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Helping Local Cleaners Reach Out to the World using Online Platforms

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Abstract: The main purpose of this research paper is to evaluate the effectiveness of online platforms in building or funding small businesses and individuals. This is one of the biggest messes in each and every part of the world, not only in India. Finding every day labourers, maids, and cleaners for everything from household work to industry maintenance is a major dilemma that could be resolved by using websites, applications, and different online portals. Research on such topics will improve the work culture and efforts of such people and increase the number of job opportunities in this industry. Smart phones have now become a necessity for every person, as he or she can access the portal through the mobile device. No such platform is created to reach out to the workers or for the workers to reach out to the people to complete a particular task. In this research paper, I propose methods, means, and techniques to visualise, maintain, and create a better future. Related content, news, information, and traffic on the webpage will be monitored for their respective areas. The advantage of our portal will be that it is easy to use and that each and every person will be able to use the functions properly while keeping their native language option alongside English. Productivity and trust play an important role in making decisions that make lives easier. Not only in theoretical analysis but also in many surveys and experiments are there precise algorithms for the models made. Case studies regarding the same will give us a clear idea for developing and maintaining these online platforms. (Experiments and surveys have yet to be conducted.)

Keywords: effectiveness, online platforms, maintenance, websites, applications, techniques, productivity, algorithms, surveys, experiments.

I. INTRODUCTION

For a better and easier life, every firm, social networking site, company, school, college, game, media outlet, and television show must be published online in today's technologically advanced society. The reader will comprehend this research paper more fully after reading this section. Helping local cleaners reach out to the world through an online solution is the topic of this research study. We will discuss different solutions to the problem statement and the importance of using online platforms for business development. Further, the purpose of the investigation into this issue has been outlined. The reader is introduced to the research paper, where he will have to fill out questionnaires for different surveys. To provide the reader with a clear picture of the breadth of the research, the scope and constraints of the study are then presented. The final section concludes by describing the paper's general structure.

II. BACKGROUND CONCEPTS

The key to modernizing and expanding this firm is to generate data for all of the internet options. The usability of various websites affects how well they can be used and operated. The overall idea of creating and employing a number of various online solutions is covered in this chapter, which is important for small businesses and start-ups across all industries. To the problem statement that has aroused the world, we provide several remedies. We do not attempt to provide complete specifics with all the ideal and required answers due to the concision of our writing. Data is the main reason and requirement for creating online solutions. Our initial defense against such scams will be obtaining a pendant. Large organizations and ordinary people both use online solutions to take advantage of already present opportunities. As more businesses of all stripes begin to recognize the advantages, they are increasingly using social media for advertising. Today, generating revenue is crucial to scaling and covering the necessary expenses. Compared to the other public marketing methods, social media is more effective. The inquiry in this article is concentrated on those who are having difficulty finding work in this field, expanding employment options, and offering cleaners to meet an organization's regular cleaning requirements.

According to data by Kepios, there will be 4.74 billion social media users globally in October 2022, or 59.3 percent of the world's population.

The number of social media users has increased over the last 12 months as well, with 190 million new users joining since this time last year.

That amounts to annualized growth of 4.2 percent at a rate of six new users added per second.

Recent estimates show that far more than 90% of internet users now routinely use social media.

Some most used online platforms throughout the world.

Reference link:
https://datareportal.com/social-media-users
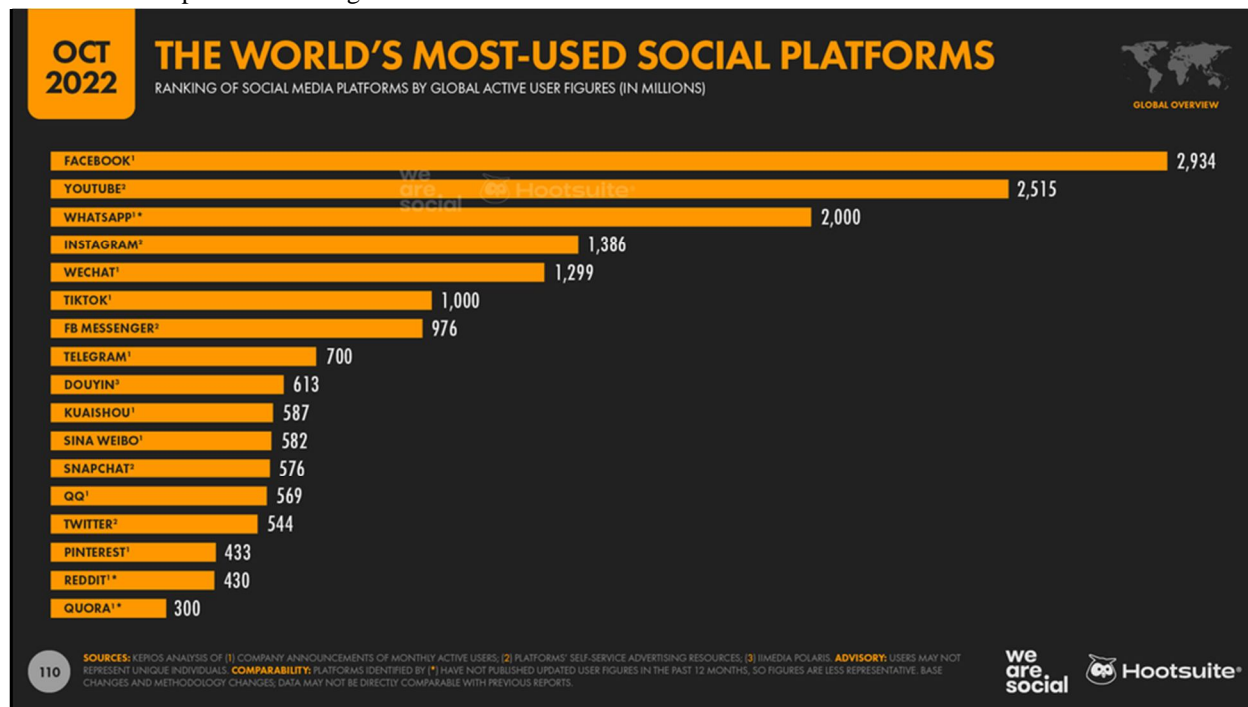
III. PROBLEM STATEMENT

To date, there is no such research paper published in this field. More research in this field is required for precise and more understandable learning. Our focus will be mainly on the solutions to the problem statement and how we can overcome it. Our findings are focused on the use of technology and how we can simplify networking using technology. Besides the solutions, our aim is not to dive deep into marketing and analysis of the data but to provide precise online solutions.

IV. GOAL FOR THE RESEARCH PAPER

The problem statement places emphasis on the cleaning industry, its future, and the problems faced by people in their everyday lives. At the end of the research paper, we will have ideas that will create jobs for many people, mainly for those who have low literacy rates and are ready to do the work. It is hard to find work for these people who are ready, but they still don't have any exposure to how and where the opportunities are available. We live in a technological era in which every small to large business must go online and are accessible to people all over the world. Websites, apps, blogs every online solution is available on the internet and can be accessed via a mobile device by anyone.

V. QUESTIONS FOR RESEARCH PAPER

1) Is there any future for this business?
2) Will online solutions assist in promoting small enterprises and assisting local cleaners in reaching a global audience?
3) Will technology aid in job search?
4) What steps must we take to spread awareness of these online alternatives, and how helpful is media sharing?
5) What steps must we take to increase traffic to our portals?
6) Will it be simple for people to make use of all the new resources?
7) What kind of investment is required to highlight the significance of and raise awareness for the upcoming initiative?

VI. SCOPE AND CONSTRAINTS

The increase anticipated for the cleaning sector will be thoroughly monitored and examined in this thesis. Since there is no forum to introduce such people, it is practically impossible to assist people in finding new jobs in the cleaning business. People can only obtain these positions through networking and approaching their neighbors.

The main objective of this research is to employ and create contemporary solutions rather than the same old conventional approach. Everyday life calls for the assistance of the cleaner for everything from maintenance to cleaning. It is far simpler to find folks who require labor online using a variety of internet alternatives rather than physically looking for them.

We must also take into account the constraints that must be overcome, such as the fact that excessive fees drive away customers and reduce traffic to web portals. The language barrier must also be removed because there are many people in this region who are below literacy level. On the other hand, all online solutions must be created in a basic way, with alternatives that are brief and accessible in the user's native languages. Another drawback is that not everyone can physically travel to a certain place of employment.

VII. INTERNET

The number of social media users is growing every day, and they come from a wide range of demographics and geographic locations. The internet is utilised for much more than just playing games. It is one of the best platforms for exchanging knowledge, sparking discussions, launching new ventures, performing e-commerce, and other activities. Inter is accessible everywhere in the world and is currently available on islands as well. You can access the internet whenever you want because many services provide free wifi. It is simpler for individuals to use these free services because websites, applications, and blogs use fewer network resources than online video streaming.

VIII. SOCIAL MEDIA SITES

Further exploring social media reveals various components that may be divided into social networking sites, media sharing sites, discussion forums, etc. Social networking sites, like Facebook and WhatsApp, are used for data exchange and communication. News, media, and information are shared on media sharing websites like Instagram and TikTok. Discussion boards are used to exchange expertise and information (Quora, Reddit). Social networking sites and media sharing will be the key topics of this thesis.

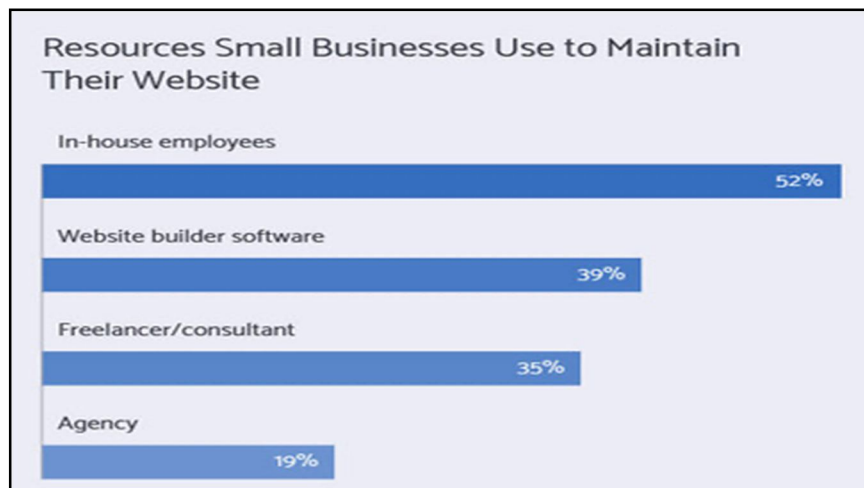## IX. SOLUTIONS FOR OUR PROBLEM STATEMENT

Researchers main focus is on people who needs jobs for cleaning purposes like cleaning utensils, washing clothes, swiping house floor, watering gardens, taking care of children and also if required maintaining hygiene and cleanliness of big organizations. We want to make it easier for you to find people who can help you find work and, conversely, those who are looking for work. Starting with the most popular, reasonably priced, and user-friendly option, which is a website. Nowadays, websites are so widespread that there are practically countless online platforms available that can be used to create a website. There are currently many templates available, all you need to do is customise them to match your preferences. The next generation of resources are apps, which provide you your own personalised design and increase your security and independence. Blogs are becoming popular as free content platforms where anyone may post their ideas, information, and research utilising any website from a third party.

With this in perspective, the researcher believes that using technology to create a variety of options will be the best to utilise and have the biggest impact on society.

X. READY TO USE WEBSITES

The most fundamental need for any business, person, company, or initiative is a website. You may develop a wide range of websites with a wide range of possibilities using programming. Websites don't need to be maintained after they are made. You need to edit the code if you want to make changes. You are not required to pay anything, with the exception of hosting server expenses, and you can choose from a variety of packages, including .com, .in, .org, and .edu, according on your needs. There are many server hosting sites available on internet which you can use for example goDaddy.com which is most popular in recent times. With just one click through the link or by typing in the domain name, anyone with access to the internet can visit the website. Any device, whether a laptop or a mobile phone, can access it.

After websites are created, generally they are maintained by the employees of the organisation, website builder software, freelancer, and their particular agency.

Resources Small Businesses Use to Maintain Their Website

In-house employees — 52%

Website builder software — 39%

Freelancer/consultant — 35%

Agency — 19%

XI. APPLICATION BUILDING

Although creating an application is difficult, any third-party provider can do it. Comparing building apps to building websites, where subscriptions are the greatest way to start earning through apps, building apps is one of the most secure techniques where monetisation can be done quickly. Applications must be approved for publication on the Play Store or App Store, where you must verify their legitimacy and demonstrate that they were created ethically and without error. There are specific one-time expenses that you must pay, for instance, $25, in order to obtain developer access, after which you are free to make as many modifications as you desire. Companies are ready to build customised apps for you as you want, where you need to pay their charges such as "radiansys".

https://www.radiansys.com/cmpgn/mobile-app-development.

A survey made by Buildfire in 2022 for some key factors for applications:

By 2023, income from mobile apps is projected to reach over $935 billion.

- 1.96 million apps are available for download from the Apple App Store.
- The Google Play Store offers 2.87 million apps for downloading.
- Of Millennials, 21% open an app more than 50 times daily.

This chart shows the downloads of the app in millions globally, which increase every year.

Year	Annual app downloads in billions
2016	140.68
2018	192.45
2019	204
2020	218
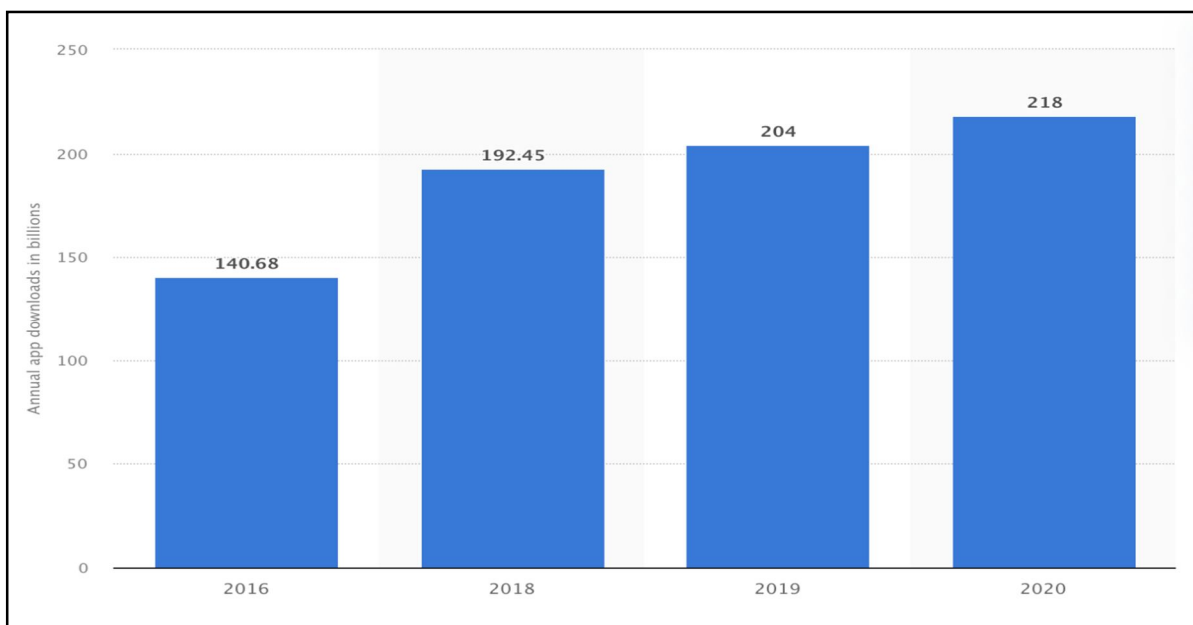
According to research, you don't necessarily need to start by making paid apps, you can do so whenever you want in the future. The graph shows that practically all online apps are free to download, with the option to further monetise them while doing so. future.

Reference(https://buildfire.com/app-statistics/)
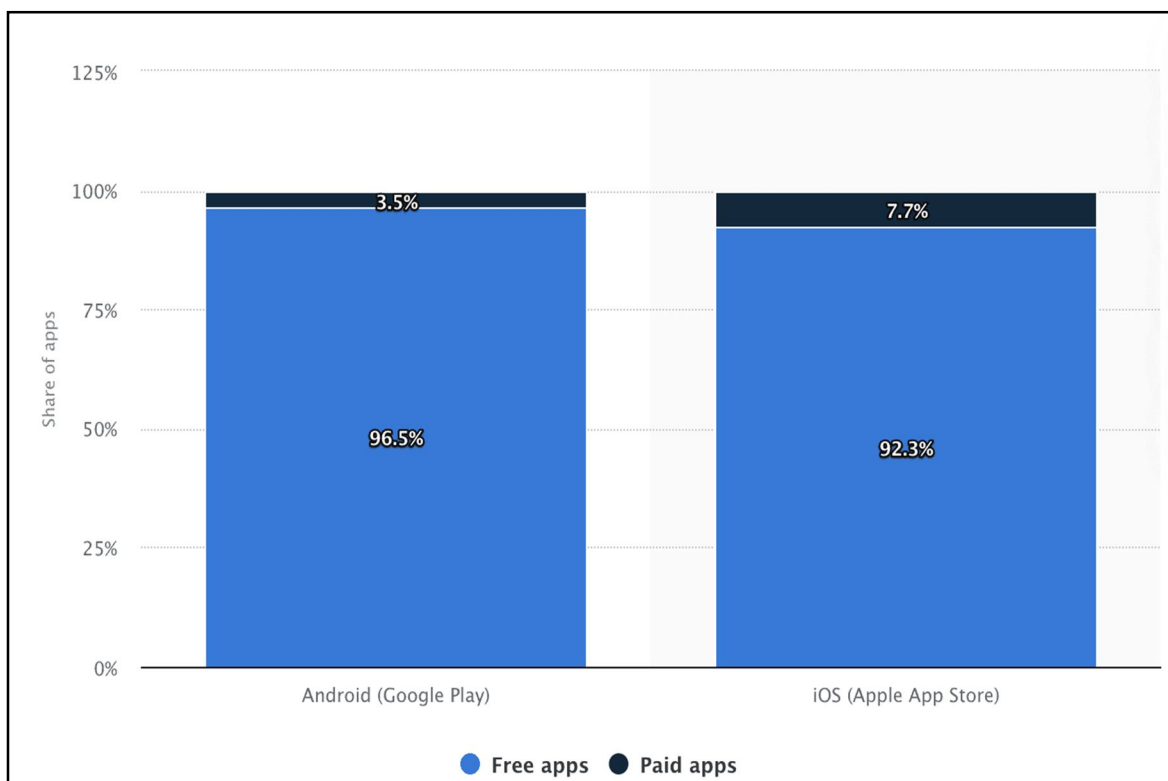
XII.   BLOGS

Blogs are informal ways to share information and explain to readers why and how something is utilised. They are comparable to webpages in that regard.It is an informative webpage where people can read blogs on freely available sites on internet. The most well-liked blogging platform is Wordpress, where you can host your own blog on their server. Different readers can read blogs to learn more about the issue we are resolving using online solutions.

Blogs are an open-source, simple-to-edit tool that may be used without any programming experience.Once people learn about our blogs, more blogs can be turned into websites, which will increase traffic. Blogs are often a way for authors to explain to readers about the working of our online solutions. Using location as our base, we will help people understand our concept through the medium of blogs. There is no such maintenance required for blogs, as it can be handled by anyone. You just need to write and demonstrate your ideas. It is similar to writing on a notepad.

A.   Advantages of using Blogs
1) The greatest practical function of blogs is to boost traffic.
2) Free advertising
3) Describing the potential reach of this field.
4) Monitoring a company's most recent changes .
5) Raising the brand's value.
6) Increasing confidence among workers, employees, and newcomers .
7) Participation in advancing the research.

XIII. WHAT ONLINE SOLUTIONS MUST HAVE

A. Domain Name

To publish and go live with all of your online solutions, you'll need to obtain a server, a domain name, and other basic requirements. Catchy names are simple to remember, and people should recognise your work by your name. The next stage is to have a trendy word with a brief and straightforward definition. All of the researcher's suggested internet solutions ought to be safe. The most fundamental requirement that every online solution should have is the ability to set a password for a certain login. In our situation, employing email is challenging because no one in this field needs to set up an email account. Users who are joining for the first time will find username and password to be simple and convenient.

B. Simplistic Portal

Following the security precautions, the following step is to have a straightforward, easy-to-understand portal. There shouldn't be any extra options or information because this makes it more difficult to grasp what the user must do specifically. The presence of straightforward alternatives like "sign in," "what are you looking for," "contact number," "location," and "income"

C. Native Language

People we are interested in or working with have low literacy rates, and they prefer to use their native language rather than English. Using native language will have an greater impact as it will help all the workers to understand and grasp what ever options are available. But also an international language is very important from the point of view of all the people who will be using it.

D. Location

Location plays an important role in the cleaning industry, where workers need to know the location where they will be working, as having their work where they reside is easier and increases

the chances of getting labour to people ho are looking for it. At the time of registration, we will specify the address with a 5 kilometre search radius. Using the portal, the user is always able to modify their address.

E. Contact

As using email or text messaging is not possible in our project, both parties must use a contact number. It is much better and more convenient to directly contact a certain person and search for individuals who operate in that field.

F. Customer Support

customer service representative should be their to assist employees with proper treatment and foster future trust, customer service enhances the value of our online solutions. Firstly we will be only looking to take control of over all India where the time limit will be same as it won't be any problem for hiring people for customer support.

G. Monetisation

Later, as traffic increases, it's time to monetize our internet solutions to expand our audience and maintain the expansion of our firm. It is essential to have subscription plans for those who require labour for urgent demands, such as daily housecleaning, laundry of dishes and clothes, gardening, or other types of tasks. People will benefit from subscription plans by obtaining workers more quickly as well as more selections. We won't charge the labourer any money because this platform is just for people looking for such workers, and we are concentrating on how it can benefit them.

XIV. THIRD PARTY INVOLVEMENT

Whenever a project is underway and the contractor requests a particular amount of labour, you've probably seen groups of people waiting for pickups on the side of the road every day just to get to work. Our online solutions will assist workers learn when and where the project is taking place, avoiding the need to seek for these locations and notifying them that how much they may earn for a number of days by working for specific hours. This problem is resolved using our online solutions.

It is possible that a third party will join the procedure. Plans will be set differently for this type of project if a third party, such as a contractor, is involved in the process where he is willing to post his large team to a specific job in order to earn more profit. These big projects could come from businesses, other organisations, construction of a site, or any maintenance of a specific location.

When positions for workers on various projects open up, our organisation will get in touch with that particular contractor or agent and make them prepare to accept the offer.A bond will be agreed between the agent or the constructor with the organization for a specific amount of days. The workers will have free time till the next project is posted on the site once the current one is finished. This would promote participation in the initiative from many agents in various areas while boosting traffic. There will be no need for all the labourers to simply stand on the roadways and wait for someone to pick them up. This cycle will continue to assist people find what they are looking for.
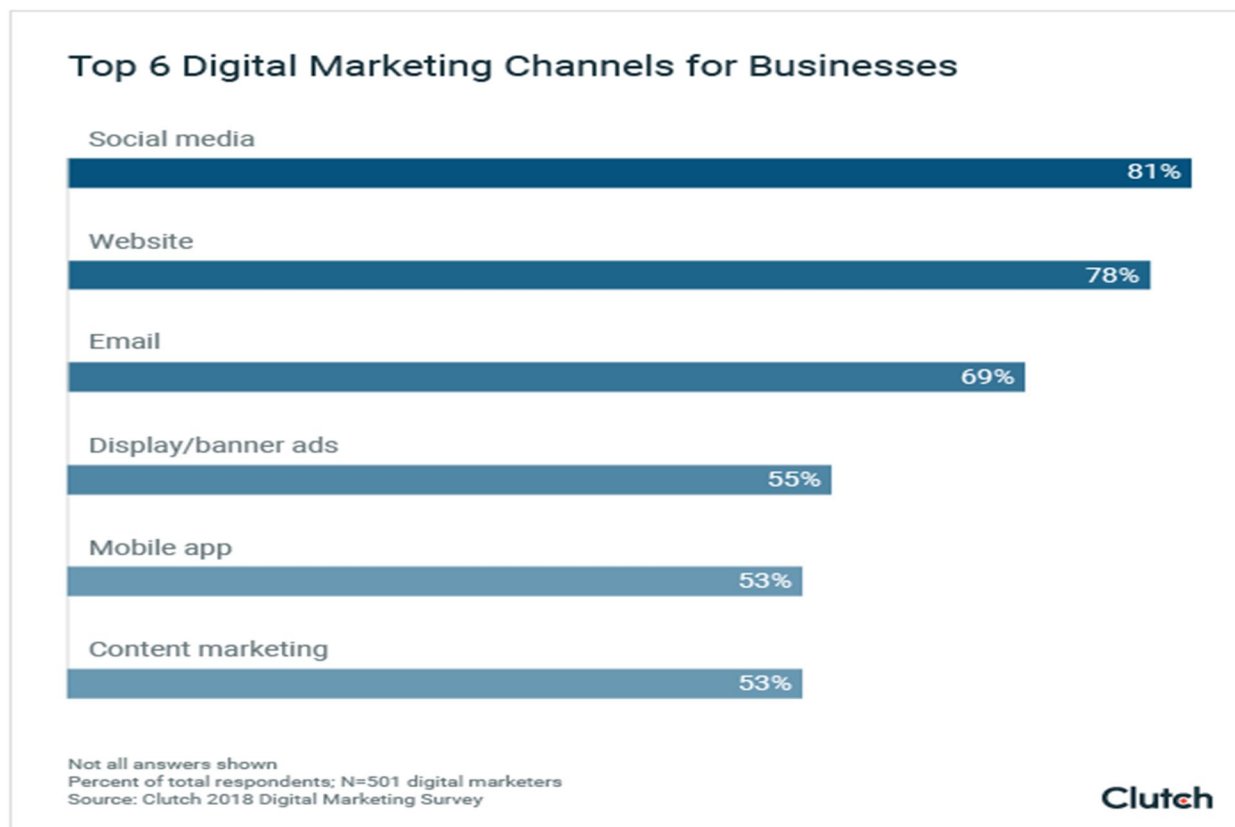
XV. DIGITAL MARKETING

Marketing connects ideas with people and helps them know what we are contributing to the world, which is why it is crucial for the growth of any organisation. It links businesses with a variety of clients so that they can inform them about any start-up, business, or organisation. Marketing should be used to encourage the growth of a certain product in order to widen its appeal and close the gap between consumers and businesses.

Despite the local focus, marketing will drive the traffic needed for all the accessible online solutions. A surge in traffic leads to studies on the demographics of users of various online services, including their age, location, preferred working hours, and occupations. Engagement is essential since it ensures that all online solutions continue to function.

Digital marketing is a recent strategy with a wider audience than conventional marketing. The involvement of rallies is the conventional method of marketing, where the amount and time involved will not be satisfied since its reach is limited, as opposed to displaying advertisements on posters or marketing through newspapers. Your target audience may be reached online and through digital marketing, no matter where they are. Digital marketing is a further division of several categories, and we will use content authoring, social networking sites, blogs, and advertisements as our primary platforms for disseminating information about our online solutions.

A. *Survey made by Business 2 Community briefs us about most used digital channels for business.*

Reference link(The Importance of Digital Marketing in 2018 - Business 2 Community)

XVI. NETWORK SECURITY

Security is defined as the quality or state of being secure, to be free from danger, as our platform as several online solutions security plays an important role in maintaining the data safe and out of danger.

A. Overview of Network Security

Network security protects sensitive data from unauthorised activities. It is a protection of data saved on a network. The goal of network security is to ensure the safety and privacy of critical data such as customer details, financial data, home address or private details. The importance of security has been increased due to the increased utilisation of computers and internet.

Principals of information security include the CIA triangle. Confidentiality, Integrity, Availability.
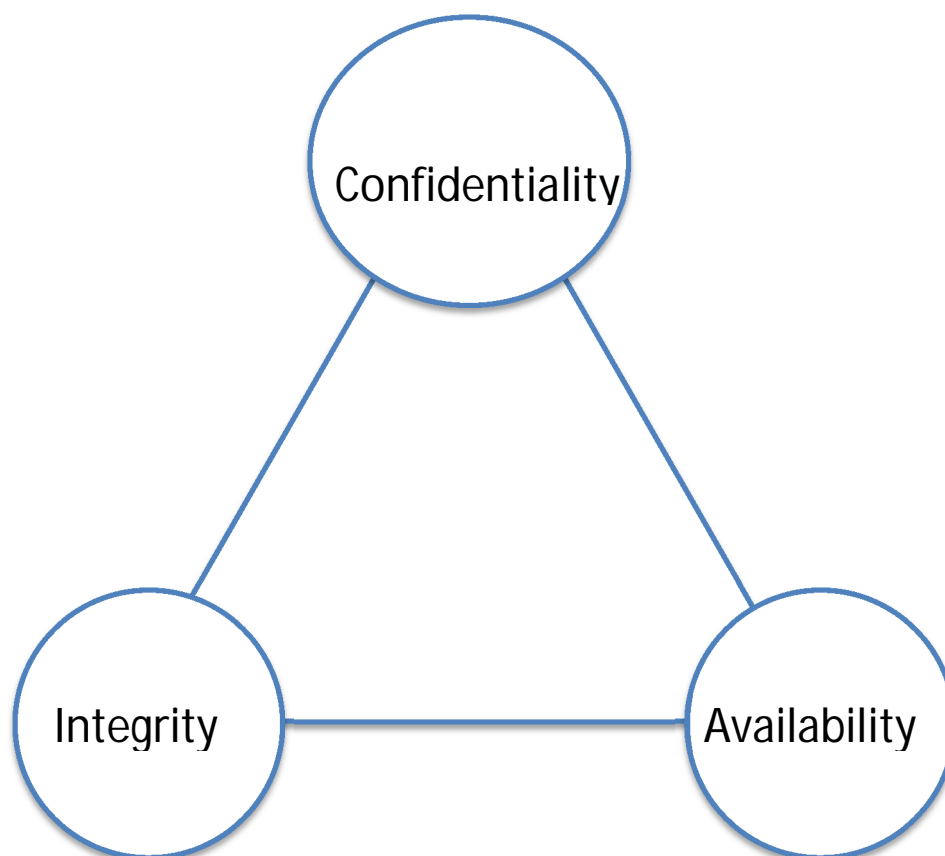
1) *Confidentiality:* Its measures are designed to prevent unauthorised disclosure of information. The purpose of the confidentiality principle is to keep personal information private.
2) *Integrity:* The principle of integrity ensures that the data is accurate and is not modified incorrectly.
3) *Availability:* Availability is the protection of a system's ability to make software systems and data fully available when a user needs it.

XVII. SECURITY FOR ALL THE ONLINE PLATFORMS

There should be a protection for each and every website and app that aids in preventing frauds, attacks, viruses, and data leaks across the network. In addition to password protection, it offers a wide range of vital cyber security services. Networks are utilised for internet-based communications, daily transactions, and information exchange. Given the likelihood of several data breaches, each of these channels needs to be safe. Each person will use his or her address to access the services, so it is imperative that privacy be protected so that the address is not disclosed without the consent of a qualified individual.One of the simplest ways to conduct business in the modern age is online, where cards and mobile devices can complete transactions in a matter of seconds.

Although it is simple to use, there are a number of frauds that occur daily that need to be secured because everyone using the internet solution will be using our services to contact the authorised person.

XVIII. LIMITATIONS

This research paper focuses on all of the online solutions for people who want to help in the cleaning industry but don't have access or the reach to many more options. Even if the research paper covered every step required to launch the services, it still has some shortcomings that can be addressed by the upcoming updates and modifications. Building trust between the business and the people is most important for making changes in the cleaning industry.

1) Despite being simple to use, not everyone will be able to use these internet solutions.
2) It is essential to speak your native language, but there is still a high likelihood that the labourers won't grasp every word.
3) There will be options on many websites and apps that some people may find challenging to understand.
4) Using the internet is a need for all of our online platforms because it is the medium via which all of our solutions operate.
5) Some individual's motives might not be as honourable as those of others
6) Another crucial activity is paying bills, as it necessitates a lot of information the first time.

XIX. PRACTICAL IMPLEMENTATIONS

To gain a general sense of all the labourers and the tasks they perform in exchange for payment, surveys will be conducted in various regions. People will be able to share their challenges for all the domestic chores on a form that will be included in the survey. This poll will also include a large number of cleaners to thoroughly understand their demands and requirements.

A. *Sample Survey Form*

Location	Purpose for cleaners	Payment	Time	Duration
Sahakarnagar	Cleaning utensils	2000-3000	Between 10-11 am	3 months
Kothrud	Washing clothes	3000-4000	Between 5-6pm	1 month
Abc				
Xyz				

XX. CONCLUSION

Making people's life easier with the every changing world of technology, little by little makes a tremendous difference. The purposes and goals of this research work, "Helping local cleaners reach out to the world using online platforms," have been successfully achieved.

This research will assist in evolving the conventional propensity for such an industry to make better selections, which will surely have a stronger impact on society, while bearing in mind of all the local cleaners. With the support and work done behind this project, a path has been cleared to start implementing all the necessary steps involved in the process.

Alternatively, this research suggests that offering a variety of online solutions will make it easier for people in this sector to get employment.Anyone in the world can access the information through any of these channels, and there are many options available, making it simple for consumers. Privacy and security concerns will be taken care of while implementing the project. Alternately, the researcher claims that the final step for a successful firm is having traffic to all of the internet solutions and performing the surveys with suitable marketing while building trust. However, based on the findings, additional research will be undertaken.

XXI. FUTURE RESEARCH

A. Artificial Intelligence(AI)

AI (artificial intelligence) refers to the simulation of human intelligence in machines that are designed to think and act like humans. AI technology can be used in a variety of applications, AI can help businesses in various ways.

Automative tasks: AI can automate repetitive and time-consuming tasks, freeing up employees to focus on more strategic initiatives. Having a conversation and explaining the business to others is an important step forward. Making prerecorded calls and communicating with people using AI can help save a lot of time for other tasks.Chatbots: AI-powered chatbots can provide 24/7 customer service and support, handling basic queries and freeing up human customer service agents to handle more complex issues.

Fraud detection: AI can help detect and prevent fraud by analysing patterns in customer behaviour, transactions, and other data sources and flagging suspicious activity.

Predictive analytics: AI can help online businesses better understand customer behaviour and predict future trends, allowing them to optimise marketing campaigns and make informed business decisions. This will give them a chart to focus on particular areas where customer involvement is higher than elsewhere.

Image and speech recognition: As discussed earlier, having an issue with their native language will make it difficult for people to understand and respond to the questions, which can be solved using AI. AI can help online businesses improve the user experience by adding image and speech recognition capabilities to their websites and apps.

After becoming used to AI, the researcher is confident that it can handle every front-end management duty since it can interact with people by anticipating their needs and utilising the data obtained. People will clearly grasp the areas on which they need to focus thanks to the collection of enormous amounts of data and the use of various algorithms, which will help the business expand more successfully. The image will become clearer if decisions are made based on the locations and the insights from the algorithms. There is no time limit for individuals to contact with the agents or customer support since it will be forwarded to AI, which can answer in a basic manner 24/7.

We can keep track of where our cleaners will be working with all the owners so that we can learn about everyone's timeliness and have a record of the work's completion on a daily basis. The owners will only need to click a button on our website to request the cleaners' attendance, and data will be collected from a range of houses before AI offers us a quick notion utilising various charts and graphs.

In summary, AI can help online businesses improve customer experience, increase efficiency, and make informed business decisions.

Our work can be expanded in a number of ways, we have already discussed the cleaning industry's untapped potential and how it might be exploited by utilising web tools. However, some aspects of the surveys and study remain unfinished where these will be decided by taking into account the prior results achieved through our programme.

Some fields where research can be further carried out:

1) People are willing to leave their children at home or in a daycare centre for the day so that parents can work without hesitation, as daycare centres are now mushrooming everywhere. Finding such people who can look after their children can save working parents a lot of time and effort.

2) Research can be more thoroughly explored in different areas where the internet is not fully available.In some areas, having local stores and customer service is essential for providing offline services.

3) Using maps for navigation purposes, involvement of third party are some topics which can be more explored into.

4) Our next step in growing our venture will involve working with many industries and large corporations since it will continue to retain monthly or early members, which will generate significant earnings. Obtaining sponsorships, which will aid in our marketing efforts and broaden our audience, will be crucial.

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