Hello, when we heard there was no specific track to the hackathon we felt blessed. This was due to the fact that we could easily submit the application which we have been developing for the better part of 2 years, but then we realised winning the prize is not why we are here. Hence we probed our consciousness for some earth-shattering revelation and finally over a cup of joe we came up with “Drona”. Drona basically is an application that earns substantial wealth namely $1 Billion per year for the government using Google AdSense and a thoroughly devised business plan. Google AdSense is a service provided to give developers a chance to earn some money by integrating in-app ads.

In India there will be 500 million internet users by 2018, off these let us assume only 400 million are active smartphone users. Google AdSense average is $6 per 1000 visits, let us be safe and assume an average of $4 per 1000 visits. So after performing basic maths:

(400 million users) \*($4/ 1000) per day= $1.6 million per day

($1.6 million per day) \*30 days =$48 million per month

($48 million per month) \*12 months =$576 million per year

That’s half a billion dollars right here, Maths doesn’t lie. The above assumes that everyone of the 400 million watches the ad only once every 24 hours. Let us say they visit it twice in a day, the amount comes to over $1 Billion per year. Just by watching two 30 seconds ads in a day we can earn a 9 figure income.

Now lets address the elephant in the room: “Why would anyone even waste a minute of their lives to make the government that kind of money?”

Easy, there is mutual benefit in this plan. Drona integrates Google AdSense plus adverts of over 30 companies (like Pizza Hut, Indian Metro, Uber, Paytm etc.) which in turn will provide coupons to each person who passes a fixed no. of views. So by disrupting a minute everyday you can have a pizza or take a ride or do a recharge for free. I don’t know but it appeals to me.

Another challenge to this is the promotion, this is where the government earns their take. When Drona is implemented (without any big investment), it can be promoted as a government advert. Other than the 9 figure amount, the perks of this venture include:

* International implications in FDI (Foreign Direct Investment) and Forex-Inflows. FDI is responsible for the rise and fall of Rupee in the international market against US Dollar. Drona will definitely strengthen rupee against dollar.
* Infrastructure Building.
* Investing in Renewable Resources like solar power will increase the chances of India becoming clean state.

So to conclude if Drona is implemented by likeminded individuals and Indian government together, this could change the face of our nation and maybe help India finally be recognised as a developed nation.