

Harnessing power of social media in Women Empowerment

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CERTIFICATE

We hereby certify that this project report titled "HARNESSING POWER OF SOCIAL MEDIA IN WOMEN EMPOWERMENT" submitted by ANUREET KAUR, Amity Institute of Social Sciences, Amity University, Noida, Uttar Pradesh for a non-teaching credit course under Dr. Mayank Tomar, is original work and has not been submitted, in whole or in part, for any degree or diploma of any university.

DECLARATION

I, ANUREET KAUR, a student of B.A. Sociology(hons) hereby declare that the thesis title "HARNESSING POWER OF SOCIAL MEDIA IN WOMEN EMPOWERMENT" submitted by me to the Amity Institute of Social Sciences, Amity University Uttar Pradesh, Noida in fulfilment of the requirement to complete the NTCC project has not

previously been the basis for the award of any degree, diploma or other similar title or recognition.

ABSTRACT

This article explores the power of social media in empowering women. It aims to shed light on the multifaceted dynamics that exist within this context, examining the impact of social media in women empowerment, as well as the role of social media and internet in hindering women's empowerment. By delving into the various dimensions of this issue, we can gain a deeper understanding of the challenges and opportunities in creating a new and developed society which would be helpful for women.

ABOUT THE NGO

The Youth Empowerment Foundation is the association to guide these Bolts through their drives and projects. Attracting future innovators to develop, learn, and become torchbearers is one of the most important effects an association can work on. YEF is a non-profit organization founded in June 2017 by Mr. Rambabu Sharma. Busy with their lives, the creator and his team have built a strong foundation to educate the next generation of the general public and thus overcome any problem between them and the world. As the organizers explained in their story, poverty and education are not related because people in need can stop school and go to work without the skills they need for their jobs. In all different structures, preparation is the key to changing the pattern of needs. It improves food security, reduces health conditions, improves quality of life, and improves nutritional balance. It shows the youth what to expect and what to expect from the adults and thus shows the adults the advantage their children have in relation to their strengths. With various training and encouragement like hamari PaathShala, Candle making, English learning, computer learning and

training, YEF provides a platform to help these children grow for themselves and the larger community. Instruction by YEF, like an additional language or other experiences, helps these young people to become independent and from now on to become the focal point of society in every way. It also helps build confidence, which contributes to brain development and emotional health. Being able to marvel at their skills and have the opportunity to be self-sufficient flash leaves that attracts the most beautiful thing in these children. We also distribute food packages and clothes to migrant workers and help them reach home safely without hesitation through websites and making posters with the help of these NGOs. We envision an enlightened India where everyone has great opportunities to grow and learn. Until we realize our hidden potential, we believe that someone will come and save us from our adversarial situation. This help is not permanent. What if nothing is free? we break This is the story of every life you try to live. We refuse to realize their true potential and leave them there by giving them some money and clothes. They are exposed to help and continue to sit tight for the following individuals. His life is stuck in the same place, position and situation. If the next person is not there, consider that they enjoy doing wrong things to take care of themselves and their family - So we're blindsided.

OUR VISSION

Distribute food and clothing to migrant workers and their families and help them get to their homes.

OUR MISSION

We plan to achieve our ultimate goal through a group of teenagers who strive to build and realize the vision of an informed Indian in every city or ghetto of India. YEF is assigned to YEF, to work for the uplifters of the oppressed. Empowering the youth is the ultimate agenda.

Construction acts as a torch bearer and shines the light of faith in the dark room of oppressed youth where dreams abound. YEF tries to transform every nightmare into a lucid dream by unlocking the abilities and capabilities that lie within.

I. INTRODUCTION

"Societies that empower women are less violent in every way."

Social media is an inevitable source of exposure to the public through ever-changing

applications and communication networks. The mass media play an important role in supporting the women's liberation movement by focusing on the neglect and marginalization of women in society. Communication is very important for the development of women and the mass media has an important role. The advancement of women's education and their entry into the workforce through employment contributed to the growth of the media.

The power of social media has changed the way we communicate and interact. It has opened up a world of new opportunities and is a powerful tool for women's empowerment. Social media can spread awareness about issues that affect women, create a platform for their voices to be heard, and inspire and empower women to take action.

Social media acts as an alternative media, sharing, and platform to raise women's voices when their voices are limited. Thousands of men have joined Cyber-hands to help women, sharing their voice in every protest. It should highlight the issue of women empowerment. Empowerment is necessary to shape a better future for families, communities and countries, and for independent people to make decisions for themselves. When one voice is limited, it can be amplified by the other avenues that social media provides for all of us.

One way to harness the power of social media to empower women is by using it to share stories, resources, and tips for success. Women can use social media to connect with other women, learn from their experiences, connect with mentors, and engage in meaningful conversations. In addition, social media can be used to promote campaigns and initiatives that support women's empowerment.

Social media has allowed women to gain self-esteem, gain confidence, choose their passion, and be inspired by other successful people in their field of interest. Obeer has provided a platform to connect with people from all over the world, find solutions and share ideas. Social media is literally bringing the world together. You can sit in the corner with people all over the world and work together to build a business.

To further increase the potential of social media to empower women, it is important to ensure that the content posted is accurate, relevant and empowering for women. It is important to ensure that the content is not abusive or offensive in any way. DigiALL is a concept that supports equality for all, digital for all, because fewer women have the opportunity to connect digitally.

Interestingly, social media allows them to create and express their identity to connect with like-minded people, connect with them, and change causes close to their hearts. Hashtags are a great way to optimize your audience reach. It helps start conversations and share stories and experiences. This is a great way to inspire others and build a strong community of women.

Women can take action beyond using social media to spread awareness. There are many ways to do this, such as creating online petitions, organizing protests, and raising funds for organizations that work to empower women. Social media can also be used to connect with other organizations and individuals working on similar issues, which is a great way to build a support network.

Finally, it is important to remember that the power of social media is not limited to online activities. Women can use it to organize offline events, such as conferences and workshops, to share stories and experiences and build solidarity. Social media can also be used to reach the media and build relationships with decision makers and politicians.

Overall, the power of social media can be a powerful tool for women's empowerment. By building a strong presence, using tools, taking action and connecting with the right people, women can use social media to make a difference and make the world fairer and more just.

The role of media is very important to accelerate the empowerment of women leading to social and economic empowerment of women. Mass media, like all social media, is an easy and practical way to spread healthy ideas about being a woman, the role of women in today's society, the good example that women set for us every day, the results that have been achieved and women in many. to continue speaking, giving young women good ideas and examples of economic empowerment. In Indian society, women are traditionally expected to be confined to the domestic sphere. Women's preoccupations with their domestic life can have a negative impact on the results of empowerment.

A survey on women empowerment found that women in India are empowered, but the focus is on strengthening the family economy, otherwise women will be more empowered. In fact, social forces play an important role in creating/maintaining inequality between men and women, which in turn plays an important role in creating and maintaining gender inequality. Also, the tested hypothesis is that there is a positive

significance between the dependent variable and the independent variable. Only the low level of social empowerment and awareness of their rights shows that women in India still feel insecure outside. Freedom of the press in a country is a blessing for the people.

Government and non-governmental organizations can work to improve the quality and capabilities of women. Participation in seminars and lectures and encouragement of paid work will help or strengthen the role of women in decision making. Mass media can greatly contribute to the spread of the concept of gender equality through the implementation of media campaigns. If people see that the difference between men and women is defeated in the media, they will carry it into their daily lives. The mass media always unconsciously influence the opinion and behaviour of the people. The media focuses on the success stories of women who are established, successful and famous despite the negative representation of women.

Increasing participation and access for women to express themselves and make decisions through mass media and new communication technologies is empowering women. The strong and positive role that the mass media can play in promoting women's rights and gender equality should be supported and explored further. The media landscape has changed dramatically in the past decade, with mass media such as blogs, online discussion forums, and online communities supplementing traditional media such as newspapers, magazines, and television programs.

Social media has proven its potential to draw attention and responsibility to women's rights, and challenge discrimination and stereotypes. Publicizing women's rights issues has proven to be a powerful vehicle for taking action on the streets of cities around the world and for strengthening politicians' commitment to gender equality. The explosion of social media, cyber feminism, and women's unprecedented use of new technologies present an important opportunity to bring issues of gender equality and women's rights into the political and media spotlight. India is second in Facebook usage and third in Twitter usage. These social networking sites not only provide a way to communicate globally, but also play an important role in empowering women in Western, Middle Eastern and Asian countries by encouraging women's participation.

The integration of the individual and the collective in an organic-biological or non-systemic-mechanistic way is the challenge of Sociology in recent years. Empowerment theory requires a

persuasive integration of the micro and macro levels to clarify the connection between individual, community, and professional empowerment. The concept of social identity makes the feminist dialectic clear. A woman is an individual in the social reality that grows and grows with the conflict between society. A woman's vulnerability is transformed by collaborating with others in her situation, empowering the entire community of women. India now has a population of 1.2 billion people, and almost 50% are women. The status of women has improved over time in terms of education, employment and law due to the efforts of social reformers and governments. Since independence, women have held high positions in India, including President, Prime Minister, Speaker of Parliament, senior management positions, etc. India as a country is progressing successfully and cannot be ignored. women's empowerment. Today, technology has a direct impact on the advancement of women and allows their voices to be heard on a global scale. In a recent report published by Google, it is clear that the Internet gives Indian women easy access to information and helps them make more informed decisions in their daily lives. According to a June 2013 report titled Women and the Web Study, out of a total of 150 million Internet users in India, more than 60 million women use the Internet to manage their daily lives. Additionally, the availability of smartphones has given women easy access to the Internet and social media. If we try to understand social media from a sociological perspective, what is important for sociologists is how the term "social" is used by the media. New technological advancements divide the media into two parts; the one we now call traditional/mass media and the other modern media, social/new media. There are two types of media in today's society; both are produced in the community because they are produced by the community, and information or knowledge about the community is distributed. That being said, modern media or "new media" is more social in nature than traditional media. Simply because of the monologue nature of traditional media and the conversational nature of social media.

Social media is emerging as an alternative medium as a platform to share and amplify women's voices when their voices are limited. People join Cyber Hands to help women and share their voices in every protest. The issue of women's empowerment is now linked to social media as it emerges as a powerful tool for awareness and action. It is necessary for women to make their own decisions for personal development for a bright

future for the family, society and country. For too long, women's voices have been limited and amplified through social media. Social media is the latest technological tool for women's economic empowerment. The concept of subordination helps women to free themselves from the stigma of being an economic burden on others. Being online on social media gives women new freedom, independence and control, freedom and empowerment. It helps them to try things that are impossible in real scenarios. Social networks offer more opportunities to connect and meet people and places. Women can no longer be lost. They also have to rely on others to fulfill their requirements. Social media ask questions and answer questions that can suggest solutions to each question. He can truly be a friend who provides intellectual and emotional company without losing his identity. The more women use social media, the more they will benefit. Social media helps women connect with friends, followers, and contacts across the country or around the world. With the power of technology and a new kind of dynamism, they can connect, start liking, tweeting, sharing, and engaging.

The impact of social media and the Internet on women's empowerment

The reason why social media is so important is because of how easy it is to set up an account and make it accessible or virtually unrelated to millions of people at the click of a button. It became a means of self-expression for women. It empowered women socially, psychologically and financially. It increases the participation of women in the social, political and cultural spheres. It helps empower women, which in turn encourages their participation in decision-making. Social media has given a new platform to women's ideology. Thanks to technological innovation, women's issues have taken center stage. It has become an information guide for women to help them connect to the outside world. Hashtag activism has helped spread awareness about issues faced by women. A famous example is Manal al-Sherif, who posted a video of herself driving a car in 2011. Through these videos on YouTube and Facebook, she shows how millions of girls in Saudi Arabia and around the world are denied the basic right to drive. . This caused the #Women2Drive Movement to go viral around the world, and due to its influence, women were given the right to drive in Saudi Arabia in 2018. Another important example is the Delhi gangrape in 2012, which led to agitations by several activists on various social media platforms. authorities should take strict

action and amend the law as soon as possible. In 2014, the United Nations launched the #HeforShe Movement, calling on men and women of all genders to support women to ensure equality and eliminate all forms of gender discrimination. The #knowyourLemons campaign was also launched in 2014 to raise awareness of breast cancer among women. In 2017, the Mumbai-based NGO "#LahuKaLagaan" launched a campaign to abolish GST on sanitary equipment and even succeeded in 2018 when the government exempted sanitary napkins from tax. In 2017-18, the #MeToo Movement gained momentum around the world as prominent figures were accused of sexual violence and harassment. Many women now have started their own business through social networking sites as the investment required is minimal. Many such businesses flourish during pregnancy. Therefore, social media has played an active role in promoting women's entrepreneurial skills. It makes it easier for women to start new businesses, sell their products and reach a wide range of customers with ease. There are some famous women who are known for their online businesses that have been opened or promoted on social media platforms. Examples include Aditi Gupta (Metromedia), Richa Singh (Your Friend), Richa Kar (Zivame), Shraddha Sharma (Yourstory.com), Sabina Chopra (Yatra.com) and Chhavi Mittal (Shitty Ideas Trending).

Social media is cheaper and easier to train, recruit and manage than traditional methods. Various studies have shown that people who are active online are more likely to participate actively in group activities, such as creating online groups and sharing their voices. This allows people to share with friends, see how many others share their views, and coordinate activities and speak out about protests and social issues. After the December 16 violence in Delhi, a Facebook group called 'Delhi for Women's Safety' was created, with 1.75 million likes in two days along with many other groups. Such groups on social media have gained public attention and created a platform for women's justice and women's empowerment globally. Social media has become so powerful now that social media is the voice of people in front of such events. Everyone started tweeting on social media to share their thoughts, anger and demands for justice; For this, they often change their profile picture with a campaign picture to show their full support, as in the case of Mad Gang Rape, a simple black dot on white appears as a profile picture on social media and Whatsapp. . The incident got so much attention on social media that

the Indian government was forced to take strict action against the perpetrators and pass stronger laws to prevent such incidents in the future. Social media has proven its potential to draw attention and responsibility to women's rights, and challenge discrimination and stereotypes.

Social media has proven to be a powerful vehicle for raising the profile of women's rights, mobilizing action in the streets of cities around the world, and strengthening policymakers' commitment to gender equality. The explosion of social media and the unprecedented use of new technologies by women presents an important opportunity to bring issues of equality and women's rights into the political and media spotlight. Celestine Lugaye Ukpere and Andre D. Slabbert found that Social Media has overtaken the decline in prevalence of traditional media such as television, radio, newspapers, and magazines. Web 2.0 surfing for instant real-time information has led to the development of a more connected infrastructure environment around the world. E-commerce is booming with the help of digital marketing. The study of social media platforms and their impact on unlocking the financial success of women entrepreneurs worldwide has been widely viewed and is very important for the new generation of gender-based businesses that are digitally enabled through the use of technology. This brings a new twist to job creation and curation of female job seekers.

Uma Rani and Sripriya (2013) explained that television has changed the way they do business by increasing creativity. Social media plays an important role in creating such opportunities for women. Research on women entrepreneurs in Kancheepuram district has shown that women's businesses grow with growth, living standards, motivation, attitude and self-confidence, and provide independence - a new kind of freedom. Social media serves as an information guide and a tool for women's empowerment.

Along with social media, the internet has emerged as a new form of media in India which has grown significantly in the last decade. There are websites that focus on women's empowerment, covering various areas such as health, education, lifestyle, education and more. Whenever something happens, social media becomes a faster medium that helps people from all over the world to participate and express concern and sympathy for such incidents. Governments around the world should take action against such incidents as people everywhere condemn such incidents. Such awareness and outrage can only exist with the

Internet and Social Media. Women are now more educated about the rights and empowerment that every woman has in society in every way equal to men. All these positive changes are now driven to increase the speed of time only because of the Internet and Social Media. However, cyber crime is a hindrance to the empowerment of women and they are unable to take full advantage of the IT revolution.

Women who are deprived of their human rights and life chances are empowered by social media. In the initiative of alternative media groups and members, they can go to different phone numbers and contact people. There is no doubt that the fact that women's development has been the main focus of planning since the year of independence, a clear vision is needed to remove obstacles to women's emancipation from the government and women themselves. Various challenges created by the new era have forced alternative concrete aspects and the development of women's empowerment through the available mass media.

II. CONCLUSION

Social media contributes to the empowerment of women, but also affects literacy, cybercrime, cybersecurity, etc. Because of this, there is a virtual gender gap and women cannot take full advantage of the new space. The article advises that educating women to take advantage of information technology to communicate with the media and ensure equal access to the use of new technologies is important to increase the advocacy role of social media for women's rights. Gender sensitivity remains an important issue in India, where patriarchal society still exists. Women always face risks when they want to move freely in society.

Women who are deprived of their human rights and life chances are empowered by social media. In the initiative of alternative media groups and members, they can go to different phone numbers and contact people. There is no doubt that the fact that women's development has been the main focus of planning since the year of independence, a clear vision is needed to remove obstacles to women's emancipation from the government and women themselves. Various challenges created by the new era make it possible to present concrete aspects and the development of women's empowerment through available media. We need more targeted programs and policies that take people's needs into account and include an understanding of different media techniques and

prospects. In addition, various mass media studies reveal the power and debilitating effects of mass media. The empowerment of women and the creation of alternative media against the degrading and humiliating portrayal of women in the media must go hand in hand.

We need more targeted programs and policies that take people's needs into account and include an understanding of different media techniques and prospects. Various studies of popular media focus on the media's empowering and debilitating effects. The creation of alternative media for women's empowerment and the challenge of demeaning and degrading portrayal of women in the media must go hand in hand. Men and women who are credible and gender sensitive can apply gender sensitive strategies in the system, and the effective use of mass media by activists outside the system can generate awareness with the non-scientist public for social change conducive to advancing women's rights. Similarly, alternative media and other positive approaches should be used to resolve the age-old gender divide in India to achieve empowerment and empowerment of women in the most effective manner.

Women's empowerment is a basic human right that should be given to them. Social media helps them to solve new challenges in today's world. The use of these social media platforms should be encouraged to ensure maximum protection of women's rights. By making it easier for women to access these platforms and websites, it will ensure that all opportunities are accessible to all. Therefore, despite all the backlash that social media receives, it can be said that organized media will actually be more beneficial than harmful in the long run.

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