

BABY CARE SOLUTIONS

Project initiated by
**Santhi Medical Information
Center**

In association with



SANTHI
Medical Information Centre



Our Mission

Baby Care Solutions is a project initiated by Santhi Medical Information Centre. Our project intends to provide complete care to the newborn babies of struggling parents free of cost born in Government Hospitals.



Connect with us

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www.santhimedicalinfo.org

babycare.shanthi@gmail.com



Address

Santhi Medical Information Centre,
Kottapadi, Guruvayoor Kerala, India



ABOUT

- ★ Charitable institution founded by **Mrs. Uma Preman**
- ★ Centre who seek medical information, treatment & financial assistance for crippling or life- threatening ailments for past 23 years.
- ★ SMIC works in eight districts of Kerala.
- ★ Developed into a full-fledged charity institution with 85 staff and over a hundred volunteers
- ★ Raised over 100cr +



"Uma Preman donated her kidney to a totally unknown teenager. The life of such an extraordinary woman is being made into a multilingual biopic."



- She started volunteering to serve the destitute and ill
- Facilitated close to 2 lakh dialysis

- Over 20,000+ heart surgeries
- Santhi provided necessary infrastructure facilities for the 20 Multi Grade learning Centers (MGLC) in Attappadi.

- 600+ kidney transplants
- She also works with tribal communities, helping them build low-cost houses.

- She was one among the women who were awarded Real hero by the president of the nation.



PROBLEM

Without Proper Hygiene and Care, Babies suffer from

- ☒ Infections
- ☒ Colds, Coughs, Fevers, and Vomiting.
- ☒ Skin problems, like diaper rash or cradle cap.

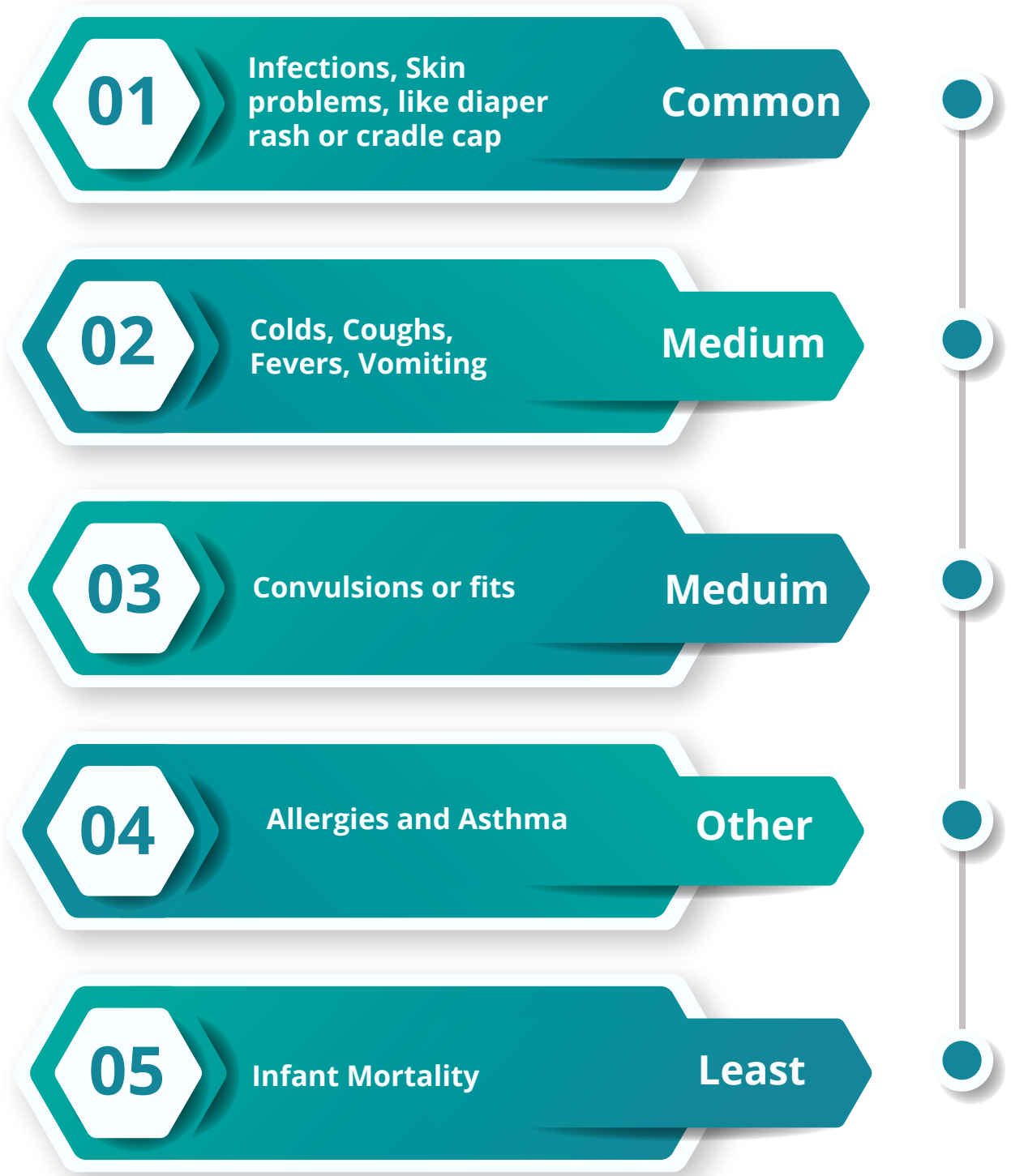
All newborns require essential newborn care to minimize the risk of illness and maximize their growth and development.

According to latest health data from India's national survey. Between **2019 and 2021**, 35 children below the age of one year died for every 1,000 newborn.

Thus Neonatal Hygiene is one of the most important solution for reducing infections



Size of Problem



Baby care solution

With in a Developmental Care Framework of **BABY CARE SOLUTIONS**, parents are provided with high quality hygiene kit which includes Baby Beds & Infant Care Knowledge Products which helps parents to take care of their newborns in a Hygienic manner



Why our Solution

Approval from the **Director of Health Department Kerala** after quality checking of the beds by district medical officers, to provide beds to 85 Hospitals all over Kerala

Baby Beds

Baby beds are received from one of the best baby bed Manufacturers in India, who provide 100 % natural Kapok cotton baby beds.

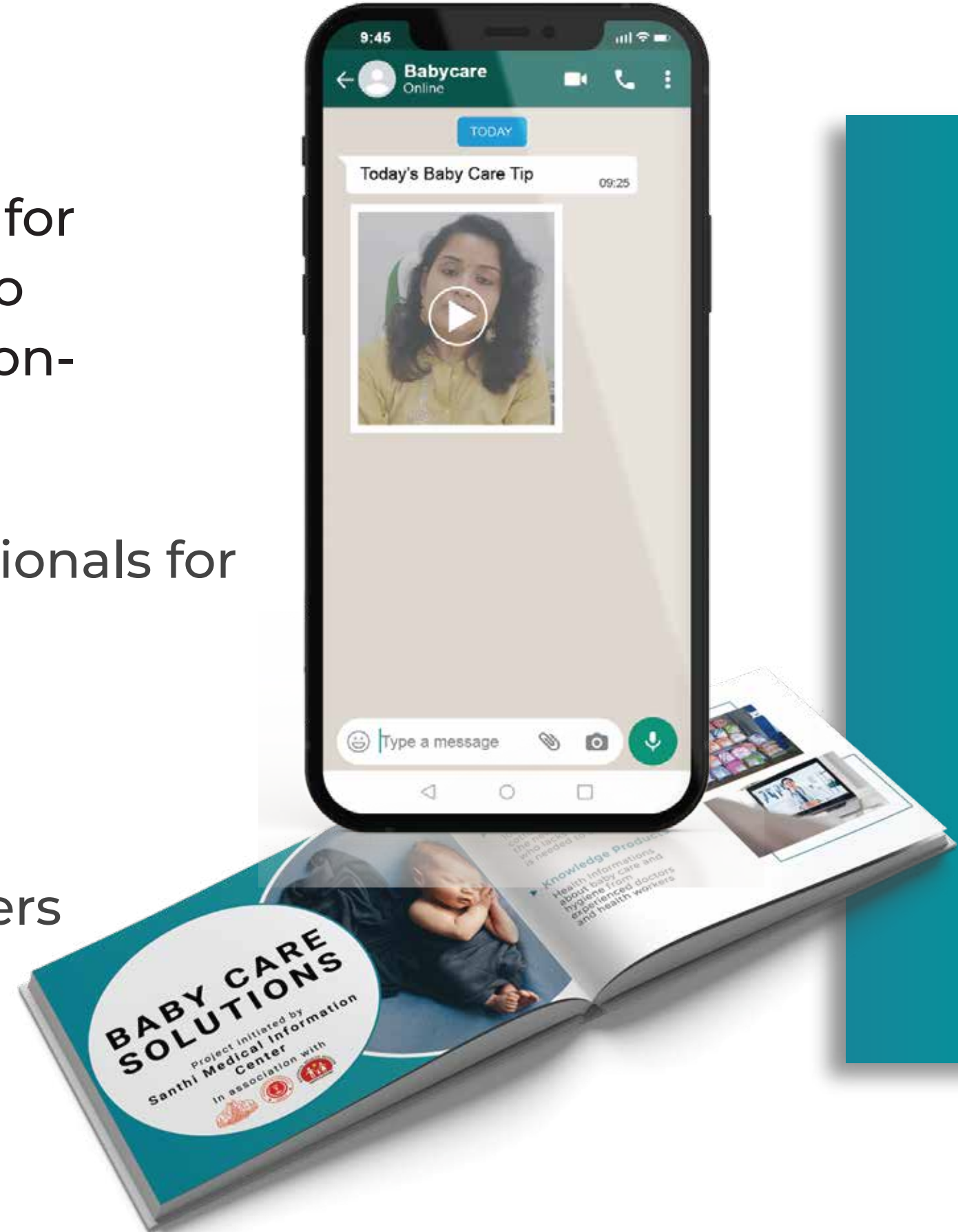
- Domestically sourced cotton wool
- Non- Toxic materials
- High quality with hygiene
- Imbued with non-allergenic property



Parental Guide

We provide professionals healthcare tips for parents through whatsapp for one year to educate them about a baby's hygienic condition and the needs they want.

- Weekly 1 health tip video from professionals for One Year
- Informative leaflet
- Live sessions
- Awareness Programmes by Asha Workers
- Vaccine Information
- Survey's



★ We provide baby beds and baby care information kit for newborns with the help of **nurses in government hospital**

Where



Our Missions starts from Government Hospitals in Kerala

When



Baby Care Period starts After the Birth, ie, within 1 week

How



The Baby bed will be distributed in hospital after the birth itself.

After



Next week onwards we provide Information for a period of one year through whatsapp

Approved By

This project is sanctioned by the **Health Department of Kerala** and we have the permission from 14 districts government hospitals in Kerala to implement our project.

Received Approvals from following Officials

- ▶ Kerala State Child Welfare
- ▶ Director of Health Department
- ▶ Additional Chief Secretary (Local Self Government Department)
- ▶ District Medical Officers of

Visit: <https://bit.ly/babysolutioncsr>



We have baby care solutions cost rupees **1650** including tax. Which includes high quality

District	Avg.birth/year	District	Avg.birth/year
Trivandrum	9588	Trichur	8196
Kollam	13620	Palakkad	4440
Pathanamthitta	6000	Malappuram	15000
Alappuzha	5400	Kozhikode	7200
Kottayam	3156	Wayanad	6360
Idukki	6600	Kannur	10860
Ernakulam	9000	Kazarkode	5820



Benefits to sponsor

01

ADVERTISE

In possible Hospitals and option for Branch wise advertising

02

INAUGURATION

Foundation officials, hospital authorities & social workers may inaugurate the distribution

03

BRANDING

You may attach your branding to the products

04

OFFERINGS

The foundation or other organization's offerings can be made public.

05

SOCIAL MEDIA

All activities of the Foundation can be made public on all our social media platforms

06

HAPPINESS

Help us to provide their first baby gift & can join in Life's greatest Joy

CSR Legal framework

Santhi Medical Information Centre (SMIC) has been registered as a Society (Non- Government) with the Registrar of Societies (Registration No:496/97) dated 24-09-1997 under the Travancore Cochin Cultural Scientific and Charitable Societies Act No. 12 of 1955

Registration number

496/97

NITI AYOOG

KL/2018/0204467

CSR Portal Reg.no

CSR00009159

FCRA Reg.no

052900372

01

Neerurava Drinking Water
ATM Project CSR Project
of Cochin Shipyard.

02

Women empowerment
project CSR Project of
V-Star and KCF

03

Sanitation CSR Project of
MIL Mala,V-star

04

LIC Housing for Peace (Santhi Reh
abilitation for Mental health and
Neuro Centre) CSR Project of LIC
Housing

05

Free Dialysis CSR Project of
Malappuram Finance, Muthoot
Finance, KCF,Lions, Rotary.

CSR Project Implemented by Organization



SANTHI
Medical Information Centre

Partners



01

DISTRICT MEDICAL OFFICERS
Government Health Team

02

DISTRICT PANCHAYAT
Government of Kerala

03

FIRST GIFT
Baby Bed Manufacturers

04

**DIRECTOR OF HEALTH DE-
PARTMENT**
Government Health Team

05

MUNICIPAL CORPORATION
Government of Kerala

06



**KERALA STATE CHILD
WELFARE COMMITTEE**
Government of Kerala



**So Would you be
willing to help in
their First Gift?**



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