

**TEAM NAME- FANTASTIC4**

**INSTITUTION-NETAJI SUBHASH UNIVERSITY OF TECHNOLOGY**

**TOPIC- WASTE MANAGEMENT**

### **IDEA DESCRIPTION**

We are developing a social platform, which will focus on increasing awareness of waste management, benefits of cleanliness among people and urge them to share their pictures, videos, and media which is somehow related to the Swachh Bharat Abhiyan.

The app will attract people due to its social media type framework. There will be challenges/tasks updated regularly on the app which will urge people to complete the tasks in a limited period to time (like a monthly challenge). We can generate money from advertisements and that money will be used to award the winner of the task.

We will also provide a feature through which one can send feedback to MCD by sharing photos of unhygienic places along with the location. Our app system will notify MCD and allow a worker for the same. To ensure that he has done his work properly, it will be mandatory for them (workers) to upload the picture of the same location in the comment section, after his work.

From a business perspective, the niche of social media is one of the most promising markets. Social market is one of the most popular and fastest growing sectors, we can use it for our advantage by making a social platform for Swach Bharat Abhiyan, by this we can involve a large number of population in this mission.

Everyone has a deed of thousands of likes on their status and become popular among their near ones, we will encourage them to share their photos and videos of cleanliness and waste management near them, and we will prepare a scorecard for them (on the basis of the number of photos he/she shared, number of tasks completed). On the basis of this scorecard will display his/her picture on the top of the feed. That's why people will use this social platform for getting more likes, comments, and rewards too.