- **PROBLEM STATEMENT ID :** OPEN INNOVATION(WOMEN SAFETY)

- **TEAM NAME :** CURE CODES

- **TEAM ID :** HK-189

- **TEAM MEMBERS :** UDITANSHU,UTKARSH,NIKHIL,NISHANT

Problem

- 50%+ women hesitate to discuss reproductive health due to stigma.
- Branded medicines are expensive (₹1200 vs ₹500 generic).
- Lack of privacy in pharmacy purchases.
- Leads to poor treatment adherence and delayed care.

Solution

Our Pharma: Privacy-first, affordable healthcare platform for women.
- Salt-based generic substitution (40–60% cheaper).
- Transparent pricing comparison.
- Secure prescription upload & encrypted checkout.
- Discreet packaging + Private Mode + Female support option.

Goal: Make women's healthcare affordable, private, and dignified.

User Entry

Login / Signup (OTP) or Guest access

Choose **Public** or **Anonymous** mode for privacy

Prescription Source

Option A: Consult a doctor (teleconsult)

→ Doctor issues digital prescription (identity masked if anonymous)

Option B: Upload prescription (image/PDF)

→ OCR extracts text → fuzzy matching maps brand → salt

Medicine Suggestions

System shows **Branded vs Generic** options

Transparent pricing and savings highlighted

Pharmacist verification for low-confidence matches

Order Confirmation

User selects medicines

Checkout with **privacy flags** (private mode, discreet packaging, female pharmacist option)

1.Delivery

- •Order routed to verified pharmacy partner
- •Ephemeral delivery token generated
- •Courier receives masked recipient info + discreet instructions
- •Verified delivery confirmation sent to user

2.Safety & Comfort Features

- •Anonymous consult reduces hesitation
- •Private notifications and discreet packaging protect dignity
- •SOS button and female-pharmacist option integrated

HACK KRMU 5.0

Frontend
React + TypeScript (Vite)
Tailwind CSS (responsive UI)
Optional client OCR (tesseract.js)
Hosting: Vercel

Backend & Data
Node.js + TypeScript, Express APIs
MongoDB Atlas + Mongoose
Redis (cache/sessions)
Encrypted S3 (file storage)

AI / Matching
OCR: Google
NLP: Google Gemini API
Fuzzy matching (Fuse.js/Levenshtein)
Curated 500-SKU substitution dataset
Pharmacist verification loop
Integrations

Payments
Razorpay / Stripe

•**Privacy-First Healthcare Access**

Anonymous consultation mode, masked notifications, discreet packaging, female pharmacist option.

•**AI-Powered Prescription Intelligence**

OCR + fuzzy matching to read prescriptions, salt-based substitution engine, curated **500 SKU dataset**, Gemini API for contextual suggestions.

•**Transparent Cost Savings**

Clear branded vs generic comparison, showing **40–60% savings** to improve treatment adherence.

•**Integrated Safety Layer**

SOS emergency button, verified delivery partners, safety embedded at every step of the workflow.

•**Women-Centric Design**

Built specifically around women's dignity, comfort, and affordability — tackling stigma and psychological hesitation.

Feasibility

Technical: Modern stack (React, Node, MongoDB, Gemini API) enables rapid MVP and scalability.

Operational: Curated 500-SKU dataset + pharmacist verification ensures safe substitutions.

Economic: Generics deliver 40–60% savings, driving adoption.

Social: Privacy-first design reduces stigma and hesitation in women's healthcare.

Challenges

Regulatory: Compliance with CDSCO/Drugs & Cosmetics Act.

Data Privacy: Secure storage, masked flows, user trust.

AI Accuracy: OCR/fuzzy matching errors; pharmacist oversight needed.

Adoption: Building trust in tier 2/3 cities.

Logistics: Scaling discreet delivery with verified partners.

Partnerships: Pharmacies, labs, and doctors required for expansion.

Studies and reports show women face stigma and access barriers to reproductive care; generics are substantially cheaper than branded drugs; online pharmacy adoption is growing rapidly; regulatory guidance from CDSCO informs substitution and record-keeping