



Empowering Young Women: Leveraging Technology for equality and Opportunity.

Technology is a collection of instruments, techniques, procedures, and processes used to create, develop, and enhance goods, services, and systems. From simple hand tools to sophisticated computer systems and software, everything is included. It is not limited to computers or other devices. It encompasses numerous industries, including engineering, medicine, agriculture, transportation, and communication. The basic purpose of technology is to minimise responsibilities, boost productivity, and enhance the quality of life in general. It is always evolving and advancing, producing discoveries and developments that have an impact on the world in which we live.

Technology breakthroughs have altered the ways in which people live, work, and interact. These developments have increased the opportunity for young women to accomplish their objectives and desires. Nonetheless, despite improvements, young women continue to confront obstacles in gaining access to and realising the promise of technology. In this paper, I will examine how technology may be utilised to empower young women and increase their access to equal opportunities. By removing conventional barriers and facilitating access to education, resources, and opportunities, technology has the potential to empower young women and give equal opportunity. With the increasing integration of technology into our lives, we must utilise its potential to support and empower young women, especially those from marginalised and disadvantaged communities.

Technology has the ability to expand young women's access to education and training, which is essential to their professional development and success. Online learning platforms and digital resources have made education more accessible and adaptable, allowing young women to study

at their own pace and time. It provides them with access to educational materials. Young women can learn at their own speed and from any location using online learning platforms such as Khan Academy and Coursera. These platforms can assist young women in bridging the education gap between developed and underdeveloped nations. In addition, educational programmes such as Duolingo and Babbel can assist young women in learning new languages, enabling them to seek chances for international travel, education, and job. In addition, technological tactics such as gamification and simulations can make learning more interactive and engaging, resulting in enhanced retention and comprehension of complicated concepts.

In general, social media platforms have given women a voice and a platform to share their opinions and ideas with a wider audience, thereby enhancing their visibility and influence. On the other side, women are routinely exposed to gender-based harassment and abuse on social media sites, which may deter them from joining or speaking out. This is particularly true for female public personalities, who are subject to increasing scrutiny and criticism. Women leaders may not receive the same level of media coverage or attention as their male colleagues, hence diminishing their visibility and influence on social media platforms. Numerous female leaders have utilised social media to build their profiles and engage with their followers despite these limitations. For example, Alexandria Ocasio-Cortez, Jacinda Ardern, and Kamala Harris have utilised social media to engage with voters and promote their agendas. While there are obstacles and restrictions associated with the representation of women leaders on social media platforms, there are also opportunities for women to expand their visibility and influence by utilising these channels.

Second, technology may enable young women to demonstrate their skills and abilities, allowing them to network and connect with potential employers and mentors. LinkedIn and Twitter, for instance, allow young women to develop professional accounts, engage with experts in their fields of interest, and form professional networks that can lead to employment prospects and career advancement. By selling their goods and services on online marketplaces and e-commerce websites like Etsy and Amazon, young women can create income and get business experience. In addition, online organisations such as Girls Who Code and Black Girls Code give young women with a community of similar peers and mentors who may offer career guidance and support.

In addition, technology has the potential to be a tremendous catalyst for transformative leadership skills and possibilities. With technology, individuals can gain access to online training and education programmes that assist them develop leadership skills. Through flexible and cost-effective online courses, webinars, and seminars, individuals can develop their leadership skills and obtain new knowledge. Allowing leaders to participate in difficult jobs and activities promotes cooperation and teamwork. Collaboration tools such as online document sharing, video conferencing, and project management software can help leaders perform their jobs more efficiently and effectively. It can also assist leaders collect and analyse data for decision-making purposes. Tools for data analytics can provide insight into customer behaviour, market trends, and other crucial elements influencing corporate strategy. Transformational leaders successfully guide their organisations through the digital shift by embracing technology. Overall, technology can impart new skills, insights, and possibilities to leaders. By embracing and utilising technology, leaders can acquire the skills necessary to effect revolutionary change in their organisations and industries.

In addition, technology may provide young women with the means to fight for their rights and concerns, allowing them to make a difference in their communities and beyond. Through social media and online petitions, young women can raise awareness about issues affecting them and garner support for their projects. As the price of sanitary napkins increased in the country, for instance, online petitions were formed to raise awareness and investigate potential solutions to end period poverty. In addition, technology may provide young women with the resources they need to report and avoid gender-based violence and harassment, which remains a significant problem in many societies. Using social networking sites and smartphone applications that connect them to support services and resources, young women can report attacks and harassment anonymously and safely. In addition, technology advances such as facial recognition and artificial intelligence can aid in the identification and prevention of violence and harassment, making young women feel safer in their neighbourhoods and places of employment. Virtual reality and augmented reality are two examples of technical advancements that can be used to create immersive and interactive experiences that educate and engage people about gender inequality and women's rights.

In addition, technology may empower young women by easing access to health resources and services. With mobile health applications such as Flo and Clue, young women can track their menstrual cycles, monitor their health, and receive information on sexual and reproductive health. In addition, telemedicine programmes such as Teladoc and MDLIVE can connect young women with healthcare specialists without the need for in-person visits. It helps young women overcome social and cultural obstacles. For instance, Instagram and TikTok enable young women to express themselves and interact with others who share their interests and experiences. Yet, online advocacy groups such as #MeToo and Black Lives Matter can assist young women in bringing attention to significant social concerns and promoting change in their communities.

There are a number of plausible reasons why women-led technology platforms have not received the anticipated traction and acceptance. In the technology industry, women-led companies and platforms may suffer financial and resource constraints, restricting their capacity to thrive and compete with larger, more established organisations. In an industry that has historically been controlled by men, bias and discrimination against women may continue to exist in many forms. In a male-dominated industry, it may be difficult for women-led platforms to obtain credibility and be taken seriously, and they may have limited access to networks and mentorship opportunities that can help them overcome the hurdles of beginning and building a business. Women are underrepresented in senior IT industry roles, limiting their ability to influence decisions and define the industry's future.

Increase the number of women in leadership positions in the tech industry to create a more inclusive and equitable environment, and promote the success of women-led technology platforms to increase the penetration of both general and women-inspired platforms. In addition to levelling the playing field for women-led technology platforms, addressing gender prejudice and discrimination in the IT industry ensures that these platforms are evaluated based on their merits rather than their gender.

In conclusion, technology has the potential to be a tremendous instrument for empowering young women and providing equitable opportunity. By giving access to knowledge, resources, and networks, technology can help young women overcome obstacles and attain their full

potential. It can also promote diversity and inclusion in the technology industry, resulting in a more tolerant and equitable environment for enterprises and platforms managed by women. We can assist young women in achieving success in the tech business by tackling gender bias and discrimination, boosting their representation in leadership roles, and promoting mentorship and networking opportunities. Through the use of technology, historically male-dominated industries can offer young women new opportunities. For young women, new technologies such as artificial intelligence, blockchain, and the internet of things are creating new professional prospects.

Technology has the potential to be a highly effective instrument for advancing gender equality and empowering young women. We can contribute to a future where young women have equal opportunities to succeed and flourish by embracing technology and striving to make the tech industry more inclusive and supportive.