To: XXxxxxx From: YYYyyyy Date: December 02, 2016 Re: BLUE SKY INITITATIVE THINKING

I am grateful to Google, and to you that I have been asked to submit my idea as part of Blue Sky initiative. I would like to propose to use Google’s various products in tackling crimes against women in India. In 2015 alone, there were staggering 327,394 reported cases of crimes, and mind you, these do not include unreported cases. I think by integrating Google’s voice recognition system, based on Artificial Intelligence, into smartphone we may be able to try and stop these crimes before happening by sending an alert to the nearest Police Station whenever woman’s in danger. Good summary to start the memo.

In India crimes against women such as rape, kidnapping, trafficking, Domestic violence have been increasing year on year and this has been like a plague to the country. Due to these heinous acts, some women spend rest of their lives in fear or like a lifeless doll, few of them take the unfortunate step of ending their lives. Also the country’s reputation has been tarnished and lot of foreigners have stepped back to visit the country fearing safety of the women. Such things like a chain, affect the country’s growth prospects as well.

According to National Crime Records Bureau report - “A total of 3,37,922 cases of crime against women (both under various sections of IPC and SLL) were reported in the country during the year 2014 as compared to 3,09,546 in the year 2013, thus showing an increase of 9.2% during the year 2014.”, which roughly translates to a crime every two minute. Provide more on this issue’s impact.

I feel Google should develop an effective voice recognition system based on Artificial Intelligence, which should be integrated into the smartphones. When a woman feels she is in danger from any sort of activities and is in need of help, all she has to do is ask Google for help, as in she has to say to her smartphone – ‘Google help me’ or any such equivalent small sentence. At this point Google should retrieve the current position using Google Maps, search for nearest Police Station and send them the current location as an alert and also should send this alert to the parents/relatives of the women whose contact should be stored beforehand. Every five minutes or so an updated location is to be sent, if any, so that if a victim is being taken from one place to another, one can still have a chance to rescue the person. Once a woman feels she is safe she can ask Google to stop the process.

Basically without unlocking the phone, dialing, typing and all other such hassles should be avoided at such an emergency situation and just a small three-word sentence should help her get out of the danger.

By integrating the above technology, we will be in a place to avert the crime and also in more than a few cases save a woman’s life. Once the crime rates will be reduced, the country’s image will be improved and have a chain effect on other entities as well. One might think that this solution may not help the rural people since not many of them have smartphone but I would like to point out that the crime rates at urban areas are much greater than rural areas according to the National Crime Records Bureau, also usage of smartphone in rural areas is increasing year on year. Even the crimes against men are not unheard of, this will be quite helpful for them as well, overall an entire society can be helped. Good impact description.

From our company’s perspective we will be at a greater advantage as well. Due to this our value as a company will be increased, we will have a greater respect in the eyes of public. Also considering our noble cause our next projects in the country will be welcomed whole heartedly even by the public and also by the Government with hopefully lesser red tapes. Of course on top of all these we will have the satisfaction of working towards the betterment of society which is one of our main motto.

By tackling such issues, along the way we will also have some wonderful opportunities to improve upon, such as further improving our products, how to best integrate our products, look at the social issue at a greater depth, and try to come up with a solution for another kind of social issue. Similar issues in other parts of the world can be tackled by modifying the same solution based on their geography.

This is a concise, thoughtful example.