

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

Vol – 2

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16	Digital Safety and Security for Rural Women Dr. P. Jayanthi, K. Nithyasree & P. Rubadharshini	85
17	A Study on Sukanya Samriddhi Yojana: Empowering the Girl Child Through Financial Security in India Dr. S. Kaleeswari	91
18	Leveraging Digital Platforms to Amplify Rural Women's Voices in Governance and Advocacy Dr. D Mary Prema	95
19	E - Commerce and Rural Women Empowerment Megha. S. B & Swasthikaa. R	101
20	Empowering Female Students to Embrace AI Tools for Academic Excellence: A Special Focus on Colleges in Coimbatore District Ms. Gomathi A.	106
21	Bridging the Digital Divide: Empowering Rural Women Through Digital Literacy Dr. G. Nithya	111
22	Empowering Rural Women Through Digital Literacy M. Ragaprabha, N. Ajith kumar. & D. Mathiyarasu.	116
23	Digital Education Initiatives for Empowering Rural Women Dr. E. Rajeswari & Dr. B. Sharmila	121
24	Digital Oppurtunities and Challenges for Rural Women Entrepreneurship Dr. S. Poongodi, C. Selva Priya & V. Aruna	128
25	E-Commerce and Rural Women Empowerment Dr. D. Selvalakshmi	135
26	Empowering Women Through Digital India: Integrating Yoga for Holistic Development V. Settu	141
27	Womens Entrepreneurship in E - Commerce Ms. N. Shahin Nazeeba Banu & S. Pradeep	145
28	The Role of Yoga in Enhancing the Well-Being and Empowerment of Rural Women Dr. S. Shanmugavadivu	151
29	Financial Inclusion and Women Economic Empowerment M. Shobika & Dr. R. Manikandan	155
30	Rural Women Empowerment and Digital Literacy Initiatives Sree Bhagavathi B	160
31	Empowering Sustainable Development Through Microfinance: A Path to Environmental, Social, and Economic Integration Mrs. P. Soni Pawar & Dr. R. Parameswaran	165

DIGITAL SAFETY AND SECURITY FOR RURAL WOMEN

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Abstract

This research study aims at exploring 'Digital safety and security for rural women' refers to reducing the dangers associated with using the internet to engage in a variety of harmful activities, such as abusive or improper conduct, hazardous material, inappropriate contact, identity theft, and privacy violations. In digital world, women's safety involves strategies, practices and policies which aim to reduce gender-based violence through digital applications. The study attempts to clarify the different digital applications available for the purpose of safeguarding women from cyber threats and investigate the impact of digital application in women safety. In today's world safety of women has become the greatest concern. There is no place in city in the where women are not bound to fear of violence. Women and girls face sexual harassment and threat in streets of the city, while travelling in public transport, in school & colleges. This threat has been pulling down the freedom of living a comfortable life and participating in various sectors of work and education for women.

Keywords: Digital safety – Women safety - Digital application - Preference.

Introduction

Digital safety and security for rural women focuses on educating them about online privacy practices, protecting personal information, recognizing potential cyber threats, and using technology responsibly, while considering the unique challenges faced by women in rural areas, like limited access to technology and potential social stigma around digital engagement. Safety of women is a matter of concern at home, working place. Last few years the crime against women were fearful. These types of crimes raise doubts on the safety issues of women in the city, there is a need to address this issue and build a nation free from crime against women to comfort them with freedom by ensuring safety. The Digital safety is a mastering how to protect your family from predators and preserve your privacy in this new digital age. It is also called as internet safety, e- safety and cyber safety. Digital safety is the capacity to recognise and identify risks that are present on the internet, as well as possessing the abilities and know-how to steer clear of these risks. This entails understanding how to avoid hazardous or unlawful content,

safeguard devices from viruses, maintain private and secure online interactions, and keep personal information secret.

Objectives of the Study

The following are the objectives of the study

1. To analyze about social empowerment of rural women through digital intervention.
2. To know about women security threats and solutions.
3. To know technological solutions for women's safety
4. To know the various digital applications which are available for women safety.

Research Methodology

It is conceptual study based on secondary sources collected from articles, Magazines, periodicals, websites through internet.

Social Empowerment of Rural Women Through Digital Intervention

"Social empowerment of rural women through digital intervention" refers to the process of using digital technologies like smartphones and the internet to provide rural women with access to information, education, financial services, and market opportunities, thereby enhancing their social status, decision-making power, and economic independence within their communities; essentially empowering them by bridging the digital divide and giving them a platform to participate actively in society. Overall, utilizing digital interventions effectively can be a powerful tool to empower rural women by providing them with access to information, economic opportunities, and a platform to voice their concerns, leading to significant social and economic progress in their communities.

Key Aspects of this Concept

Access to Information

Digital platforms allow rural women to easily access crucial information on health, agriculture, education, government schemes, market prices, and more, enabling them to make informed decisions about their lives and livelihoods.

Financial Inclusion

Mobile banking and digital payment systems can facilitate women's access to financial services like savings accounts, loans, and insurance, promoting economic empowerment.

Skill Development

Online courses and training programs can equip rural women with new skills in areas like entrepreneurship, literacy, vocational training, and digital literacy, opening up new income generation opportunities.

Community Engagement

Social media platforms and online forums can provide a space for rural women to connect, share experiences, and advocate for their needs within their communities.

Addressing Gender Inequalities

By providing equal access to digital technology, digital interventions can help dismantle traditional gender norms and empower women to participate more actively in decision-making processes.

Examples of Digital Interventions for Rural Women Empowerment

Mobile-based Agricultural Information Services

Providing weather updates, crop advisory, market prices, and best practices directly to women farmers through their mobile phones.

Digital Literacy Training Programs

Initiating workshops to teach basic digital skills like using smartphones, accessing the internet, and navigating online platforms.

Online Marketplaces for Rural Products

Creating digital platforms for women artisans and producers to sell their goods directly to consumers, improving market reach and income.

Women-Led Self-Help Group Platforms

Utilizing digital tools to facilitate communication and coordination among women's self-help groups, enhancing their collective action and advocacy.

Women Security Threats and Solutions in Digital World

Women's security in the digital world is threatened by online harassment, personal data breaches, and financial fraud.

Threats

Online harassment: This includes cyberbullying, stalking, and threatening people or groups. It can happen on social media, messaging apps, and other online groups.

Financial fraud: Phishing scams and other types of digital theft can target women.

Solutions

Digital literacy: Programs can teach women how to navigate the digital world safely.

Online reporting: Secure reporting mechanisms can help women report cyber threats.

Strong passwords: Women should use strong passwords and change them regularly.

Privacy settings: Women can use privacy settings on social media platforms.

Support networks: Women can create support networks and document harassment instances.

Mental health support: Women can seek mental health support if they experience online harassment.

International treaties: The Istanbul Convention and the Budapest Convention on Cybercrime can help address violence against women in the digital age.

Technological Solutions for Women's Safety

1. Mobile Apps for Emergency Assistance

Mobile applications have become a crucial tool in enhancing women's safety.

Several apps have been developed to provide emergency assistance to women in distress. These apps allow users to send distress signals to their emergency contacts with just a tap on their phones. Some of the popular safety apps include:

Yodda Enable Plus: It is a comprehensive personal safety solution designed to enhance women's safety in India. It combines cutting-edge technology with human-centered emergency response to provide real-time protection and assistance in dangerous situations.

bSafe: This app provides features like live GPS tracking, voice activation, and an SOS button to ensure women's safety.

2. GPS Tracking and Location Sharing

GPS tracking and location-sharing features have become essential components of many safety apps and devices. These technologies enable real-time monitoring of a user's location, providing an added layer of security. Some notable examples include:

Google Maps: The "Share Location" feature allows users to share their real-time location with trusted contacts for a specified duration.

WhatsApp: The "Live Location" feature enables users to share their real-time location with selected contacts.

3. AI-Powered Solutions

Artificial Intelligence (AI) is playing a significant role in enhancing women's safety. AI-powered solutions can analyze patterns, detect anomalies, and provide timely alerts to prevent potential incidents. Some examples of AI-powered safety solutions include:

Smart Surveillance Systems: AI-enabled CCTV cameras can detect suspicious behavior and send alerts to authorities in real time.

Predictive Analytics: AI algorithms can analyze historical data to predict and prevent crimes against women by identifying high-risk areas and times.

4. Wearable Safety Devices

Wearable technology has emerged as another innovative solution for women's safety. These devices are designed to be discreet and easy to use, providing women with a sense of security. Some popular wearable safety devices include:

Smart Jewelry: Devices like "Safer Smart Pendant" and "Leaf Urban" are designed to look like fashionable accessories while offering features like GPS tracking, emergency alerts, and real-time location sharing.

Smart Bands: Wearable bands like "Safelet" and "My Buddy Tag" allow users to send distress signals and share their location with emergency contacts.

5. Community-Based Platforms

Community-based platforms leverage the power of collective action to ensure women's safety. These platforms connect users with local communities, providing a support network in times of need. Some examples include:

"SafetiPin": This app crowdsources safety information from users, allowing them to rate and review the safety of different areas. The data collected is used to create safety maps and provide recommendations for safer routes.

"Guardians" by Truecaller: This app allows users to share their location with trusted contacts and find nearby "guardians" in case of an emergency.

Why Tracko is the Ultimate Choice for Women's Safety

When it comes to choosing a Women Safety Tracker that includes all these essential features, Tracko stands out as a premier choice. Tracko's Women Safety Tracker offers real-time tracking, SOS alerts, geofence notifications, and more, all designed to ensure personal security and peace of mind. In today's world, ensuring personal safety is a significant concern for women. With the rise of technology, new solutions are available to enhance safety and offer peace of mind. The Women Safety Tracker is one such innovation that has become increasingly vital for women seeking reliable protection and security.

These trackers are designed to provide real-time location updates, emergency alerts, and other features to keep women safe in various situations.

Real-Time Location Tracking

A key feature of any Women Safety Tracker is real-time location tracking. This allows individuals to share their whereabouts with trusted contacts, ensuring they are always within reach. With real-time updates, women can have a safety net, knowing their location can be tracked by loved ones in emergencies.

SOS Emergency Button

An SOS button is a lifesaving feature in a Women Safety Tracker. When activated, it sends immediate alerts to pre-selected contacts or emergency services, providing critical information quickly. This feature ensures that help can be summoned promptly during threatening situations.

Long Battery Life

A long battery life is crucial for any Women Safety Tracker. It ensures the device remains operational throughout the day and night, reducing the need for frequent recharging. This is particularly important for women who may not always have access to charging facilities.

User-Friendly Interface

A Women Safety Tracker should feature a user-friendly interface, making it easy for anyone to set up and operate. An intuitive design ensures that users can access features quickly and efficiently, which is crucial in high-stress situations.

Conclusion

Ensuring women's safety is a complex and multifaceted challenge that requires comprehensive efforts from individuals, communities, and societies as a whole. The study directed to fulfil the two objectives. In modern era, there are many applications

available to protect women from environment. Every woman should know the applications which available. The above prescribed applications are easy to useable. In Kavalan SOS is a most popular application in Tamil Nadu among women in terms of safety. Some of the crimes are stopped by digital applications. The study gives a suggestion for government and social trust to conduct an awareness camp about women safety applications in rural and urban area. Special focus required in rural areas. Women Safety should be one of the prime objectives of the city. There needs to be Gender Equality when we talk about women safety. Women needs care and support from the society to enjoy her freedom to move around. There is a need for equal change in our social norms matching the growth of women. This will reduce more vulnerability of women to crimes Better and Faster Preventive measures by Government is required in Public Places especially in Parks with 24/7 security personnel and better monitoring systems in Private Cabs while travelling. Also, introduction of more Apps and its awareness to women will be useful for quicker actions.

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