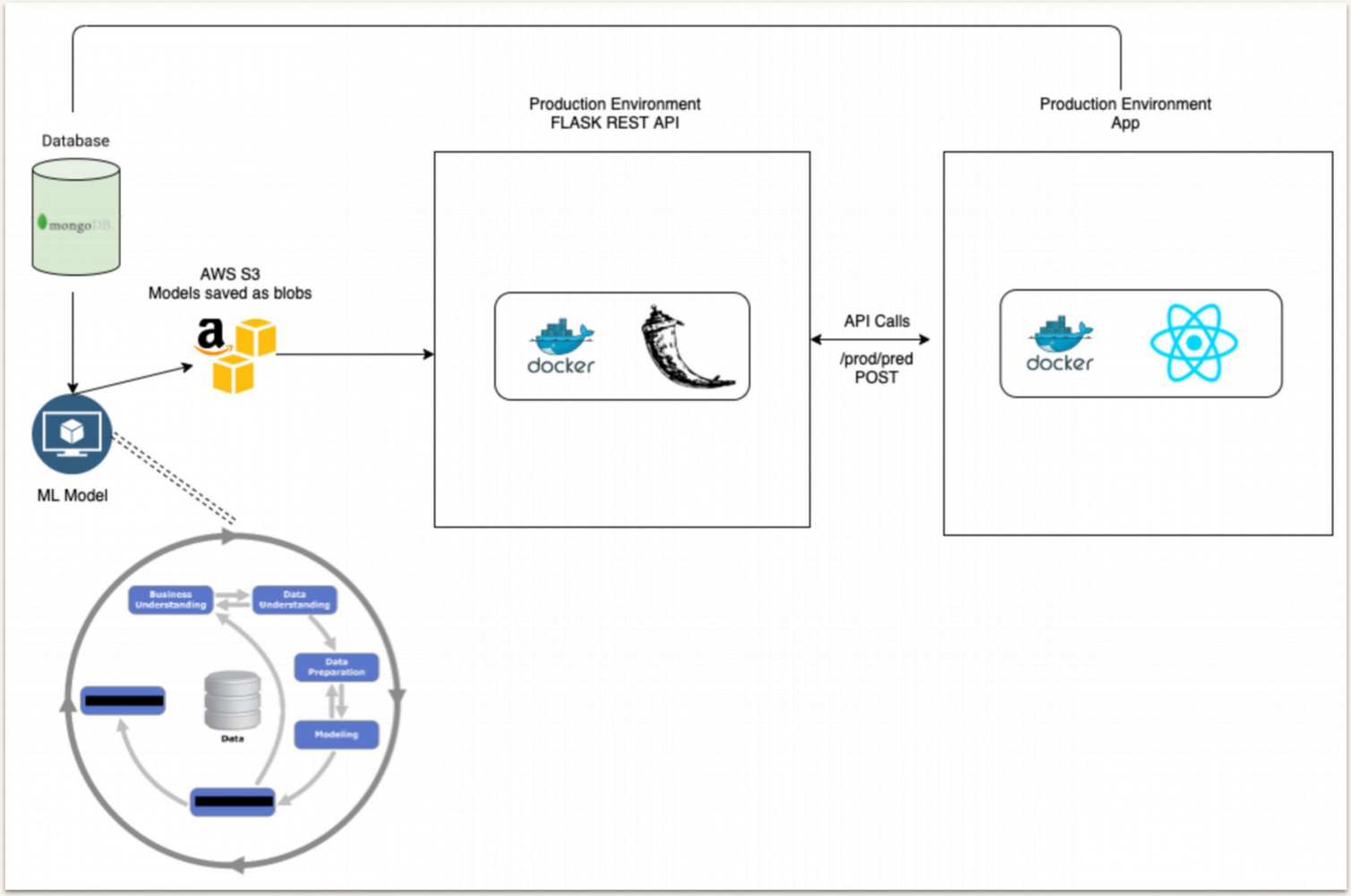


Technology Stacks and Tools Used

- A **MERN Stack Web Application** using **NGINX** as **Reverse Proxy and Load Balancer.**
- Complete User Interface of the Mobile Application using **Adobe XD**.
- Utilizing the computation power of **Spark** for Predictive Analytics.
- Containerizing the Application using **Docker** for safe and secure deployment on Cloud Engines.



The Web Architecture



Integrating the ML Model with Web Application

TARGET MARKET

The Poor & Middle Class

The Daily Wage Workers are the most affected due to the lock-down situation.
We are taking the opportunity of providing them food at low cost considering their economic condition.

The Homeless

These people have high chances of getting contaminated due to their surrounding hygiene.
We are encouraging citizens to report such cases in our Application. This information is shared with the Local Authorities/NGOs, to provide them residence.

REVENUE MODEL

Interstitial & Admob ads from Google

Daily active users

User Retention

Location of Users

Incentive per head from Distributors

Connecting medium between the Customers & Distributors.

Our app can fasten and channelize the distribution.

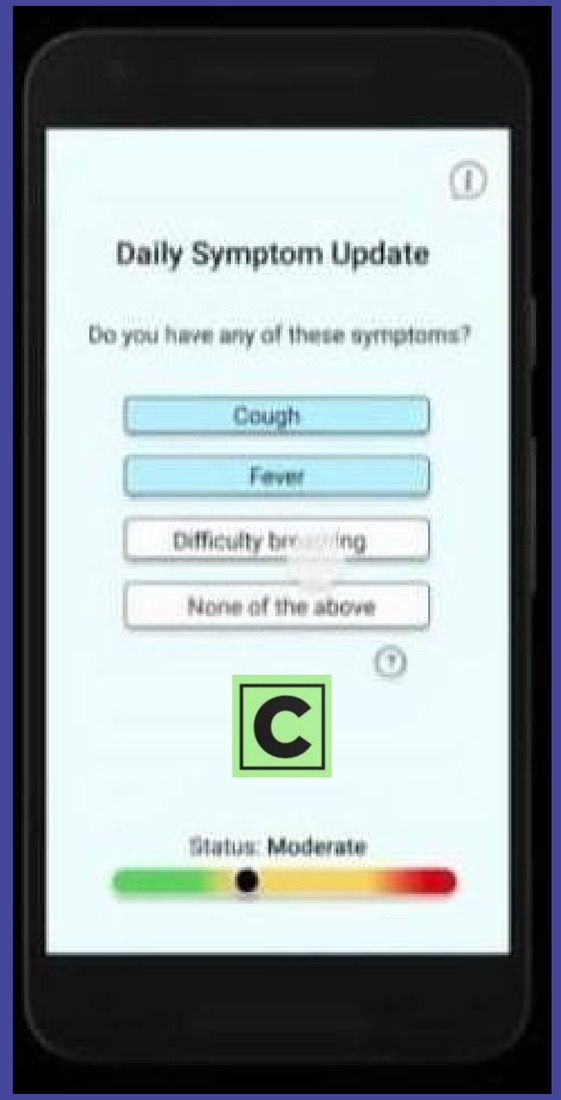
APIs for Analytics

Data after proper **Masking of sensitive information**, can be used by Analytic companies.

A highly profitable model in the time of Data Monetization.

Phase 2: COVID-HEALTHCARE+ (Towards Social Welfare)

- The **Revenue earned** to be used towards social welfare as **COVID Healthcare+** in Phase 2 of business model as **Social Responsibility**.
- Here the implementation caters the target market Rural India.
- In house treatment to be provided to COVID positive cases where healthcare facilities aren't available.
- ASHA (Accredited Social Health Activist) workers to be trained, to provide AT-Home Patient Triaging, to the COVID Positive cases in Rural India.
- COVID-19 spread to be periodically monitored.



Phase 2: The Implementation

STAGE 1:

Building components of the system (apps, bots, educational material)

STAGE 2:

Contact Stakeholders (government,phone service providers) Linking with Aadhar Database.

STAGE 3:

Dissemination of plan to public (via TV,radio.etc) and training of ASHA Workers.

STAGE 4:

Beta Test on target village.

STAGE 5:

Initiate system in other rural areas.

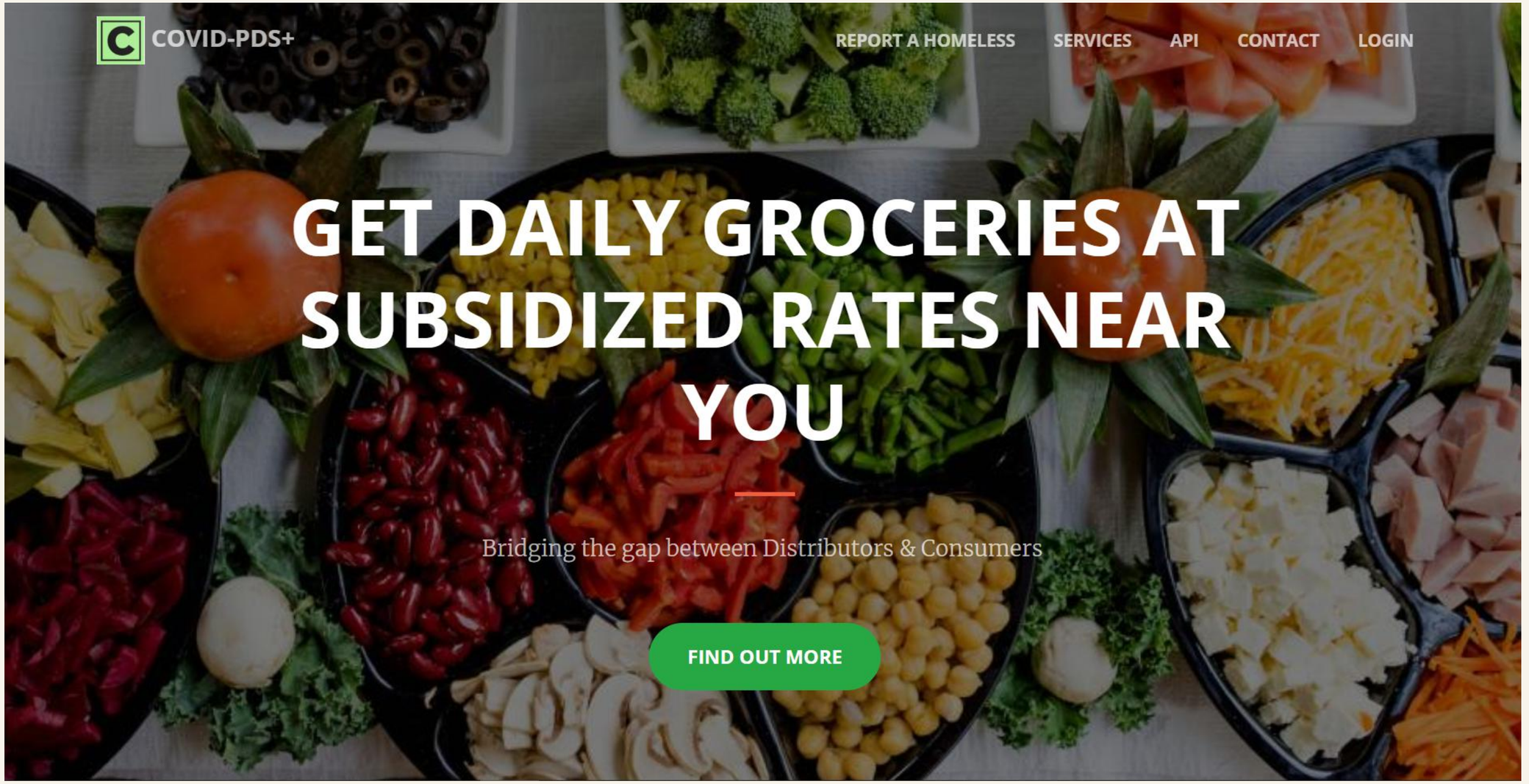
STAGE 6:

Modify and scale system for urban areas.

STAGE 7:

Periodically monitor for community spread of COVID-19 in India.

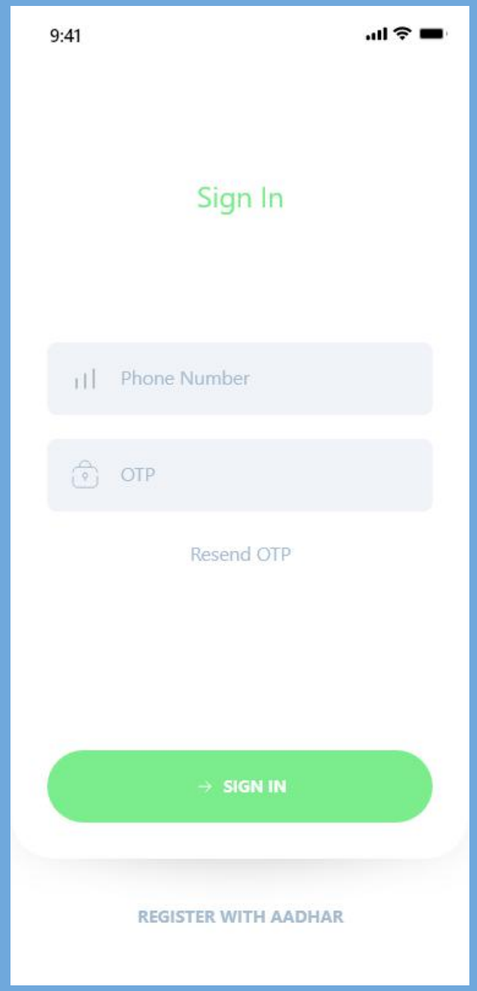
COVID-HEALTHCARE+

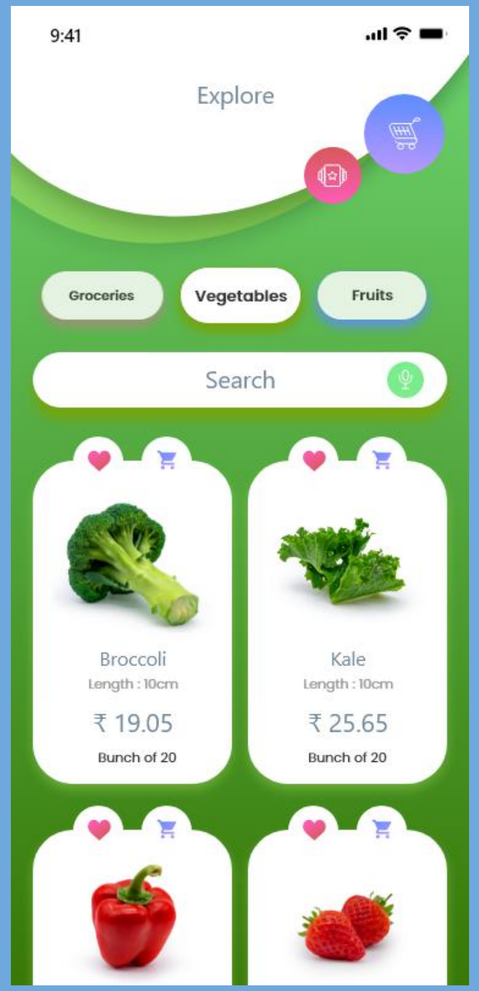


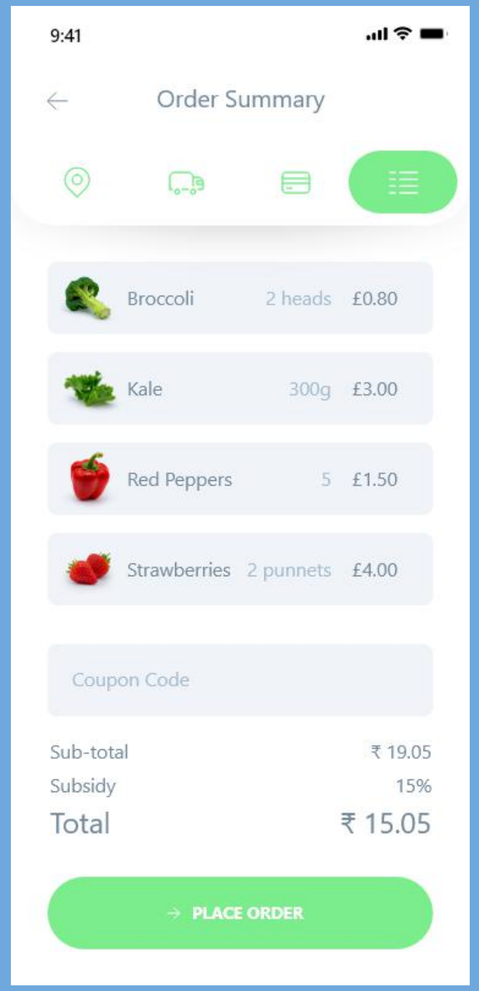
OUR WEBSITE

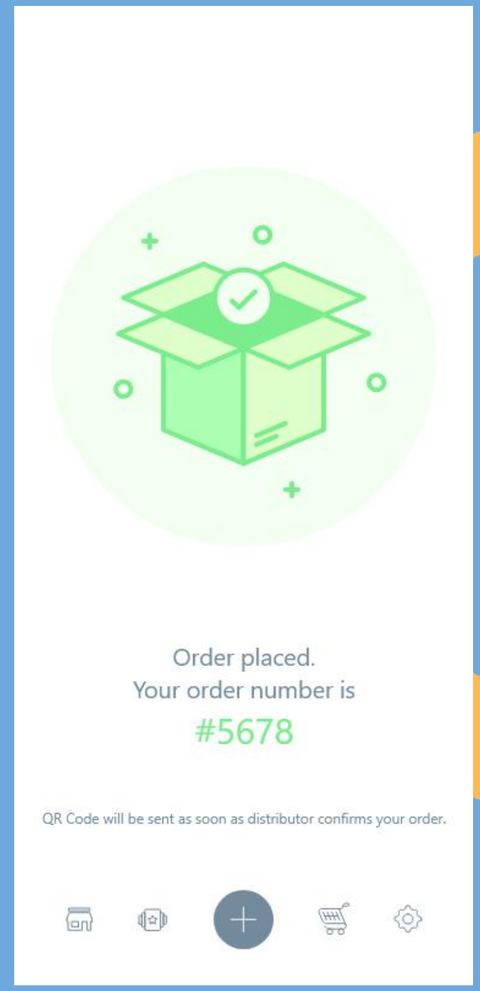
https://bit.ly/covid-pds

COVID-PDS Plus
CURE THE CHAOS









ANDROID APP UI

https://bit.ly/covid-pds-apk

THANK YOU!

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HEALTHCARE

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