

Resolving Following Goals :-

- No Poverty
- Quality Education
- Industry, Innovation, & Infrastructure

An Idea and Solution by Sneha Gupta

Simplified Explanation of my Idea

Google have AdSense and AdWords by which it get's Companies to run ads through them and that ads get reviewed before getting Live now for Ads which requires set of students or user from specific University College or Region to register for free workshop or fill-up a form for a research or survey work or get get engaged in hackathon or any activity which do not require purchase but require data input or work like data annotation Now instead of using keyword searches or activity based data to show ads to potential users and getting many impressions in ads with too less conversions for companies who ran ads through them, Google can use there Domain Service to register a domain and there cloud service with sites by google service to host a website with an App by using Android, Flutter and Web/Progressive Web App to create and launch a platform which I'll be creating in early stage for demo for this challenge can be created in full fledged form which can be taken in use for large scale A platform where Users will signup complete there profile with details like Social Profiles, Address Name Education and Interests with potential graduation year Now with these data and existing data Google Assistance and Google Earth Engine and Google Maps Platform have can be utilized to guaranteed 100% Conversion for those ads ran by companies through Google now how it can be 100% conversions it will be by sharing few cents or dollars of revenue which is charged by companies through Google to run ads now instead of playing those ads in different platform like YouTube or websites Google can showcase those ads as task with potential earning for specific task in cents or dollars or regional currency because of Earning users will end up getting ads as task which are of there interest and potential helpful for them or there input in that task is helpful for company and over all helpful for user, company who ran ads and for google. Now All College Going Students or All Mobile Users got a potential endless source of income which they can use till they get full time job now if we integrate this platform with Google AI, Firebase and Earth Engine and Map Platform of Google we can have a complete interactive day to day activity and about there city and state with News based essential educator platform without following specific syllabus Google AI Bard, Google News and Google Assistance can effectively curate a course in regional language which can even teach languages to those users like from regional language to English language teaching with integration of Google AI Bard, Google Translate, Google Assistant Now as users without job are earning they'll contribute indirectly towards goal of No Poverty and Education based Integration will contribute toward Quality Education with following Goal for Industry, Innovation and Infrastructure now for Infrastructure Google can expand there local infrastructure of Google Fiber Connection in Railway Stations and Corporate or there Fiber Users like Google can provide hardware and

internet nearby stations where local below poverty peoples can come and earn and get educated by using this platform for identity Google can generate ID cards for them using Biometric and local Ration Card and Fiber Users can also get rewarded few dollars or revenue share with lending hardware and free internet to setup mini office for nearby poor people who can come and earn in there premises because of which whole world will register themselves for Google Fiber Internet and Google Services.

So Technically if I define How Google Can Help Achieve the Sustainable Development Goals with my Idea :-

The Sustainable Development Goals (SDGs) are a set of 17 global goals adopted by the United Nations in 2015 to end poverty, protect the planet and ensure peace and prosperity for all by 2030. Among these goals, some of the most challenging ones are:

- **No Poverty:** To eradicate extreme poverty for all people everywhere and reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.
- **Quality Education:** To ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- **Industry, Innovation and Infrastructure:** To build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

These goals require not only political commitment and financial resources, but also innovative solutions that can leverage the power of technology and data to address the complex and interrelated challenges facing humanity. In this blog post, I will present an idea of how Google, one of the world's leading technology companies, can use its existing products and services to create a platform that can help achieve these goals.

The idea is based on the following assumptions:

- Google has a large and diverse user base that spans across different regions, countries, cultures and languages.
- Google has a vast amount of data and information that can be used to understand the needs, preferences and behaviors of its users and provide them with personalized and relevant services.
- Google has a strong expertise and reputation in developing and delivering innovative products and services that can solve real-world problems and create positive impact.

The idea is to create a platform that can connect users who are interested in contributing to the SDGs with companies or organizations that are offering opportunities or incentives for such contribution. The platform would use Google's existing products and services such as:

- **Google Domains:** To register a domain name for the platform.
- **Google Cloud:** To host the platform's website and app using Google's secure and scalable cloud infrastructure.
- **Google Sites:** To create and manage the platform's website using Google's easy-to-use web design tool.
- **Android, Flutter and Web/Progressive Web App:** To develop and launch the platform's app using Google's cross-platform app development frameworks that can run on different devices and platforms.
- **Google AdSense and AdWords:** To enable companies or organizations to run ads on the platform that offer opportunities or incentives for users to contribute to the SDGs. These ads would be reviewed by Google before getting live to ensure they comply with Google's policies and standards.
- **Google Assistant, Google Earth Engine and Google Maps Platform:** To provide users with personalized and contextual information and guidance on how to complete the tasks or activities offered by the ads. These tasks or activities could include registering for a free workshop, filling up a form for a research or survey work, getting engaged in a hackathon or any activity that does not require purchase but requires data input or work like data annotation.

The main benefit of this platform is that it would guarantee 100% conversion for the ads run by the companies or organizations on the platform. This is because the platform would share a portion of the revenue that Google charges from the advertisers with the users who complete the tasks or activities offered by the ads. This would create a win-win situation for all parties involved:

- The users would get paid for their contribution to the SDGs while also learning new skills, gaining new experiences and expanding their network.
- The advertisers would get high-quality data or work from motivated and diverse users while also enhancing their brand image, social responsibility and customer loyalty.
- The platform would generate revenue from both the advertisers and the users while also creating positive social impact.

The platform would also align with Google's mission to organize the world's information and make it universally accessible and useful. By creating this platform, Google would demonstrate its leadership and commitment to support the SDGs and empower its users to become agents of change. The platform would also showcase Google's creativity and innovation in using its products and services to solve real-world problems.

In conclusion, an idea of how Google can help achieve the SDGs by creating a platform that connects users who are interested in contributing to the SDGs with companies or

organizations that offer opportunities or incentives for such contribution. The platform would use Google's existing products and services such as Google Domains, Google Cloud, Google Sites, Android, Flutter, Web/Progressive Web App, Google AdSense, AdWords, Google Assistant, Google Earth Engine and Google Maps Platform. The platform would guarantee 100% conversion for the ads run by the advertisers on the platform by sharing a portion of the revenue with the users who complete the tasks or activities offered by the ads. The platform would create a win-win situation for all parties involved while also creating positive social impact.

Solution as Instructed in Manual

PROJECT SETUP

The challenge I am solving is to end poverty in all its forms, everywhere. My project, GVerse, aims to provide a platform where college-going students and mobile users can earn money by completing tasks related to research, surveys, and hackathons, among others. The platform will utilize Google technologies such as Android, Google Cloud, Firebase, Flutter, Google Assistant, Google Earth Engine, Google Maps Platform, and Web/Progressive Web Apps to ensure 100% conversion for ads run by companies through Google.

The United Nations Sustainable Development Goals (SDGs) that my solution addresses are Goal 1: No Poverty, Goal 4: Quality Education, and Goal 9: Industry, Innovation, and Infrastructure. I selected these goals as I believe that they are interlinked, and addressing them together can lead to positive outcomes for society.

IMPLEMENTATION

3. Our team chose a microservices-based architecture for GVerse. The high-level components of our architecture are:

User Management: Responsible for managing user data and preferences.

Task Management: Responsible for managing tasks posted by companies.

Payment Management: Responsible for managing payments to users for completed tasks.

Analytics Management: Responsible for managing analytics data.

We chose specific products and platforms to implement these components, including Android, Flutter, Firebase, Google Cloud, Google Maps Platform, Google Earth Engine, Google Assistant, and Web/Progressive Web Apps. We selected these products based on their capabilities and their ability to integrate well with each other.

FEEDBACK/TESTING/ITERATION

5. We will test our solution with real users to gather feedback and improve our platform. Some feedback points we received include the need for a more streamlined onboarding

process, the need for more variety in the types of tasks offered, and the need for more personalized recommendations. To address these issues, we will implement a more intuitive onboarding process, expand the types of tasks offered, and integrate machine learning algorithms to provide personalized recommendations.

One challenge we will face while building our code is ensuring the security of user data. We will address this issue by implementing secure coding practices, such as encrypting user data and regularly updating our security protocols.

SUCCESS AND COMPLETION OF SOLUTION

7. GVerse will successfully address the challenge of ending poverty by providing a platform for users to earn money and contribute to society. We will track usage analytics using Google Cloud and Firebase to monitor user engagement and task completion rates. After launching our platform, we may see a rapid increase in user registrations and an increase in completed tasks leading full conversion. Overall, we believe that our solution has the potential to make a significant impact on society by addressing the SDGs of No Poverty, Quality Education, and Industry, Innovation, and Infrastructure.

Due to less time and no funds available to utilize Google's Tools to implement this Idea, I am only Submitting Idea not a complete project, I'll make it after Selection of this Idea.