Impact of Information Technology on Women Empowerment

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Abstract: *Empowering women through information technology is possible by giving access to information to make better decision making and to overcome social, political and economic obstacles. Technology promotes equal rights and opportunities among women development and welfare. It helps to take creative and innovative solutions to meet women's need. After 1995 information technology played an active role in economic growth of India and women participation is significant in technology based workplace. The major players in IT industry are now offering an environment that will retain the talented women workforce. Information Technology reduces the barriers of time and distance in organizing and managing the services. The freedom to work from anywhere and anytime can become a catalyst for financial independence and empowerment of women by enhancing their extra income. The main idea of this article is to discuss different parameters like physical wellness, pranic wellness, psychological wellness, intellectual wellness, emotional wellness, spiritual wellness and economical wellness promotes overall wellbeing of women with respect to information technology.*

Key Words: *Information Technology (IT), Empowerment, Information and Communication Technology (ICT)*

1. INTRODUCTION:

Information Technology (IT) is the use of any computers, storage, networking and other physical devices, infrastructure and processes to create, process, store, secure and exchange all forms of electronic data. Data rules the world and it has been converted into information. Technology provides the means to develop, process, analyze, exchange, store and secure information. Information technology has brought numerous benefits, including improved communication, increased productivity, enhanced decision-making, streamlined processes, and greater access to information and knowledge. Information technology has transformed society by changing the way we live, work, and interact with one another. It has revolutionized communication, education, healthcare, business, and government, and it has created new opportunities and challenges in these areas [1]. It is proven that Information Technology (IT) has emerged as a powerful force in shaping societal dynamics, and its impact on women empowerment is profound. Women need technology to participate in the modern world as equals to develop their marketable skills, enhance their economic opportunities, participate in informed decision-making, network, promote themselves as individuals or simply to have fun. Educated Women have had significant breakthrough by breaking the traditional household, child rearing, socially oppressed life style, because of access to IT. women´s proven technical skills and the potentially major positive impact on their well-being, the use of technology and especially Information and Communication Technology (ICT) can be turned into an opportunity[2]. Many initiatives support women´s empowerment through technology and online networking plays a critical role in the expansion of women´s networks. Various forms of digital expression such as blogging, amplify women´s voices and increase their self-esteem. Clearly, more gender-balanced access to technology has great positive potential. This article explores the transformative role of IT in fostering empowerment among women across various spheres of life.

2. LITERATURE REVIEW :

History of women empowerment laid at three stages, First wave feminism examine the origins of the women's rights movement and its impact on societal perception. Second wave feminism aim in exploring the evolution of feminism and

the fight for legal and social equality for women. Third wave feminism move in analyzing the modern wave of feminism with the help of information technology, embracing intersectionality, and challenging gender norms. Information technology plays a vital role in advancing women's rights and promoting their inclusivity in society with the help of following events

- Internet Revolution: Exploring the transformative power of the internet in raising awareness and organizing feminist movements.
- Social Media Movement: Unveiling the impact of social media in amplifying women's voices and fostering global solidarity.
- Educational Technologies: Empowering women through access to online learning platforms and educational resources.
- Mobile Connectivity: Highlighting the role of mobile technology in empowering women in remote areas and developing countries.

3. PARAMETERS CAUSING WOMEN EMPOWERMENT

There are several parameters causing overall development of a women. In the following grounds Fig 1 showcases the parameters and described how information technology promotes listed parameters to cause women development.

Fig1: Parameters causing women empowerment.

INTELLECTUAL WELLNESS:

Information technology in education has a profound impact on improving access for women. It has bridged educational gaps, providing women with access to online courses, e-learning platforms and educational apps. They offer self-paced learning, skill development and flexibility, allowing women to balance education with familial and societal responsibilities [3]. Technology also facilitates mentorship programs and networking opportunities, empowering women to overcome barriers and pursue career opportunities in STEM fields (Science, Technology, Engineering and Maths). Furthermore, digital resources contribute to gender-inclusive curriculum development, promoting equitable educational experiences.

CAREER OPPORTUNITIES:

In traditional days Women employees have to face challenges of long work hours, constant travelling and juggling different time zones of international clients, Social issues on account of working during night. As a result the industry is losing women employees at the middle and senior management level. The digital revolution has opened up new avenues for women in the workforce. Remote work options, facilitated by IT, have allowed women to balance professional and personal responsibilities, breaking traditional barriers and fostering inclusively. Information technology offers diverse career opportunities for women, ranging from software development and cyber security to data analysis and project management [4]. Encouraging women to pursue IT careers can contribute to bridging the

gender gap in the industry and fostering innovation. Initiatives promoting STEM education, mentorship, and inclusive workplaces play crucial roles in empowering women to thrive in IT professions. IT has enabled women to venture into entrepreneurship by providing tools for online business management, e-commerce platforms, and digital marketing. This has empowered women to create and manage businesses on their own terms.

HEALTHCARE AND WELL-BEING:

Information technology plays a vital role in enhancing healthcare and wellbeing for women. Technologies like telemedicine facilitate remote consultations, making healthcare more accessible. Mobile apps and wearables help track health metrics and have empowered women to take charge of their well-being, fostering preventive care and awareness. Electronic health records improve care coordination, ensuring comprehensive and personalized healthcare for women. Additionally, AI-driven diagnostics and health monitoring contribute to early detection and preventive care, positively impacting women's overall health outcomes [5].

PRANIC WELLNESS

Pranic wellness, which involves the practice of pranic healing and energy work, can be supported by information technology through online courses, virtual workshops, and mobile applications. Digital platforms provide women with access to instructional materials, guided meditation sessions, and resources related to pranic healing techniques [6]. Additionally, online communities and forums allow women to connect with practitioners, share experiences, and seek guidance on their pranic wellness journey. Technology facilitates the dissemination of knowledge and fosters a global network of individuals interested in pranic healing, promoting holistic well-being.

SOCIAL EMPOWERMENT:

Information technology plays a crucial role in empowering women socially by providing access to education, healthcare, employment opportunities, and networking. Online platforms can facilitate skill development, connect women with mentors, and foster a sense of community, contributing to their overall empowerment. Additionally, technology can enhance awareness on women's rights and create avenues for advocacy and support. Social media platforms have given women a voice on a global scale. IT facilitates connections, networking, and community building, providing a path for women to share experiences, advocate for their rights, and challenge societal norms [7]. Information technology serves as a powerful tool for spreading awareness about women's issues. Social media campaigns, online forums, and digital storytelling have contributed to a collective consciousness, encouraging advocacy for gender equality and women's rights.

FINANCIAL INCLUSION:

Information technology has significantly contributed to financial inclusion by enabling access to financial services for underserved populations. Mobile banking, digital payment systems, and fintech solutions have played key roles in reaching individuals who are not in position to visit banks directly, especially in remote areas. These technologies provide a convenient and cost-effective way for people to manage their finances, access credit, and engage in economic activities. This fosters inclusive growth and helps bridge the financial gap for individuals who were previously excluded from traditional banking services. Digital financial services and mobile banking have empowered women economically [8]. IT solutions for financial transactions and savings have enhanced financial literacy and inclusion, providing women with greater control over their finances.

SPIRITUAL WELLNESS

Information technology can contribute to spiritual wellness among women by providing accessible platforms for meditation apps, online communities, and virtual resources for spiritual guidance. Websites, podcasts, and mobile applications offer a convenient way for women to explore and practice various aspects of spirituality, mindfulness, and self-care. Virtual spaces also facilitate connection with like-minded individuals, fostering a sense of community and support[9]. Additionally, online platforms can deliver educational content, enabling women to enhance their spiritual knowledge and practices from the comfort of their homes.

4. CONCLUSION:

The impact of information technology on women empowerment is multifaceted by providing avenues for education, skill development, and economic opportunities. Online learning platforms offer accessible education, empowering women with knowledge and expertise. Digital tools facilitate remote work, entrepreneurship, and freelancing, allowing women to participate in the workforce on their terms. Social media platforms and online communities create spaces for networking, mentorship, and support, fostering a sense of community among women. Additionally, technology plays a role in raising awareness about women's rights, gender equality, and advocacy efforts. In healthcare, digital platforms offer resources for women's health information, telemedicine, and health tracking apps. Overall, information technology acts as a catalyst for women's empowerment by breaking down barriers and providing resources that enhance their education, economic independence, and overall well-being. As we continue to embrace technological advancements, it is crucial to ensure that these tools are accessible to all women, empowering them to lead and contribute to a more inclusive and equitable society.

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