

A Study In Analysing The Role Of Media And Information Literacy For Women Empowerment In India

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ABSTRACT

This Paper aims to investigate the notion of women empowerment in India and discuss the role of media and information literacy for women empowerment in India. The Paper aims to analyze the same by analyzing the social media content and its role in women empowerment in terms of data till the year 2020.

KEYWORDS: Women empowerment, social media, literacy.

Introduction:

Women's empowerment is essential to the success of a country [1]. In order to improve the status of women, both government and non-government groups are focusing on education, employment, and entrepreneurship. As a result of the pressures of society, women in the past had to live their lives with prejudice [2]. A male-dominated culture restricts the options available to women in developing nations and other low-income areas, contributing to a stereotypical view of women as helpless or unable. However, society's evolving

behavior encourages women to prove their image and find their potential [3]. Today, education is the finest pillar that helps them in their efforts to go forward and manage these ills. Opportunities for work are like a rung on a ladder up to the highest point in a building. Women's self-confidence, engagement in decision-making and enhanced access and control over resources are all a result of their education [4]. In order to foster economic growth and development, well-educated women play a critical role in creating a favorable or competitive environment. Women have the power to transform society as a whole, but in the past, they faced discrimination in the workplace due to poor wages and fewer job prospects. However, as their educational level has improved, women now have a different role in society than they had before [5]. Detering issues such as these deter women from pursuing careers as professionals. Obtaining a college degree is made more difficult for women due to a variety of social and cultural factors [6].

As a result of this significant transformation in society, society becomes conscious of the importance of women's growth. Factors that influence a woman's growth and development include the women empowerment are awareness, awareness, action and participation in civil society.

INDIAN WOMAN IN FINANCIAL SECTOR

Every day in developing nations, women's engagement in the service industry as both a worker and a business owner has grown significantly [7]. A woman's self-worth is enhanced by her ability to succeed in school and in the workplace, as well as her potential for greatness. Women are heavily involved in the health and education sectors [8]. These elements encourage people to take on a professional attitude. Many experts have concluded that, in compared to their male counterparts, firms with female CEOs at the highest levels perform better and are more efficient. These abilities and qualities allow them to get to the top of the corporate ladder [9]. Managing Director and Chairperson of Bharatiya Mahila Bank is Usha Anantha Subramanian. In November, she became the country's first women's bank's CEO and Chairperson. SBI's Chairperson

Arundhati Bhattacharya is the first woman to hold the position at India's biggest or top bank. She began working with SBI as a probationary officer in 1977 and had a number of important roles over her career [10].

Vijayalakshmi R. Iyer was the Bank of India's Chairperson and Managing Director from 2003 until 2007. As a result of her hard work, her bank's bad debts climbed. 23% of loans in 2012/13, up from 14% the year before, and the lowest capital adequacy ratio among big banks at 11.02%. In terms of private sector banking, ICICI Bank Limited is the second-biggest bank in India and the largest private sector bank in the country [11]. She is credited for reshaping India's retail banking landscape. Her abilities allow her to have a positive impact on both the national and international levels. She is HSBC India's Group General Manager and Country Head. Because of her leadership and business acumen, she was rehired at worldwide. HDFC's Managing Director is Renu Sud Karnad. To run the company for five years, she was named Managing Director in 2010.

Axis Bank has had Shikha Sharma as its CEO and MD since 2009. As CEO and Managing Director & Chairman of ICICI Prudential Life Insurance Firm, a significant private sector life insurance company in India, in the prior era, she was active in Project Finance, Retail Banking and Investment Banking. The Chairperson and MD of Allahabad Bank Ltd., Shubhalakshmi Panse At Vijaya Bank, she has been an Ex-Executive Director since November 2009. She was in charge of the bank's administration and business growth, as well as all of the bank's portfolios.

SOCIAL WOMEN EMPOWERMENT IN INDIA

Proper Education It is made certain that all girls and women have equal access to education (see fig 4 it is given for all factors). To facilitate lifelong learning as well as the development of occupation and technical skills by women, special measures can be taken to eliminate discrimination, universalize education, eradicate illiteracy, create a gender-sensitive educational system, increase the enrollment and retention rates of girls, and improve the quality of education

[12]. A goal would be to close the gender gap between secondary and higher education. The current policy goals will be met, with a special emphasis on girls and women, especially those from underrepresented groups like Scheduled Castes, Scheduled Tribes, Other Backward Classes, and Minorities [13].

Health improvement Nutrition and health services that pay special attention to women at all stages of their lives are part of a holistic approach to women's health. Another sensitive indicator of human development is the reduction in maternal and infant mortality, which is a major concern [14]. The national demographic objectives for the Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) outlined in the National Population Policy are reiterated in the national policy for women's empowerment. Comprehensive, affordable, and high-quality health care must be available to women. As a result, measures need to be taken that take into account women's reproductive rights, their vulnerability to sexual and health-related issues like infectious, endemic, hypertension, communicable, and water-borne diseases, as well as cardiopulmonary diseases, so that they can make informed decisions. Gender will be taken into consideration when looking at HIV/AIDS and other sexually transmitted diseases' effects on health. Nutrition Because women face the risk of malnutrition and disease at all three crucial stages—infancy, childhood, and the reproductive phase—attention has been paid to meeting women's nutritional requirements [15]. It is essential to take care of the health of young children, pregnant and breastfeeding women, and adolescent girls. As a result, special efforts have been made to address the issue of macro and micronutrient deficiencies, particularly in women who are pregnant or breastfeeding.

Drinking Water and Sanitation Women's needs for safe drinking water, toilets, and sanitation and sewage disposal facilities that can easily reach all households, especially those in slums and rural areas, will receive special attention. These services must be planned, provided, and maintained with women's participation guaranteed. Housing and Shelter Policies, housing colonies, and the provision of shelter in both rural and urban

areas incorporate women's perspectives. In accordance with the national policy for women's empowerment, special care has been taken to ensure that working women, students, apprentices, trainees, and single women have access to adequate and secure housing. Science and Technology In order to increase women's participation in science and technology, this national policy for women's empowerment will be strengthened. This includes making sure that development projects with scientific and technical inputs fully involve women and encouraging girls to take up science and technology as a subject in higher education [16]. Special measures have been taken for women's training in areas like communication and information technology as part of the National Policy for Women's Empowerment. A special focus has been placed on efforts to create technologies that are tailored to women's needs and lessen the amount of work they have to do.

LITERACY UP TO 2020 IN INDIA

When it comes to India's economy, it's hard to overstate how much women's economic standing has improved. The literacy details shared up to 2020 in Fig 5.. Women are employed in every sector of the Indian economy, from agriculture to manufacturing. Economic progress in a country is facilitated when women are actively engaged in the workforce. An increase in female employment, whether in the formal or informal economy, indicates that women's economic standing has improved. Women are encouraged to take up the profession by the availability of employment or the opportunity to participate in the workforce. There is a 25.51 percent female labor participation rate compared to 53.26 percent for men in the urban region, and a 30.02 percent female workforce participation rate in the Rural sector (2011 census). According to a national sample study, working women in rural areas had a ratio of 24.8 to 54.3, while working men in urban areas had a ratio of 14.7 to 54.3.

In Himachal Pradesh, 52.4 percent of women worked, whereas in Sikkim, 27.3 percent of women worked in the urban sector and 59.3 percent of women in rural areas were self-employed. Women's employment status is a measure of their economic value, and governments and nongovernmental organizations

seek to help these women rise up the economic ladder so they may live comfortably.

The Bank of Punjab launched a "Women Entrepreneurship Financing Scheme" for women to get loans to start a business unit in order to boost women's advancement. For example, day care centers; bakeries; restaurants; caterers; furniture;shops; fitness gyms; driving schools; jewelry; appareland accessories; and any other endeavor that is practical. Projects have the following conditions:

There is a budget of Rs. 2 billion set out for this initiative.

- ❖ A panel of experts was assembled to provideguidance on company strategies and plans toensure their viability.
- ❖ The Bank of Punjab will consider job creation as a factor in approving loanapplications.
- ❖ Women in public service jobs with PPSC- recruited roles will have their quota increased to 15% by the government.
- ❖ As Members of the Punjab Public Service Commission, women will make up 25 percent of the general seats.
- ❖ There must be at least 33% female participation on all boards of statutory organizations, public sector corporations, committees, and special purpose task forces and committees.
- ❖ Only one spouse's rent will be taken from a government employee's salary.

For the empowerment of women via cooperatives, Mai bhago istri shakti schem has been introduced. It'sa step in the right direction for the female demographic. The scheme's name is derived from a famous Sikh lady who served as an inspiration to others, encouraging them to better themselves and create jobs. There are a variety of initiatives designedspecifically for women in rural areas that are funded under this program. One of the primary goals of this plan is to provide support for women who face prejudice in the workplace or in society at large. In order to provide training and financial assistance to rural women, this initiative has been implemented. Women-friendly locations host the training sessions. Some businesses, such as WEAVCO, MARKFED, and MILKFED, are expanding by

establishing new branches.

Despite this, the Rashtriya Mahila Kosh (RMK) initiative was launched to give microcredit to female entrepreneurs. A scheme will be created by RCS, Punjab, and Chandigarh for providing microfinance up to Rs. 25,000/- to women through PACS on the basis of Personal guarantee. As a result, PACS will be eligible to refinance loans made to women byCCBs. Women were also given the opportunity to develop specialized manufacturing skills via training programs put in place by the company. There are no fees for training at PICT or in the field.

Results and discussion

1 For women's empowerment, the male-dominated society's attitude must shift to one of cooperation and encouragement, especially at the family level but also regionally, nationally and internationally. Families should encourage their children to make independent choices that will have a significant impact on their long-term well-being. Families and society must identify and remove obstacles, such as men's attitudes on women's roles and their incorrect belief that women can't do effectively, in order to help children develop their personalities. Women should be provided with an equal opportunity to demonstrate their abilities on an equal footing with men.

Women's self-determination depends on access to higher education. As a result of factors such as rising crime rates, an increasingly hazardous environment, and restrictions on parents' ability to travel, women face challenges while attempting to pursue higher education due to cultural and societal constraints. In order to encourage girls to pursue an education, the government and educational institutions must provide a welcoming atmosphere for students and their families. Rural residents are less likely to recognize the value of female education than those living in urban regions. They believe that females should be the only ones who have to learn about household chores. They place a premium on household educational resources while ignoring other aspects of education, which leaves women with a very little window of opportunity to grow personally and professionally. The

government and non-governmental organizations should hold awareness campuses in rural regions and address all of the goals and possibilities linked to free education. It's time for society to shift its view of women from passive and meek to active, powerful and resolute individuals.

CONCLUSIONS

This paper deals the women empowerment in India with women faced challenges. We discussed the women chatting devices and social media women empowerment. We compare the women literacy rate in India up to 2020. We conclude that education is the important factor in women life. Most affected by rural area women's in India. Also we obtained the union territories. So we want to improve the awareness programs through NGO's and increase the fund also in forthcoming years.

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