



## Shalini Ahuja Agarwal's Safe Baby: India's first professional child safety company

By [Ashwini Nair](#), ET Bureau | 12 Jul, 2013, 02:50PM IST9 comments | [Post a Comment](#)

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Shalini Ahuja Agarwal talks about her company, Safe Baby, the concept of baby-proofing, work-life balance and her supportive ecosystem.



Woman entrepreneur Shalini Ahuja Agarwal talks about her company, Safe Baby, the concept of baby-proofing, work-life balance and her supportive ecosystem.

To sell the idea of professional baby-proofing the child's surrounding enviorns is indeed no cakewalk. But ask Shalini Ahuja Agarwal, who set up India's first professional child safety company, about her biggest challenge and her answer is: Work-life balance. "This is true for most [women](#) entrepreneurs," Agarwal says.

Safe Baby was started by Agarwal and her husband Sachin Agarwal upon their return from the US to Mumbai in 2011. The company offers baby-proofing audits where the duo identifies probably risks of accidents in a child's room, a play or preparatory school. "We have safety equipment such as door guards, cabinet locks, safety gates, cord shorteners and many others which are installed on the spot to reduce risks instantly. We also offer workshops on preventing accidents, first-aid and CPR," says Agarwal. Audits and workshops are on offer for parents, day-cares and play schools.


Coming to her biggest challenge, Agarwal says she is always amazed by women professional who can manage both work and profession with ease. "Being a mother is a full-time job in itself. Fortunately for me, I have a supportive ecosystem - spouse, in-laws, parents, [friends](#), neighbours. So many people have helped me balance my professional and personal commitments," she says. If it were not for them, she adds, either the business would have suppered or she had got guilt pangs.

The Agarwals claim that the response to their workshops on preventing accidents and first-aid has been phenomenal. However, since it is a relatively new business idea, it is difficult to estimate the market size, she adds. The idea to start such a service emerged from the idea that Indians have begun to spend a lot of money on their children. "We feel that if even a tiny share of that is spent on their safety, it is a worthwhile investment. We have received support from paediatricians, parents, day-cares and schools. We are confident that with time and greater awareness and acceptance, we will see exponential growth," says Agarwal.

In addition to customized audits, the company offers workshops for nannies, teachers, architects and other interested people. These workshops can be held in group or a suitable venue of the client. "Sometimes a carpenter is required to make certain changes. In such cases, we work with the carpenters or architects for making the product or place safe for a baby."

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Currently, the Agarwals are looking for partners to help them grow business in metros other than Mumbai. They have the expertise and they are willing to share it for expansion of their business plan. "At present we are focused on parents, daycares and playschools. We are also interested in offering workshops for new mothers at hospitals and clinics." However, the challenges are many. "Since it is a new concept, we have had to invest in raising awareness not just about us, but also about baby proofing.

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- D BOHRA** (Nanded) 1 Follower 7 Days ago Gold: 8060

Good concept.

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Agree (1)  
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- Suresh Kumar** (India) 26 Followers 7 Days ago Platinum: 51.3K

Nice concept. will help working mothers to have a life balanced and also to work with more concentration

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- ..... (World) 25 Followers 9 Days ago Gold: 6613

Great News For Working Women To Balance Her Life

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Mamu (Bangalore)  
9 Days ago

WORKING WOMAN WHO CONTRIBUTE 50% OF THE PRESENT OMAN POPULATION ARE JUST ARROGANT INDIVIDUALS WHO THINK THAT CAREER FLY ABOVE FAMILY LIFE. MOST OF THEM ARE PROUD TO SAY THAT "I don't know cooking". THEY ARE QUITE HAPPY TO PUT THEIR MOTHER-IN-LAW TO ASSYLUM. SINCE THE PROFILE OF THE SOCIETY CHANGING TO ADAPT PIZZA CULTURE, FEW WOMAN FOCUSING SUCH BASICS WILL GENERATE GOOD INCOME.

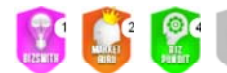
Agree (13)  
Disagree (7)  
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Offensive

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Nipun Jain (Mumbai)

10 Days ago Silver: 1975



Great work..... nice

Agree (0)  
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Myalmightygod (India)

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Nice article.

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Choice of shifting responsibility in absence of grandmothers.

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Garg Says (Hoshiarpur)

11 Days ago Silver: 1782



cool business idea... will be adopted in 2 tier cities very soon..

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Shitij Tyagi (Melbourne)

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Females of India have many success stories but lack of leadership, too much focus on negative side of India, its culture, religion. Kiran Mazumdar Shaw introduced biotechnology through her Biocon company, Lijad Papad run by female of India, Khabar Lahriya a rural newspaper run by female many were born in Harijan family, Kalpana Saroj born in Harijan family transformed a debt company into millions, Under Rani Naiki Devi [of Gujarat region] Leadership in 12AD defeated Arab invaders, Under Abbaka Rani of Ullal leadership in 16th Century for 40 years she stopped Portuguese, a superpower that time, Shankuntala Devi, a famous mathematician, & Auroville is an international city in India vision of Mother, a Hindu saint, Mata Amrityanada [Hugging Mother] born in Harijan family, Akkamahadevi, 12th century Shiv Bhakt, Meera Bai, 15th century Krishna bhakt, Sonali Mukherjee victim of our impotent attitude was an acid attack who won 2.5 million Rs on Kbc Quiz show, Shirin Juruwalhy, on her acid was thrown by husband who ran away to foreign land founded Palash Foundation for disfigured. Ahliya Bai Holkar of Queen of Indore was one of the best administrator etc. But Indians don't know India. Without Females no future. Dowry was streedhan property of Bride cannot be used by groom & his family & used during emergency. Present Dowry is European based, Bombay city was used as dowry by European invaders. Female Infanticide, Jauhar [sati] came when Arab invaders raped, converted, made slaves of females. But we still follow yuck

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Disagree (2)  
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