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## GENDER EQUALITY AND WOMEN EMPOWERMENT



**LET US PROMOTE**  
**Gender Equality &**  
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# Women Empowerment Leveraging Technological Advancements

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## Abstract:

This paper focuses on the needs to promote women empowerment through numerous strategies leveraging technological advancements and bringing in broader set of opportunities. India is ranked as one of the most powerful nations due its economic and technological advancements. Being a patriarchal society, females still have a restricted access to technology and the technology continues to reach sluggishly for women. Technological upgradation have rather had a negative impact on women in terms of poverty, unemployment and it has caused hindrance to their future sustainability. Technology has displaced women from several markets and has turned out in favor of men. Several researches and studies suggest that inclusion of women in technology and related progress have bore veritable results in terms of productivity and social upliftment. Thereby, bringing in a need to focus on technology driven opportunities and schemes for women. It is critical to promote communication links with NGOs, women empowerment groups, self-help groups to make these initiatives reach masses, create awareness and educate the society for betterment of women. It is important to empower women as technical arsenals.

## 1. Introduction

According to census of 2017, 66.46% of population in India is rural. Basic amenities and schemes in such areas are deprived. Thirty seven crores of Indian women live in rural areas. The 2017 census traces out that 41.25% of women are uneducated and illiterates. This illiteracy leads to low wages in several occupations. These women find themselves engaged in jobs related to household chores, farming, cattle rearing, poultry farming etc. The maternal mortality ratio is 450 for every 1000 newborn in India. Only 26.6% population above the age of 25 has undergone secondary education.

### 1.1 The labor force statistics

The participation rate of labor force is 35.7%. In males, it is comparatively higher; 84.5%. Although, their contribution to the fields of technology is poor and less in numbers. Technological tools act as powerful catalyst for political and social empowerment and also for upliftment of gender equality.



## 1.2 Challenges for women in rural areas

1. Inequality
2. Domestic violence
3. Racism
4. Lack of educational facilities
5. Lack of economic resources
6. Poor access to health care
7. Lack of knowledge about the developmental schemes
8. Social segregation
9. Casteism
10. Patriarchal intolerance

## 1.3 Strategies for women towards technological inclusion

- a. Functional strategies which focuses on bringing technology at the doorsteps of rural women
- b. Economic strategies involving financial allocations and investing in technological initiatives
- c. Development of technological infrastructure for the training pf rural women
- d. Creating social awareness for technological inclusion strategies
- e. Campaigns to create awareness about the developmental schemes.
- f. Training for future sustainability

## 1.4 Tools for technological support for rural women:

It is crucial that the women in rural areas get access to basic and upgrading tools that could further support them towards sustainability.

- a. Electronic mails
- b. Usage and training of computers
- c. Training of commonly used operating systems and software
- d. Usage of smartphones
- e. Use of tele-conference
- f. Community e-calendars
- g. Community podcasts
- h. Use of social media platforms
- i. Use of digital cameras and video recorders
- j. Use of internet for banking, education and health access

## 2. Welfare:

The inclusiveness of women in technological initiatives leads to welfare in social, economic and political sectors.

### 2.1 Economic welfares

Women suffering from discrimination will benefit from the inclusive strategies and initiatives. They can be uplifted from the shackles of slavery and patriarchal intolerance. The initiatives implemented will result in rise in her wages, improvement in the quality of nature of

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the work and added discipline to the work ethics. The need for working for longer hours, laborious jobs will deplete due to rise in wages and leveraging technology for working. Women's NGOs can become affiliated to small savings, bank transactions, agricultural loans and micro loans. Women will become acquainted in interacting with government agencies and understand the approaches of the government towards their progress and upliftment. Women would become confident about the support of financial institutions in their micro entrepreneurial approaches.

### 2.2 Social welfares

The inclusive policies will further boost confidence in women to tackle social issues and discrimination. The policies will give a better access to basic education, health care and sustainable employment. These initiatives will help women for better future and sustainable development. Rural women often are treated are unfairly from the community and suffer the lack of livelihood means. These problems could be better tackled when the technological policies are incorporated.

### 2.3 Importance of stakeholders

The importance of stakeholders in empowering women has been critical and positive. The stakeholders play a crucial role in promoting equality, fairness and compassionate demeanor towards women and their safety also. Stakeholders play a key role in working towards training centers for women and orientations. The problems differ from that of the urban women and therefore the system needs to function differently and take a strong stand towards maintaining dignity and self-esteem of women.

### Conclusions:

There is a dire need to identify factors that contribute towards rural women empowerment in the technological sector with initiatives that focus on women. There is a need to uplift the role of stakeholders in the process of implementation of all types of technological initiatives. It is crucial to identify the factors that hamper the growth of women in rural areas. It is very essential to promote the liaison with NGOs, self-help groups and various welfare nodal centers. The issues of women need to be looked at seriously and should be designed in such a manner that it contributes towards nation's overall progress.

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