

# **VISION VIKSIT BHARAT 2047: CONTRIBUTION AND INITIATIVES OF DIGITAL INDIA FOR EMPOWERING RURAL WOMEN**

**Vol – 2**

## **Editor-in-Chief**

**Dr.R.Senthilkumar**

Assistant Professor, Department of B.Com (Professional Accounting)  
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

## **Editorial Board Members**

**Dr.S.B.Gayathri**

Associate Professor and HOD, Department of B.Com (Professional Accounting)  
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

**Dr.N.Sumathi**

Assistant Professor, Department of B.Com (Professional Accounting)  
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

**Ms.J.Madhubala**

Assistant Professor, Department of B.Com (Professional Accounting)  
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

**Dr.D.Padma**

Associate Professor, Department of B.Com (Professional Accounting)  
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

**Book Title:** **VISION VIKSIT BHARAT 2047: CONTRIBUTION AND INITIATIVES OF DIGITAL INDIA FOR EMPOWERING RURAL WOMEN**

**Copy Right:** © Department of Commerce -Professional Accounting  
Nallamuthu Gounder Mahalingam College (Autonomous),  
Pollachi-642 001

**Editors:** **Dr.R.Senthilkumar, Dr.S.B.Gayathri, Dr.N.Sumathi**  
**Ms.J.Madhubala & Dr.D.Padma**

**First Edition:** **January 2025**

**Book Size:** **B5 Size**

**ISBN:** **978-93-94004-84-1**

### **Copyright**

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording, recording or otherwise, without prior written permission of the author.

50	Social Empowerment of Rural Women Through Digital Interventions <b>Dr. G. Akilandeswari, Dr. E. Renuga, Dr. K. Priyatharshini &amp; Ms. M. Kunthavi Nappinnai</b>	257
51	Impact on Digital Opportunities for Rural Women Entrepreneurship <b>A. Sivabalan</b>	260
52	Digital Education Initiatives for Rural Women Empowerment <b>Dr. E. Rama Devi, Ms.T Kavipriya &amp; Ms. D Tamilmozhi</b>	264
53	Digital Transformation for Rural Women <b>Dr. V. Meera</b>	269
54	Empowering Women Through Digital Literacy: A Sociological Perspective on Gender <b>Dr.R.Amsaveni &amp; Dr.S.Kokilavizhi</b>	274
55	India's Digital Ecosystem: Building Blocks for a Digital Economy Through UPI -A Quantitative Study <b>Dr. M. Chithirai Selvan, Mr. R. Saravanan &amp; Mr. A. Ajay</b>	279
56	Digital Literacy for Rural Women: Pathways to Empowerment and Socioeconomic Inclusion <b>Dr. S. Kokilavizhi &amp; Dr. R. Amsaveni</b>	286
57	Women's Empowerment in India: Trends and Challenges <b>Dr. E. Sumidha</b>	291
58	Empowering Women Through Digital Entrepreneurship: A Study of Digital India, Startup India, and Standup India Initiatives <b>Dr. M. Akilanayaki &amp; Dr. R. Gopi</b>	297
59	Impact of Personal Factors of Women Investors on Selection of Investment Avenues <b>Dr. T. S. Kavitha</b>	301
60	Empowering Rural Women Through Digital India <b>Dr. R. Senthilkumar</b>	311
61	Women Empowerment in India: A Critical Analysis <b>Mrs. P. Jayalakshmi</b>	318
62	Economic Empowerment of Rural Women <b>P. Sindhu &amp; Dr K.Hema Malini</b>	322
63	Empowering Rural Women Through Digital Education <b>Ms. M. Ishwarya &amp; Mrs. P. Jayalakshmi</b>	326
64	Rural Women - Health and Sustainable Development <b>S. Aishwariya Priya &amp; Mrs.P.Jayalakshmi</b>	332
65	E-Commerce and Empowerment of Rural Women <b>Dr. M. Jeeva</b>	336
66	Women Empowerment Through Pradhan Mantri Jan Dhan Yojna Scheme <b>Dr. P. Gomathi &amp; Ms. C. Jissy</b>	340

# **SOCIAL EMPOWERMENT OF RURAL WOMEN THROUGH DIGITAL INTERVENTIONS**

**Dr. G. Akilandeswari**

Associate Professor & Head, Department of Commerce (Finance)  
NallamuthuGounder Mahalingam College, Pollachi

**Dr. E. Renuga**

Assistant Professor of Commerce, Department of Commerce (Finance)

**Dr. K. Priyatharshini & Ms. M. Kunthavi Nappinnai**

Assistant Professors of Management  
SIIMS, Pollachi

---

## **Abstract**

Women in rural areas face numerous socio-economic challenges, including limited access to education, healthcare, and financial independence. However, digital interventions are playing a transformative role in empowering them socially, economically, and politically. With the advent of mobile technology, internet connectivity, digital literacy programs, and government-led initiatives, rural women are gaining access to information, financial services, and self-employment opportunities. This paper explores the impact of digital intervention son rural women's social empowerment, and discusses policy recommendations for sustainable development.

**Keywords:** Social empowerment, rural women, digital interventions, digital literacy.

---

## **Introduction**

Women in rural areas across the world, particularly in developing countries, face systemic barriers such as poverty, illiteracy, and social discrimination. These factors limit their access to education, healthcare, and economic opportunities, there by reinforcing gender inequality. However, digital technology has emerged as a powerful tool to bridge this gap by providing women with knowledge, skills, and financial independence. Digital interventions, including mobile banking, e-learning platforms, telemedicine, and government e-governance programs, are enabling rural women to become active participants in economic and social development. This paper explores how these interventions contribute to women's empowerment and their role in fostering gender equality.

## **Social Empowerment**

Social empowerment is the process of providing individuals with the means to control their lives, participate in decision-making, and achieve economic independence. For ruralwomen, social empowerment includes Educational Access, Economic Independence, Healthcare Access, Decision-making Power. The integration of digital interventions into these domains helps rural women achieve personal and collective growth.

## Importance

- **Bridging the digital divide:** Digital interventions can help bridge the gap between rural and urban areas, providing rural women with access to information, resources, and services.
- **Empowering rural women:** Digital interventions can empower rural women by providing them with the skills, knowledge, and confidence to participate in decision-making processes and take control of their lives.
- **Improving livelihoods:** Digital interventions can improve rural women's livelihoods by providing them with access to markets, financial services, and entrepreneurship opportunities.
- **Enhancing health and well-being:** Digital interventions can enhance rural women's health and well-being by providing them with access to health information, telemedicine services, and counseling support.

## Benefits

- **Increased autonomy:** Digital interventions can increase rural women's autonomy by providing them with access to information and resources, enabling them to make informed decisions.
- **Improved economic opportunities:** Digital interventions can improve rural women's economic opportunities by providing them with access to markets, financial services, and entrepreneurship opportunities.
- **Enhanced social connections:** Digital interventions can enhance rural women's social connections by providing them with opportunities to connect with other women, share experiences, and build social networks.
- **Increased access to education and skills training:** Digital interventions can increase rural women's access to education and skills training, enabling them to acquire new skills and knowledge.

## Key Areas of Impact

- **Education and skills development:** Digital interventions can improve rural women's access to education and skills training, enabling them to acquire new skills and knowledge.
- **Economic empowerment:** Digital interventions can improve rural women's economic opportunities by providing them with access to markets, financial services, and entrepreneurship opportunities.
- **Health and well-being:** Digital interventions can enhance rural women's health and well-being by providing them with access to health information, telemedicine services, and counseling support.
- **Social and cultural empowerment:** Digital interventions can enhance rural women's social and cultural empowerment by providing them with opportunities to connect with other women, share experiences, and build social networks.

## Suggestions for Sustainable Digital Empowerment

To enhance the impact of digital interventions on rural women's empowerment, policy makers should:

- Expand Digital Literacy Programs
- Integrate digital education into rural schools and community centers.
- Improve Internet Infrastructure
- Expand affordable broad band connectivity to remote areas.
- Strengthen Cyber security Measures
- Protect rural women from online fraud and harassment.
- Encourage Public-Private Partnerships
- Collaboration between governments, NGOs, and tech companies can enhance digital initiatives.
- Incentivize Women Entrepreneurs
- Offer financial aid and digital marketing support for small businesses led by women.

## Conclusion

Digital interventions have significantly contributed to the social empowerment of rural women by providing them with education, financial independence, healthcare access, and leadership opportunities. However, challenges such as digital illiteracy, infrastructure gaps, and cultural restrictions must be addressed to ensure inclusive growth. Governments, NGOs, and the private sector must work collaboratively to create sustainable digital solutions that bridge the gender divide and foster an equitable society.

Digital interventions have the potential to empower rural women in India by providing them with access to education, economic opportunities, healthcare, and social connections. The importance and benefits of digital interventions for rural women are clear, and key areas of impact include education and skills development, economic empowerment, health and well-being, and social and cultural empowerment.

## References

1. World Bank (2023). Digital Development for Women's Empowerment.
2. UN Women (2022). Technology and Gender Equality in Rural Communities.
3. Government of India (2023). Digital India Initiative: Impact on Rural Women.
4. GSMA (2021). The Mobile Gender Gap Report.
5. NABARD (2022). E-Shakti: Financial Inclusion for Rural Women.