

Role of Smartphone in Women Empowerment

Shashank Goel, Vidya School of Business, Meerut, India

Prateek Gupta, KIET, Ghaziabad, India

ABSTRACT

The technological development in the field of electronics and telecommunication has brought about a revolution in the life of people. The technical products so developed have brought about a noticeable change for the better in the personal and professional lives of people by enhancing their capabilities and empowering them to enrich their life and life experiences. In the Indian scenario where the female community was not traditionally empowered, the acceptance of smartphones and connecting to technology through the smartphone has empowered Indian women, whether working or non-working. This article is an effort to highlight the role played by smartphone in empowering women and enriching their lives. The findings of the survey study are presented in the article.

KEYWORDS

Apps, Development, Economic, Empowering, Empowerment, Independent, Smartphone, Social, Women

INTRODUCTION TO WOMEN EMPOWERMENT

In Indian Scenario Women Empowerment has emerged as a significant topic of discussion in the overall development of not only the nation but also the society as a whole. Women Empowerment refers to increasing and improving the social, economic, political and legal strength of the women, to ensure equal-right to women. It is referred to as ability for women to enjoy their rights to control and benefit from resources, assets, income and their own time, as well as the ability to manage risk and improve their social and economic status and wellbeing.

Most of the barriers to women's empowerment are ingrained in cultural norms prevailing in the society. Many women feel these orthodox cultural norms as pressures, while others have become accustomed to being treated inferior to men. Empowering women to participate in economic and social life across all sectors is essential to build stronger economies and nation, achieve internationally aligned goals for development and sustainability, and improve the quality of life for women, men, families and communities as a whole.

Women empowerment is very powerful in upliftment of the nation. It is very well known that the key to economic growth, political stability, and social transformation lies in women empowerment. Leaders, experts and scholars all around the globe are giving their voice alike to this critical endeavor.

Today, when we are in the digital world, we cannot think of women empowerment without the involvement of the digital & mobile technologies and the internet. Internet has an enormous potential

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for women's empowerment and internet can be easily assessed using electronic gadgets such as laptops, I-pads, Smartphone, etc. Women empowerment via use of internet & technology provides women with opportunities to search, find and share information, ensure their safety, access educational, health and other services, generate income, connect and interact with others, collaborate, network, and have their voices heard. Empowering women and connecting them through the use of technology can yield incredible social and economic development.

In this direction Smartphone is being seen as an important tool to empower women as it easily connects women to technology through its various applications which are too easy to use and the women are greatly empowered by Smartphone which makes them independent and capable enough to take their own decisions.

Why Women Empowerment?

- **Unemployed or Underemployed Women:** A large number of women are either Under-employed or unemployed due to this the national economy suffers a lot because of the unequal opportunity for women at workplaces. Women empowerment increases women employment rate and also leads to the development of women entrepreneurs, which in turn improves the economy of the nation.
- **National development:** Women are intelligent and competent enough and in certain areas they have proved to be much ahead of men. Through women empowerment women have made their nation proud by their outstanding performances in almost every sphere of work including medical science, social service, engineering, etc.
- **Women are equally Talented:** At earlier times, women were deprived of higher education like men and hence their talents were wasted. But in today's scenario, women are also allowed to go for higher studies and it encourages women to show their talents which will not only benefit women individually but to the whole nation and even world at large.
- **Economic Benefits & development of society:** Women Empowerment brings economic benefits not only to the individuals but also to the society as well. The money earned by the women not only helps in development of their family but also leads to the development of the society. Women empowerment helps women become independent and empowers them to take their own decisions.
- **Reduction in domestic violence:** Women Empowerment reduces domestic violence as uneducated women are more prone to the risk of domestic violence in comparison to the educated women. Thus, women empowerment leads to reduction in domestic violence.
- **Reduction in corruption:** Women Empowerment helps women to know their rights and duties. Being aware of their rights and duties they can help reduce corruption by not allowing others to violate their rights and by not participating in activities that contributes to corruption. Thus, Women empowerment contributes considerably in reducing corruption.
- **Irreplaceable contribution in some sectors:** Women are contributing at very high standards in certain areas which are remarkable and irreplaceable. By empowering women more such contributions may be generated which will not only lead to the development of the individual women empowered but also to the nation as a whole.

Latest Women Empowerment Initiatives in India

Women empowerment being the need of the time various initiatives are being taken both by government and NGOs. Some of the latest women empowerment initiatives taken in India are as follows:

- **Government initiative to Launch Portal NARI for women:** Recently, the union minister for women and child development announced the launch of a web portal www.nari.nic.in as an initiative to empower Indian women. From time to time both central and state governments have come up with various schemes for the empowerment of the women but often due to lack

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