



DIGITAL INDIA – A FLAGSHIP TOWARDS INDIAN WOMEN EMPOWERMENT

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ABSTRACT:

Digital India is a flagship programme based on technology with a vision to transform India to a digitally empowered society and a knowledge economy. This programme was started with a broad vision to include people from all walks of life. India is a country which has approximately 48.2 percent of women population where according to National Service Scheme 62 percentage of women is literate and has a gap to connect with technology. This paper explores the empowerment of women through digital literacy and the socio and economic upliftment of women and highlighting the amazing apps which providing the helping hands to make women independent and safe. In this paper there is an attempt to highlight digital India initiatives and technology which empower women and feel secure. Ensuring the safety of women in the country has become more important, so, the Indian government has taken several measures, the technology has made its contribution too, to provide safe, secure and Independent environment to grow themselves.



KEYWORDS: *Digital India, Women Empowerment, need of women empowerment, Government initiative for women empowerment, Safety apps for women.*

Digital India a flagship program of the Our Union government that aims to transform India into “A digitally empowered that boost our society, knowledge, and economy”. The Programme Digital India was launched by our honourable Prime Minister Mr.Narendra Modi on 1 July 2015 with an objective of connecting India with high-speed Internet networks and enhancing digital literacy. The vision behind this Digital India programme is- inclusive growth in areas of, products, manufacturing, and job opportunities. It is centred on basic three key areas –

- 1-Digital infrastructure as an utility to every citizen,
- 2-Governance and services on demand,
- 3-Digital empowerment of citizens.

Women Empowerment in Digital India

Introduction:-

India is a country which has approximately 48.2 per cent of women population where according to NSS 62 percentage of women is literate and has a gap to connect with technology. In India only 38 per cent of women are using smart phone. Whereas according to live mint, only 28% of women in India have access to Internet which is competitively less than developed countries. Women Empowerment is the essential instrument to expand women's ability to have resources and to create strategic life choices. Empowerment of women is essentially in the process of up liftment of economic, social and political status of women, the traditionally underprivileged ones, in the society. Of previous days' women were not treated equal to men in very ways. They did not have right to share in the property of their parents, they had no voting rights, and they had no freedom to choose their own work or job and so on. Now that we have come out of those dark days of challenge of women, there is a need for strong movement to fight for the rights of women and to ensure that they get all the rights which men have or in another words a movement for the Empowerment of Women. It is not the process of guarding them against all forms of violence, but, to help women is to help society.

Meaning of Empowerment:-

The Term Empowerment of women is refers to the process of providing power to women to become free from the Controls of other that is to assume power to control her own life and to determine her own conditions to live a life.

Role of Empowerment in Womens Life:-

The empowerment and autonomy of women life is essential and important for the improvement in their political, social, economic and health status. In addition, it is very essential for the achievement of sustainable development. The full participation and partnership is needed for both women and men to take decisions regarding to their productive and reproductive life, including shared responsibilities for the care and nurturing of children and maintenance of the household, and take care of old parents.

In most regions of the world, women receive less formal education than men, and at the same time, women's own knowledge, abilities and coping mechanisms often go unrecognized due to many reasons.

Achieving change requires policy and programme actions that will improve women's access to secured livelihoods and economic resources, fulfil their extreme responsibilities with regard to housework, remove legal impediments to their participation in public life, and raise social awareness through effective programmes of education , awareness and mass communication . In addition, improving the status of women also enhances their decision-making capacity at all levels and in all spheres of life, especially in the area of sexuality and reproduction. Experience shows that population and development programmes are most effective when steps have simultaneously been taken to improve the status of women in our society.

Education is one of the most important way of empowering women with the knowledge, skills, awareness and self-confidence necessary to participate fully in the development process.

Concept of universal basic education is very old. More than 40 years ago a huge time, the Universal Declaration of Human Rights asserted that "everyone has the right to education".

In 1990, Governments also meeting at the World Conference on 'Education for All' in Jomtien, Thailand, committed themselves to the goal of universal access to basic education.

CONCEPT WOMEN EMPOWERMENT:

Women play a vital role in development of family, group, society and ultimately the nation building. Women need to be viewed as productive and important members of the society, sharing equal authority and responsibilities of being citizens. Social justice also demands equal participation by women in the nation building program and other activities. Empowerment is the process that creates power in individuals over their own lives in society, and in their own communities. Empowerment creates the action of raising the status of women through education, raising awareness, literacy, and training and confidence. Women's empowerment is all about equipping and allowing women to make life-determining decisions through the different problems in society and also make able to face challenge of their life.

NEEDS OF WOMEN EMPOWERMENT:

"You can tell the condition of a country by simply looking at the status of its women"- Jawaharlal Nehru.

Women's empowerment and achieving gender equality is creates a environment of sustainable development of the country. Many world leaders are argued that sustainable development is impossible without equal participation of both men and women and women's empowerment. It is widely believed that, the full participation of both men and women is essential for a good developmental society. Without gender equality and empowerment, the country could not be develop, and social change wouldn't occurred in their absence. Therefore, leaders are agreeing that women's empowerment plays a huge vital role and significant contributions in development of both the society and nation.

Digital India initiatives for social and economic upliftment of Indian women

Government of India had introduced several digital initiatives for empowering different sections of the society especially for women. It had also introduced some initiatives especially for the empowerment of women in the society. The Digital India programme and procedure promises to transform India into a digitally empowered society by focusing on digital literacy, digital resources, and collaborative digital platforms.

Mother and child Tracking System (MCTS):-

This is a Digital India initiative taken by Ministry of Health and Family welfare. This initiative based on information technology for timely delivery of full variety of healthcare and immunization services to pregnant women and children having below five years age group. This application was initiated and developed by National Informatics Centre. It provides communication between the beneficiaries and service sources. This initiative is also useful for Auxiliary Nurse and Midwives to generate their work plans. It is also useful to provide a alerts about service due dates also to both beneficiaries and service providers. This initiative also provided a dash.

Nirbhaya app:

This app is one of the most important outcomes of digital India. This app is an android emergency application, based on to send a distress call or emergency message to a specified contact number or group in an emergency situation faced by a woman.

Beti Bachao and Beti Padhao campaign:

Beti Bachao and Beti Padhao campaign started by our government aimed at guaranteeing girls are born, nurtured and educated, feel secure without discrimination. From 1961, Child Sex Ratio is continuously declining in India due to many reasons. According to CSR is 945,927 and 918 during 1991, 2001 and 2011 respectively. This indicates how women disempowerment and the situation is alarming. CSR indicates pre-birth discrimination and post birth discrimination of girl child. Misusing of diagnostic tests is leading to Decreasing Child Sex Ratio in our country. To deal with declining CSR Government of India had announced Beti BachaoBetiPadhao initiative. This is being implemented in hundred selected districts where we find low child sex ratio in the graph. This campaign is jointly carried out by Ministry of women and child development, Ministry of Human Resource development and Ministry of Health and Family welfare of India. The prime objectives of the initiative is -include to prevent gender biased sex selective elimination, to Ensure survival, secure and protection of the girl child and to ensure education and growth of the girl child. ‘

Mahila E-Haat:

This portal is initiated in two languages. It was started in the year 2016. This portal is an online Marketing platform useful for women entrepreneurs, women NGOs and self Help Groups. This wonderful portal is useful for showcasing the products manufactured by women. This portal facilitates a direct contact between buyer and seller. Women entrepreneurs from different states are showcasing more than two thousand products as on date. There is a provision for eighteen categories of products which can display on this platform. They include clothing, bags, home decor, carpets, rugs, foot mats, fashion accessories, jewellery, decorative and gift items, baskets, boxes, pottery, grocery, cushion covers, staples, organic, home decoration item, natural products, file folders, soft toys, industrially products, educational aids, and other miscellaneous items. This platform is useful for more than three lakh beneficiaries directly and indirectly.

Women Helpline Scheme:

According to this scheme a toll free number which provide twenty-four hours service to girls or women facing violence and harassment in any sphere including both private and public sector. They can also get information about women schemes and welfare programmes. This scheme also facilitate intervention in crisis and non-crisis situations by directing to police, hospitals, protection officers, ambulance and local district level authorities.

Mahila Digital Saksharta Abhiyan:

This initiative was formulated to instruct and provide training in Information Technology to Fifty two and Half Lakh women including Anganwadi and ASHA workers in different states across the country. Its objective is to making one person in every person digitally literate. It is one of the integral components of Prime Minister's vision of towards digital India journey.

Amazing Safety Apps that Empowers Women's In India

Being a woman of India is not easy; because the increasing rate of crime and rape against women has taken its toll and has struck fear in the hearts of many women, the crime rate against women in India has risen exponentially in the last ten years.

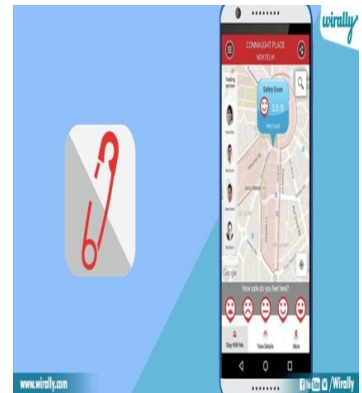
According to the National Crime Records Bureau of India, crime against women rose from 41.7 percent in 2011 to 53.9 percent in 2015, which is a great shocking with Delhi topping the list, with Instances of rape, molestation, and kidnapping and harassment regarding to women is increasing. The current #metoo movement app has brought out some shocking instances, the silent normalization of harassment, abuse, and exploitation of women is rather common in every place. This shows the dark picture of our society.

Ensuring the safety of women in our country has become more important as the Indian government has taken several measures and steps to secure them, the technology has made a wonderful contribution too, now there are several safety apps for women in India.



The Best Safety Apps for Women's In India

- ❖ **My Safetipin:-** Mysafetipin app is a safety app based on map, which tells you about the safety of the place where you are going, the safety of the location where you are going. It shown this by colors, like red colour indicates the 'unsafe' area, green colour is for 'safe', and amber for 'less safe'. The safety score of a place is based on 9 parameters, like lighting, openness, visibility, people, security, walk path, gender usage, and feeling. The app also tells you about the public transport is availability in that area, whether there is a police station, pharmacy or ATM nearby or not available in the area. This app also facility you to share your real-time location via GPS tracking, with your friends or family.
- ❖ **Himmat :-** Himmat app was launched by Delhi Police due to the increasing crime in the city day by day. The major features of this app is that you can send your exact location with audio and video of the surroundings in case of unsafe situation to Delhi police control room. The Delhi Police can take an emergency step and then immediately send the nearest Police help to the victim. The app has a user-friendly interface and also is pretty easy to use, to register you need to enter your mobile number, you will then receive an OTP for verification.
- ❖ **Shake2Safety :-** Shake2safety app is one of the easiest and simplest apps to use. Other way we can say that it is user friendly app. All you need to do is to shake your smartphone or press the power button, and this will instantly send an SOS message to the registered mobile numbers. One of the best and magical features of this app is that it works without the internet too; the app also allows you to report robbery, accident or any natural disaster also.



- ❖ **Eyewatch SOS for Women :-** Eye watch is one of the a great app for women safety because it captures audio and video of the users surrounding and sends it to the registered contacts number with an alert message. The great thing about this app is that it is highly accurate and it can also function even without GPRS, one another feature of the app is that once you are safe, you can notify a message to the registered numbers that I am safe.
- ❖ **Family Locator - Gps Tracker :-** Family Locator app is one of the safety app, which can be used by your entire family once. It is the best safety apps which allows you to connect with all your family members. You can create your private groups called as circles, and view the real-time location of Circle Members on a private family map that's only visible to your Circle. You receive the real-time alerts when your family members arrive or leave a destination. You can also see the location of a lost phones using this app too. The app works in such a way that your entire family stays connected with you once and feels safe.



CONCLUSION :-

As one of the most known proverb goes on, "You educate a man, you can educate an individual itself but when You educate a woman, you can educate an entire nation itself". Proper and relevant education of the girl child is highly essential and needed to secure the future of our country. Both the government and different NGOs are dedicatedly working towards the achievement of this objective. As citizens of the country, we all too can come forward to support and share our hand in this cause by donating towards girl child education, extending help in the betterment of the educational infrastructure, creating a digital awareness, mentoring a girl child, supporting small businesses owned by women because investing in a women empowerment is the key to unlock national growth and progress. One small and little step can contribution a big difference in the lives of these women. Let's contribute to make India more digital, more self-reliant, and starting with underprivileged women.

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