

IIT-Hyderabad entrepreneur bags TiE-BIRAC award

Pratyusha Pareddy was part of the first batch of graduates from Centre for Healthcare Entrepreneurship (CfHE), an interdisciplinary centre at IIT Hyderabad focused on making universal healthcare a reality.

Sangareddy: An Indian Institute of Technology-Hyderabad-incubated entrepreneur won the TiE – BIRAC Award for Women in Entrepreneurial Research.

Pratyusha Pareddy, Co-Founder and CEO of NemoCare, received the award from Kiran Mazumdar Shaw, Chairperson and Managing Director of Biocon Limited, during the National Conference on “Technological Empowerment of Women” at the Vigyan Bhavan, New Delhi, on March 8, on the eve of Women’s Day. Pratyusha Pareddy was part of the first batch of graduates from Centre for Healthcare Entrepreneurship (CfHE), an interdisciplinary centre at IIT Hyderabad focused on making universal healthcare a reality. Speaking about her achievement, Pratyusha Pareddy said, “Winning the award is very encouraging and a great boost for a young startup like ours. It is moments like these that help us sustain our enthusiasm and work towards our goal with a renewed passion and vigour. Especially receiving it from Kiran Mazumdar Shaw is a dream come true moment for me. She has always been an inspiration.” Speaking about the Startup, Prof Renu John, Co-Head of CfHE and Head, Biomedical Engineering Department, IIT Hyderabad, said: “Nemocare Smart baby monitor aims at combining the elegance of a wearable sensor with deep learning algorithms to monitor distress conditions like apnea in neonates so as to enable timely medical interventions”. The award is intended to fund and encourage companies founded by women entrepreneurs in the Biotechnology space. The Award comprises Rs. 5 lakh prize money and a ten-day incubation at Golden Jubilee women Biotech Park, Chennai, after which the entrepreneurs stand a chance to win nearly Rs. 25 lakh in equity-free grants for their companies. Biotechnology Industry Research Assistance Council (BIRAC) is a Public Sector Enterprise, set up by Department of Biotechnology (DBT), as an Interface Agency to strengthen and empower emerging Biotech enterprise to undertake strategic research and innovation, addressing nationally-relevant product development needs. NemoCare aims to end all preventable neonatal and maternal deaths in the developing world by building innovative affordable, accessible, highly accurate monitoring solutions for the emerging markets. Pratyusha Pareddy said, “We use unobtrusive wireless wearable sensors and networks, analytical algorithms and big data as tools to provide continuous, high-resolution monitoring and preventive care for every patient in a hospital, and at home- making sure that no stone is unturned to prevent any form of mortality and morbidity especially at the bottom of the pyramid.” She has further said their first product was Nemocare Protect, which was IoT-enabled smart wearable on the baby’s foot which monitors 7 key vital parameters that give the complete picture of the baby’s health. “And all the information is wirelessly relayed over the cloud to a central monitor through which the nurse or doctor can centrally and remotely monitor all the babies through a single interface, she added. Pratyusha Pareddy is an industrial designer by training and pursued Bio-design fellowship at Center for Healthcare Entrepreneurship, IIT-H. She co-founded Nemocare with Manoj Sanker with an idea of

developing affordable monitoring and diagnostic solutions for improving maternal and child health. In the current scenario, out 3.6 million premature babies born in India every year, 400000 of them die and multiples of them suffer from some form of morbidity. They are highly susceptible to life-threatening conditions like Apnea, Hypothermia, Infections and Respiratory distresses. These conditions can often go unnoticed or detected late, causing irreversible injury and sometimes even lead to the death of the new-born. A lot of these deaths are preventable by timely intervention, which can happen with the help of accurate and continuous monitoring systems.

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