

Kids Daycare-Startup

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Abstract— In the present scenario there a lot of households in India where both parents are working. This poses two problems. The first is that to take care of the children, either one of the parents have to give up their work. Most of the times the mothers give up their jobs. Second, the extra financial cost they have to undertake if they have to opt for kids daycare centers. So how to solve both these problems that so many parents face regularly. Our solution is to have 'Kids daycare'. 'Kids daycare' is a daycare center within the company or office. This allows the parents to keep a close eye on the children and at a less cost than that on the outside.

Keywords— Daycare, kids, startup, moms, Bangalore

I. INTRODUCTION

India is famous for its culture and heritage. Our country is known as the motherland. Indian women are famous for the way they care and nurture children. They protect their children with alarming ferociousness and determination. Also with the onset of modernization, education, awareness, technology there are more and more women who dream have ambitions and work. In the present scenario, we find women in every field ranging from chefs to scientists and astronauts. But also the stereotypes that women have fixed roles that is staying at home and maintaining it, caring for the kids is still widely present. Due to this reason and because of the motherly unconditional love many women give up their budding careers as soon as they give birth to a child. Even then there are many who try to manage both career and being a mother. This has led to the creation of a number of crèches and daycare centers.

Working Mothers can leave their children in the daycare center for the eight hours they work. This ensures that the children are safe and parents can concentrate on progressing their career. But often they feel guilty that they are leaving the children in the hands of strangers and are so far from them. So what is the solution? How can a mother balance both her children and still manage a budding career? How can she ensure that her children are safe but still within easily reachable distances? The solution to this is daycare center within the companies they work in. This not only ensures that their kids are well looked after. But also the mothers can see and be with the kids whenever they have spare time or when there is an emergency.

II. BACKGROUND

Our start up is based in Bangalore. Bangalore is a city in an area of 709 km². In 2011, Bangalore had population of 9,621,551 of which male and female were 5,022,661 and 4,598,890 respectively. Bangalore is also known as the Silicon Valley of India. It is the biggest IT hub in India. The small city has around 6000 registered IT companies and several more unregistered companies. In the present scenario, the IT industry is not male-dominated by many other industries in India. A major chunk of IT employees are women. According to statistics, women make up 45% of the IT employees. But it also a fact that 43% of these women quit their jobs after giving birth to children. This is a big percentage. Four women out of ten give up their careers as they have to take care of their children. Bangalore largely follows the concept of nuclear family. So the mother has to quit her job to nurture her children. There is another option. And these are the creches and daycare centers. As modern women become more ambitious, this business has prospered as it gives the option for a woman to continue her career even after she gets a child. In Bangalore, there is 540+ number of crèches. The amount they charge varies from 15,000-20,000 per month. But for a nuclear family, this is a huge amount. They spend a good part of their salaries just for the daycare centers as the average salary of a person in the IT field is 40,000 per month. So what is the solution which is economical and still benefits the employees?

Day centers inside the company! : Our proposal is to set up a daycare center within the IT company. The daycare center will be located on the premises of the company. The children of the employees can be left at these centers during their work hours.

III. PROPOSAL

According to our proposal, this will be a partnership between us and the IT company based on a contract. According to IT, the company will provide the space for the daycare center. The daycare center is for kids from the age of six months till ten years. The company based on its size and the estimated number of employees who will avail this service can decide the number of daycare centers it needs in its premise. If it's a small company then one creche will be enough. But a huge MNC like Infosys which has several numbers of departments and hundreds of employees might require more than one daycare center. The charge will be lesser than the average amount spent on a creche outside the company premises. The employee will have to pay 7500. The company will provide the remaining amount of 7500 to us. Maintenance will be taken care of us. We will be hiring and training staff to

look after the children. These staff will plan activities and games so the children don't get bored and are occupied for the eight hours. Half the salary for the staff will be paid by us. The rest half will be borne by the company. Hence the staff is employees of both our management and the IT company.

IV. METHODOLOGY

Baby and moms is a crèche which charges Rs.7500 per month. It caters for children from the age of six months to ten years. It is an all-day center (24/5) and caters even for children whose mothers work the night shift. One crèche space will be able to care for 15 children in one shift. This is so as we believe that this way we can provide the best facilities and care for the children. If there are more children then we can't give them good undivided attention. There will be a minimum of 2 staff and one helper in one center. These three will be in a rotation and will work shifts of eight hours. If there are a number of children to be cared for then we can provide additional centers in an around the premise. The children will be engaged in many activities specifically planned by the well educated and talented staff. We will have a full plan and curriculum so that the kids will be engaged throughout the day. They will have games, fun activities, fun competitions and fun learning. Food can either be brought by the parents or they have to pay an additional 2,000 and healthy and homely food and snacks will be provided. We also provide an option of paying on a daily basis. parents can leave their children just for a particular day during holidays and vacations.

A few proposals of how the crèche should be designed are as follows :



Fig 1. A Creche in Takooko

A. *Provided by the company to kids daycare :*

- Space for the facility
- Electrical, water facilities
- Rs.7500 for every kid that is, rest half of the amount
- Half the salary ie 10,000 for the staff and 2000 for the helper

B. *Provided by the crèche to kids daycare:*

- Maintenance of the crèche
- Planning activities and curriculum
- Taking care of the kids
- Half the salary for the staff and helpers

V. BENEFITS FOR THE COMPANY

In the present scenario in Bangalore, there are 1000s of IT companies. The competition between the severe and intense. Every company wants to be the best. Every company wants to have the most talented and skilled employees and extract as much as possible out of them. Every company wants to achieve high targets and multiply their profits. But studies have shown that this is possible only when the employees are satisfied and stress-free. So companies provide a lot of incentives and policies to benefit their employees and to retain their positions. More and more companies are becoming employee friendly. There are many companies who value their employees even more than their customers. So they provide benefits like insurance, covering medical expenses, retreats etc. So this daycare center will also be a benefit or incentive provided by the company to its employees. The company offers the employees a place where they can safely leave their children close by to them and at a lower cost than the other centers. This gives the employees a double advantage. This is definitely a strategic step which will make the employees valued. The employees will feel that the company cares about them not just as robots to increase the profits but as individuals. These will develop a sense of belonging and their loyalty towards the company will increase. The company is further investing half the amount in their children. This again inspires the employees to work harder and get better results for the company. The parents will any day want their children to be close to them. It is their circumstances that is Makin them leave the children in daycare centers. These daycare centers are generally close to their homes. And in the traffic conditions of Bangalore, it will

take them at least an hour to reach the daycare Centres from their offices. This is because most of the IT companies are located on the outskirts of the city like electronic city etc. For eg; It takes 55 minutes to travel from Bosch Company to Bangalore International Airport. The approximate driving distance between Bosch Company and Bangalore International Airport is 46 km or 28.6 miles or 24.8 nautical miles. And also from the center of the city (MG ROAD) to the place where chunks of IT companies are located(ELECTRONIC CITY), it takes approximately 45 mins(Travel time refers to the time taken if the distance is covered by a car).

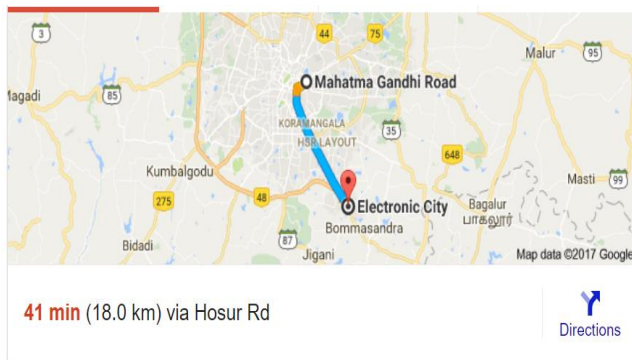


Fig 2. Ref: Google Maps (25-10-2017)

So when they have an option of keeping their children close within five min distance and at a cheaper price it boosts their happiness. There are many mothers who are unable to concentrate on their work because their children are far away from them and they miss them or are guilty of leaving their children in the hands of strangers. But with this scenario, their children will just be down the corridor or in the next building. Instead of seeing their children in the morning and after work they can see their children whenever they have spare time. They can feed them during lunch breaks. Visit the children during coffee breaks. If they are having a blank moment and are unable to produce results they can visit their children play with them for a while. This will rejuvenate their brains and they will work with more vigor and enthusiasm. Also if there's an emergency or the child is sick, if the child is in a daycare center inside the city it will take the parents at least an hour to reach them. This will make the parents frantic as they are not present when their child needs them. Again this becomes a prob in case of a medical emergency where the presence of a parent is necessary. So all these can be solved with our proposal. The parents can immediately reach their child in case of an emergency. This reduces a lot of anxiety and worries among the parents. So end of the day they are happy parents. This means they are happy and satisfied employees. And satisfied employees with a strong loyalty and bond towards their company will work hard to complete the companies targets and multiply its profits. So by the company collaborating with us and investing for the daycare center, it ensures a sure shot growth

in its profits and standing. The companies popularity will also increase and it won't face with a shortage of employees.

VI. TARGET COMPANIES

We are targeting huge MNC's as they will have many departments ,sub-departments. We can easily be able to register at least 10 children for one shift, there might also be the necessity of more than one center within the premises. We also target those companies which value the satisfaction of employees. A few companies we have targeted are as follows :

- 1.INFOSYS
- 2.WIPRO
- 3.TATA CONSULTANCY SERVICES
- 4.ACCENTURE
- 5.IBM
- 6.ORACLE
- 7.CISCO SYSTEMS
- 8.CAPEGIMINI
- 9.MINDTREE
- 10.MU SIGMA

VII. BENEFITS FOR KIDS AND MOMS

The main advantage is less investment and more profit. We don't need to invest in the land and place for the crèche. We don't need to invest in its furnishings and other factors like electricity and water. Our main objective is to convince the IT company and make a binding partnership with it. Another investment is to procure well educated and skilled staff. Again we have to pay only half the salary. so we are investing only 10000-12000 per month. But we will be earning around 15000*10 every month just from one company. So even if we successfully enter into contracts with ten companies we will earn 15000*10*10 and most of it will be a profit. Since half the expenses are borne by the company the entire burden of loss will not fall on us. The main task to be accomplished is base work and ensuring the crèche runs smoothly without major glitches.

VIII. CONCLUSIONS

Kids daycare are based on partnerships with IT companies. This means that investment made by us is less. The challenge is to make the companies agree to our proposal. Since we are in a contract with the company if in any case there is a loss it will be borne both by us and the company. This further ensures a security for our company. The investment is less but the profits are high. This forms a good base for any successful business. Another huge advantage is that kids daycare will be the first of its type in India and especially in Bangalore. If we succeed in tying up with major companies then we will eliminate a high

percentage of any future competition. We will be able to do some trade for quite some time until other creches come up. Hence this venture has many of the advantages of a successful business.

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