

ShishuMitra

Empowering India's Parents in the First 1000 Days

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Made with **GAMMA**

Problems Faced by Indian Parents

- Over 25% of Indian children suffer from malnutrition or miss critical vaccinations
- Many parents, especially in rural areas, lack access to personalized and trustworthy babycare support
- Existing government schemes are fragmented, complex, and often misunderstood by families

This leaves millions of children at risk during their first 1000 days, a critical window for healthy development and long-term wellbeing.

Our Vision

- Help parents stay on top of all recommended vaccines
- Provide free checkups with timely reminders through Whatsapp.
- Enable conversations with doctors **AND** supportive mom communities
- Deliver engagement through WhatsApp, avoiding complexity.

We believe that trusted, local, and easy-to-use digital tools must meet parents where they are to improve child health outcomes.

Key Features



Vaccination Reminder

Provides vaccination updates through WhatsApp for timely reminders and better adherence



Local Booking & Hospital Access

Easily book local hospital visits and access nearby clinics.



Free Full-Body Baby Checkup

Regular health monitoring to catch issues early and provide peace of mind.



“Mummy Near Me” Networking

Connects moms locally for support, advice, and community strength.



Doctor-Verified AI Guidance

AI advice vetted by pediatricians for reliable caregiving tips.



Pediatrician Booking

Schedule consultations seamlessly via WhatsApp chatbot.



WhatsApp Bot Assistant

Easy interaction with voice or text powered by AI on familiar platform.



Baby Cry Monitor

AI-powered detection and insights on baby's distress signals.



Verified Tutorials Suggested by Doctors

The platform recommends trustworthy online tutorials — videos, guides, or resources — that are **verified and approved by medical professionals**.



Predictive Health Forecasting

Predicts health risks in advance by analyzing baby's medical history, local weather, pollution, and disease outbreaks — and sends proactive alerts with personalized care tips.

Feature Deep Dive: Personalized AI Chat & Medical History

Personalized AI Chat

ShishuMitra offers an AI-driven chat assistant that remembers the child's medical history to provide targeted recommendations. Conversations are voice-first and in local languages, reducing barriers for low-literacy users.

- Tailored advice based on past health data
- Supports regional dialects and voice commands
- Increases trust by contextual responses

Feature Deep Dive: “Mummy Near Me” Local Networking

“Mummy Near Me” Networking

This feature creates a virtual neighborhood for new mothers to share experiences, get peer support, and build lasting bonds, all facilitated via groups and voice rooms.

- Encourages community-based learning and emotional support
- Promotes sharing of practical parenting tips
- Bridges rural-urban gaps in health knowledge

Feature Deep Dive: Vaccine Monitoring & Local Booking

Vaccine Monitoring via Local Bodies

Integration with local health workers and government databases ensures timely vaccine tracking and accountability, minimizing missed doses and enhancing public health outcomes.

The seamless local booking system simplifies hospital visits, making vaccinations and checkups more accessible.

- Real-time tracking of immunization status
- Automated reminders via WhatsApp
- Easy appointment booking at local clinics

Feature Deep Dive: Baby Cry Monitor

Baby Cry Monitoring

A smart microphone (from a phone or smart device) detects prolonged baby crying and sends instant alerts to the parent. Useful for working parents or when caregivers are elderly.

- Uses real-time cry detection AI
- Sends alerts if baby cries continuously
- Works on smart phones

Future Enhancements

-  Expand to support multiple local languages for deeper inclusivity
-  Launch an ASHA worker dashboard for enhanced community health monitoring
-  Introduce SMS fallback for areas with limited internet connectivity

These innovations will deepen ShishuMitra's reach, usability, and impact on maternal and child health across India.