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MAAP AI

# Malnutrition Assessment & Action Plan

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माप' – Revolutionizing Child Health with AI

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# The Problem

*The Malnutrition Crisis.....and the Broken Scales*

**Globally, 144 million children are Stunted (21.3%)  
35% of Indian children under 6 years are stunted**

- Malnutrition contributes to 3.1 million under-five child deaths annually, or 45 % of all deaths for that age group –The Lancet
- **The ages of 2 to 10 are a critical** period in a child's life, proper nutrition directly impacts growth and cognitive development.
- **Regular growth monitoring** is essential to **detect nutritional sufficiency**, identify deficiencies early, and ensure timely intervention.
- Implementing **growth monitoring practices** in schools and community centers will contribute to a healthier, more resilient future generation.
- Current options are limited to **infrequent height and weight measurements**, alternative solutions lack distinctiveness and effectiveness





# The Solution

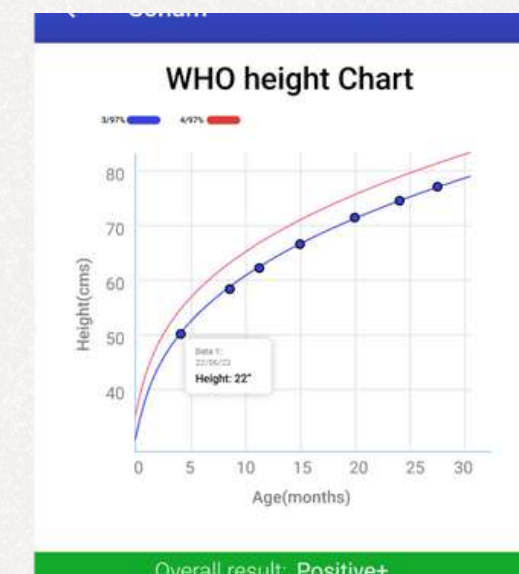
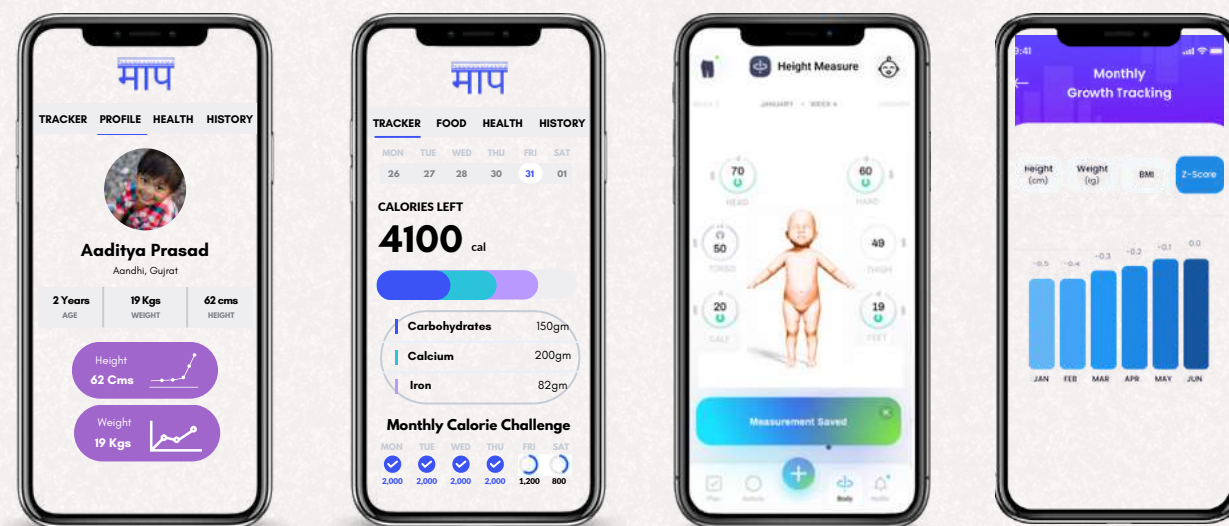
*AI-Powered Growth Monitoring.....No more Scales*

**Height and Weight are essential indicators for tracking nutrition and overall health in children**

**Single image precise tracking of height and centralized database correlation to diet**

**Replaces 'Wall' and Scale Measurements**

- 4 different growth curves for children (Height-for-Age; Height-for-Weight; stature-for-age; and BMI-for-age, Height Velocity) – WHO MGRS
- Implementing growth monitoring practices in schools and community centers will contribute to a healthier, more resilient future generation – NIH
- Optimisation of children z-score calculation based on new statistical techniques
- A structured child growth monitoring system for Caregivers to track





# Tech and Value Proposition

**Interactive Z Score Tracker, powered by 2 proprietary ML algorithms**

**Breakthrough AI for Height Measurement by Photograph**

**89% Accuracy in Predicting Growth Faltering**

**Personalised Nutrition Plan for every Child**

 **Anaemia Risk  
Undernutrition  
Micronutrient Deficiency  
Obesity**

**Secure and Tamper-proof**

Scalable & Accessible  
Designed for both rural and urban use  
Perfect blend of Technology & Social Impact

Data collection is minimal and purpose driven, with no unnecessary personal identifiers stored

Tamper-proof geo-tagging and secure cloud storage with role-based access to prevent unauthorized changes or misuse