

Unmet Needs and Problem Statement Symposium (UPSS) conducted on 23rd January 2021

COEI conducted the UPSS on 23rd January 2021. 4 domain experts presented various problem of specific areas. Over 100 participants of Wings2Vision 2021 attended it. The aim of the symposium was to give participants a set of problem statements in various areas. There is also an open segment in which people with pre-determined problem statements and unmet needs can work on their desired solutions and business models.

Area One: The first session was conducted by Dr. Sanjay Oak, an illustrious name in the medical community and currently appointed as the head of Covid Task Force in Maharashtra. Dr. Oak was interviewed by Dr. Pawar and following are the problem areas he stated:

1. Creation and popularization of Smart Ambulances: currently India faces a dearth of smart ambulances, ones in which there is every amenity to take care of stabilize a patient in any level of criticality to the hospital. The ambulances need to have better amenities, healthcare basics and trained paramedic who can keep in touch with concerned doctors and keep them updated on the status of the patient and the treatment being administered on route.
2. Cadre of trained paramedics: We need to develop a cadre of trained paramedics who are able to take care of patients till they find access to a specialist who will be able to administer them the required treatment. These paramedics are required in ambulances and in remote areas where access to a specialist and doctor is relatively difficult and/or time consuming. Many lives can be saved & their quality of life improved if such a staff is available and at hand.
3. Awareness through mass communication models: there needs to be a system to generate awareness across the country which acts as:
 - Myth buster about Covid (& later for other medical problems and diseases.)
 - There needs to be awareness about vaccine and its importance, correct procedure etc.
 - Awareness generation regarding post covid syndrome which affects myriad of organs & aspects such as lungs, brain, heart and memory to name a few., what it entails and what is the correct line of action for people who suffer from it.
4. Creation of post covid OPDs is necessary. Many people suffer from post covid syndrome however there isn't enough infrastructure especially in the non-city areas to make people aware and treat them for the same. The few OPDs that exist are in poor state and they need to be upgraded too.
5. There are several covid vaccines available in the world, while some of them can be stored at room temperature; Moderna and Pfizer need to be stored at -70 degrees. There isn't infrastructure to store and transport these vaccines especially in remote areas. Find a way to create a portable storage box/facility for the vaccines mentioned above.

Area 2: The second session was taken by Mrs. Aditi Limaye Kamat who is a restauranter, she discussed the problems faced by hotel and food industry.

1. Currently most hotels use the DYTEL billing and material management system but the industry will welcome a system which is a one stop shop. A system that can-do customer data management, material management and vendor management effectively integrated with the billing system.
2. The industry needs a system that integrates traditional billing with newer UPI payment platforms such as Patym, BHIM, Google pay etc.
3. A method which can bypass Swiggy and Zomato type platforms which charge a heavy amount to restaurants and hence significantly affect the profit margins.
4. Restaurants and hotels have staggered working hours and shifts, a system is required that can keep a track of punch in and punch out of timings of employees and compare it with weekly schedule which will make it easy while calculating salaries and additional pays. Currently hospitality industry employs 2 to 3 people to do such calculations

5. A herbal sanitizer is need of the hour. People worry about eating after having sanitized their hands thoroughly. A herbal sanitizer will take out such worries related to ingesting sanitizer while eating to a large extent.
6. A way to make open kitchen viable. Currently they have been shut down due to covid and related safety concerns.
7. A way in which organic food can be authenticated and sourced at reasonable rates to restaurants to seamlessly integrate in their menus, currently the authenticity of organic produce and its prices make it difficult to serve organic food across board.

Area 3: Dr. Tanya Athavale spoke to participants about COPD (Chronic Obstructive Pulmonary Disease) which affects a large population and yet is fairly unknown. Following are the areas to be addressed.

1. COPD is respiratory problems that develop with exposure to smoke prominently and air pollutants. It is dangerous because it gets built slowly over the period 15 to 20 years where person who is already exposed to it, gets signs after many years. It cannot be cured and thus prevention is most desirable. There is severe lack of awareness regarding COPD, its effects, causes, impact etc. a mass communication model which will develop such awareness. Awareness also needs to be developed about proper use of inhalers, exercises that will help COPD patient to live better quality of life
2. Wood & coal burning, burning of top layer of soil is common in rural areas but it is a health and environment hazard, a sustainable solution is required for the same.
3. Often people get exposed to smoke which they cannot avoid. Under such circumstances we need effective personal protection equipment.
4. Many people critically affected by COPD need to breathe oxygen through cylinders, many times these cylinders have to be portable as the patient needs it constantly, the masks for the same are very uncomfortable and need to be improved, an oxygen cylinder can be hazardous and hence there needs to be some product which make them safe to carry around in restricted spaces and not risk explosion.



5. COPD patients need spirometers. Spirometers are bulky and expensive. also, most spirometers are calibrated to set inhalation and exhalation patterns. Spirometers need to have an element of customization to make them easier for use by patients with varied inhalation and exhalation patterns and timings. Also, they need to be made portable.
6. COPD patients need customized diet plan, all patients cannot afford to go to dietician. It will help each patient gets affordable E-dietician facility

Area 4: area 4 was in special relation to rural areas. Ms. R. Mahabal addressed the audience regarding the same. She provided the context with special reference to problems faced by people in Waada area in Palghar district. She provided the participants with the following context:

The Tansa River Valley area in the Palghar district just on outskirts of Mumbai is a great place. It is filled with small hamlets locally known as पाडा (Paadas). The community is close knit and small. It is peppered with small resorts, a popular ashram for pilgrims and large farm lands. Currently there is bare minimum tourism that the area enjoys and the pilgrims are lesser than usual as well due to Covid.



Primary occupation of the dwellers is subsistence agriculture, small scale local businesses such as sale of local art pieces, tailoring, working as masons from season to season, carpentry, repairs and other odd jobs. People from adjoining areas come over especially to the brick making outfits as day wage labourers. Due to lack of stable source of income most youngsters (educated or otherwise) migrate to big cities looking for employment leaving behind sub optimum earners.

The approximate population of the area is 5000. Average size of each family is 5 members out of which 1 person has stable income source. Average monthly income of each family is Rs. 10,000/-. Youngsters have decent education however most senior members are largely illiterate. Each family has a small piece of land (up to 1/1.5 acres) in which they practice subsistence and seasonal agriculture. Mobile connectivity and internet services are not easily available in the interiors, one can only get decent network in certain areas.

There are large farm lands between paadas which are almost always deserted and scarcely any human can be found there apart from some people during the farming season. There is no street lighting, only public lighting is available in the paadas but none on the roads connecting paadas to each other. The area enjoys significant rainfall, however as most roads are kaccha roads, they literally dissolve in rainy season, the quality of pakka roads in poor and hence the paadas are virtually cut off from each other and rest of the world throughout the rainy season.

In the entire 5 km radius there is only 1 police station and 1 civic hospital.

The area has rich water resource in form of 1 river, 2 dams, lakes & ample wells in each paada and good amount of ground water reserves.

The problem statements given were as follows:

1. The socio-economic insecurity due to the pandemic has led to its rise and expects further rise in number and volume of crimes. These include petty crimes such as stealing as well as larger crimes such as robbery or resultant murders etc.

Find a sustainable offline security model for this area whereby the residents of paadas can maintain a level of basic social safety in respect to their personal property (money, jewelry, valuables etc.), farms, cattle as well as their own lives.

2. The Tansa Valley river area is replete with water resources and each family owns a piece of land on which they practice subsistence farming. The area has rich water resource in form of 1 river, 2 dams, lakes, ample wells in each paada and good amount of ground water reserves. Despite this, the villagers are unable to practice agriculture throughout the year because of lack of consistent water supply to their fields. They do not have large funds to install intricate irrigation systems for their farms. Government funds for digging wells are available but they are rarely available in time and awareness and faith in government schemes is low.

Find a sustainable solution whereby the villagers will be able to acquire water supply for their fields and practice agriculture commercially all year round.





General Information:

This year Wings2Vision 2021 is open for students and teachers across Maharashtra. So far 2 teacher teams, 2 alumni and 103 students have registered for the competition. 2 teachers have signed up for EDP and to handhold student teams. Total 135 people have registered.

Total number of ideas to be expected: 78 (individuals 52 + teams: 26) however these numbers may vary as students tend to change their ideas, merge groups etc.

Total 32 participating teams say that they already have an idea which they wish to work upon, here is the representative list of the same:

1. A car simulator like ones used by pilots to train so that car learners can learn to drive under different circumstances, risk free, in an eco-friendly manner and be able to test their limits without increasing traffic.
2. An application for various sports federation and associations to bridge the gap between the players and association. It will be a one stop solution for athletes.
3. Digitization in payment and access to BEST public transportation services in Mumbai
4. Utsarv is an online platform we provide under which one has access to buy items required for/during all the occasions, festivals and rituals under one single roof.
5. PREGABUTIC is a company who provides products and comfort before and after pregnancy period.
6. I want to develop a one stop online platform for business where the business can create its profile, list it's products, generate quotations and invoices, do accounting and post job postings. This social media for businesses will be able to create healthy business market and trust between various organizations.



B. Chmukh
Director
PTVA's Institute of Management
Chitrakar Ketkar Marg,
Behind M. L. Dahanukar College,
Vile Parle (E), Mumbai-400 057.