

## Donation through Watching Ads

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**Abstract** - The importance of doing things for others not just for ourselves it represents the basic principle of our Indian culture to help the peoples which are in troubles. By understanding the values and principles of our Indian culture we discover the platform like a Donation through Watching Ads. Donation through Watching Ads is the platform where people can help us to help needy people by just watching ads. The fund which is raised by the watching ads is used to strengthen the education, health and environment system in India. Donation through Watching Ads is a nonprofit organization supported by community leaders, corporate sponsors. Become a volunteer by registering on helping Ad's platform & select a cause to donate. It operates at a high level of accuracy and the user associated with the system understands its advantage. It was intended to solve the problem as per requirement specification and successfully saves a lot of time, manual effort, and extra expenses. The system fulfils the requirement which is needed for helping peoples in online mode. This Donation through Watching Ads Web Application can also modify as to android application. So that, we can access it from anywhere and from any device.

**Key Words:** Ads, Causes, Donate,

### 1. INTRODUCTION

In India, most of the people who are suffering from poverty cannot afford to pay for a single meal a day. Also, they sleep on the roadside; wear dirty old clothes. In addition, they do not get proper healthy and nutritious food, neither medicine nor any other necessary thing.

Help the poor. This should be our primary goal, for that we discover the platform like a 'DONATION THROUGH WATCHING ADS'. Donation through watching ads is a nonprofit organization supported by community leaders, corporate sponsors. Become a volunteer by registering on donation through watching ads platform & select a cause to donate. Donation through Watching Ads will donate the money to your selected cause by watching ads.

You don't need money to make a difference in someone's life! Just start watching ads on our platform and we will help the helpless peoples. The fund collected by watching ads is used to support Indian healthcare to fight against deadly diseases,

to strengthen the education system and for work on ecosystem restoration.

### 2. LITERATURE SURVEY

Andreasen and Kotler [2003] argue that all donors give because they expect tangible or intangible benefits in return, including for example public recognition, self-esteem, or relief from feelings of guilt[1]

Guy and Patton [1989] argue that the strongest motive to donate is the deep-seated human need to help others. This intrinsic motivation is far stronger than extrinsic factors such as tangible or intangible rewards. The most effective activator of this intrinsic motivation is thus an appeal to this need to help others. For nonprofit organizations, this means that donors must perceive the organization's cause as worthy of help, in which case their motivation translates into behaviour, i.e. a monetary donation.[2]

Sargeant [2001] warns not to be too optimistic about online fundraising, as its success depends to a large extent on on-site traffic. He argues that only organizations that offer critical information, e.g. health-related organizations, will have high site traffic, which may result in sizable online fundraising volumes[3]

### 3. PROBLEM DEFINITION

The existing system which doesn't donate any fund from watching Ads to helpless people, but we help people by just watching daily Ads on our platform. By understanding the values and principles of our Indian culture we discover the platform like a Donation through Watching Ads. Donation through Watching Ads is the platform where people can help us to help needy people by just watching ads. The fund which is raised by the watching ads is used to strengthen the education, health and environment system in India.

### 4. OBJECTIVE

The main objective of the system is to manage the Users, Advertisers, Ads, Daily Watch Count of Each user also

Provide info about offers to users & the coupons. The project is totally built at the administrative end and thus administrator is guaranteed access. A system that is fast, accurate, consistent, reliable and flexible enough so that it can incorporate any future enhancements. Manage the details of Ads, Advertiser and Users. Time and manpower can be more effectively utilized and at the same time we can maintain a higher level of security. It manages all information about causes.

## 5. ARCHITECTURE

### 5.1 System Architecture

In system architecture, there are two functional components admin module and user module. Both admin and user need to log in to access the information. The main functionality of admin is to assign the daily tasks of users and the fund which is raised by watching ads is used to strengthen the education, health and environment system in India. The main functionality of the user is to watch ads daily. If the user needs rewards and also want to donate then he/she will have to register with the website and need to complete the daily task by watching ads.

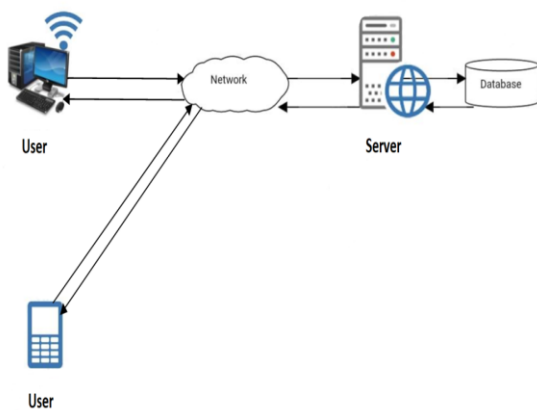


Diagram - 1: Proposed System Architecture

### 5.2 Sequence Diagram

#### 1.Admin:

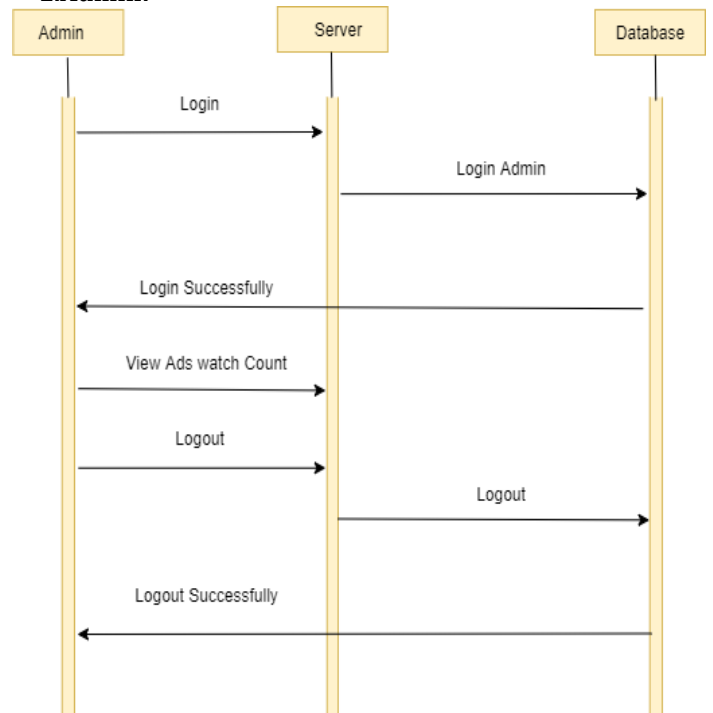


Diagram - 2: Admin Sequence Diagram

#### 2.User:

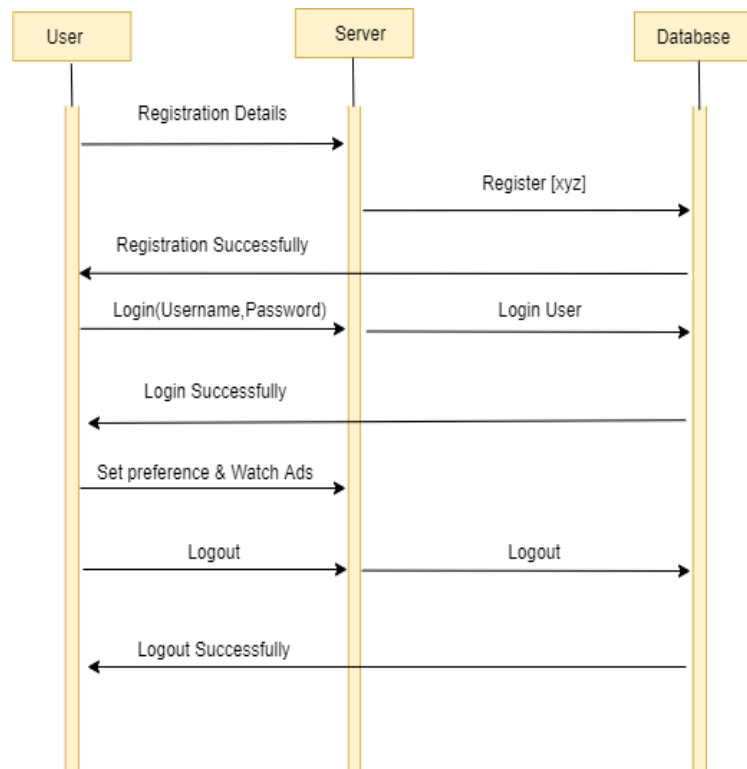


Diagram - 3: User Sequence Diagram

## 6. IMPLEMENTATION

### 6.1 Experimental Setup

#### Project Overview:

Front End: HTML, CSS, JavaScript

Back End : PHP

Database : MYSQL

#### Software Specification:

Software: VS Studio, XAMPP, Browser

( support JavaScript)

Operating System: Unix/Linux/Windows 7 or Higher.

### 6.2 TESTING

Testing is the set of activities that can be planned in advanced and s conducted systematically. Testing requires that the developer discard preconceived notions of the "correctness" of the software just developed and overcome a conflict of interest that occurs when errors are encountered. Testing is the major quality control measure employed during software development. In the project, the first test considered is the unit testing. In this unit testing, each modules of the system are tested separately. This is carried out during programming stage itself. Each module should work satisfactory as regard from the module. After the entire module are checked independently and completed then the integration testing is performed to check whether there is any interface errors. Then those errors are verified and corrected. And also the security test is performed to allow only authorized persons to this system. Finally, the validation testing is performed to validate whether the customer requirements are stratified are not.

## 7. RESULT

We created multiple activities to perform all operations like login, register, watch ad etc. using VS Studio Tool.

- 1) Home Activity
- 2) Create account Activity
- 3) Login Activity
- 4) Watch ad Activity
- 5) About Us Activity
- 6) Our causes Activity

- Home Activity: We can do either register or login Home Activity.

- Create account Activity: It takes input from user and saved into local MYSQL database.

- Login Activity: This activity is used to login to your account using email and password of user.

- Watch Ads Activity: This activity contains Ads to watch and display information like money raised, ads you have to watch, Ads you watched.

- About Us Activity: This activity contains information about web application.

- Our causes Activity: This activity involves the fund we have raised for the health, education and ecosystem

## 8. CONCLUSIONS

The Donation through Watching Ads WEB APPLICATION implemented using HTML, CSS, PHP, JavaScript languages fully meet the objectives for which it has been developed. It operates at a high level of accuracy and the user associated with the system understands its advantage. It was intended to solve the problem as per requirement specification and does this successfully by saving a lot of time, manual effort and extra expenses. The system fulfils the requirement which is needed for helping peoples in online mode. This Donation through Watching Ads Web Application can also modify as to android application. So that, we can access form anywhere and from any device.

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