Social Media and Women Empowerment: A Critical Analysis

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ABSTRACT

This paper explores how social media contributes to women empowerment globally. The study delves into various aspects such as visibility, advocacy, and community-building facilitated by platforms like Facebook, Instagram, and Twitter. It examines how social media enables women to express themselves, share experiences, and mobilize support for gender equality and women's rights. In addition, the paper discusses the challenges and opportunities presented by social media in the context of women empowerment. By drawing on current literature, this paper aims to provide a comprehensive understanding of the evolving role of social media in advancing women's empowerment agendas worldwide. The study suggests that while social media can be a double-edged sword, its potential as a catalyst for positive social change and empowerment cannot be overlooked. It offers implications for research and policy regarding role of social media in promoting women empowerment in the digital age.

Keywords: Social Media; Women Empowerment; Cyberbullying; Online Harassment; Digital Gender; Grassroots; Digital Age.

1.0 Introduction

Social media has become the most widespread channel of communication for people today. There is a possibility of interactive dialogues through social networks, forums, blogs or media sharing websites.

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Activities like interchange of information, distribution of audio, videos, pictures and messages etc. have become possible amongst internet handlers. Some of the most popular social networking channels being blogs, platforms like Facebook, Twitter, Instagram, LinkedIn, YouTube etc. allow users to post enormous content that can be easily publicized, discovered, recognized and improved. The growth of social media indicates that more people are catching on and using social networks to connect and communicate. According to Alhakimi & Albashiri (2023), women Entrepreneurial Small Businesses (ESBs) in Yemen have made extensive use of social media, which has significantly impacted many business tactics and procedures, particularly marketing, promotion, and communication. Adoption of social media is primarily influenced by nontechnical barriers and challenges, more specifically, those "soft" variables like management mindset, in addition to "hard" technical barriers and issues like cost and other pragmatic features of social media nature (Lata & Kumar, 2022a). Usage of technology by women is one suggested avenue to enhance entrepreneurial activity by filling institutional voids (Lata and Gupta, 2021) and outcomes, and consequently economic development (Kumari, M. 2020; Ajjan *et al.*, 2014). Internet has become inevitable for businesses. Organizations have now started communicating with consumers via online media with reference to websites, banner advertising, blogs and most importantly the social media channels. The latest innovation in information technology is bringing a revolution in every business and particularly in the development of marketing services in industry (Lata & Gupta, 2020).

Although many people had lot of doubts in the earlier days regarding social media development, businesses and marketers have started believing in social media now. Indeed, 80% of marketers worldwide find influencer marketing on social media successful for a business (mediakix, 2016) More than 70% businesses have started using Facebook, so that they can successfully gain new customers and 34% are using Twitter to successfully generate leads. In comparison, print, radio, and television are expected to see a decrease in total marketing investments (http://www.webstrategiesinc.com/blog/how-much-budget-for-online-marketing-in-2014). Despite its growing popularity, social media for small business is still put on the back seat for a lot of organizations. An article revealed the top five barriers to adoption of technology by MSMEs (Beier & Wagner, 2016; Lata & Kumar, 2022c).

- Insufficient Funds
- Lack of trained manpower
- Less awareness about benefits of technology
- Uncertainty about security and privacy issues
- Poor infrastructure.

Women entrepreneurs in low-income environments share many traits with their international counterparts, but they also differ in areas like why they started their business and the challenges they face (Chaker & Zouaoui, 2022). Contextual factors can sometimes be detrimental to entrepreneurial endeavors. This is demonstrated by the fact that women's work rates are lower in the Afghanistan region than they are worldwide (Mallios *et al.*, 2023). The country in question faces challenges to female entrepreneurship due to prevailing social difficulties, primarily stemming from ideals associated with Arab and Islamic culture (Iqbal, 2020). In a study examining the situation of female entrepreneurs in eight MENA nations (Algeria, Egypt, Lebanon, Morocco, Syria, West Bank, Thus, there is a strong need to identify the determinants of women entrepreneurship in Afghanistan, particularly with the use of technology like Social media.

2.0 Literature Review

The comprehensive review of the issues related to the Social Media and Women Entrepreneurs in Afghanistan. The study investigates various factors which need to be focused for the growth of women entrepreneurship in India, different types of decision support systems along with various available decision support tools (Kirtiş *et al.*, 2011).

Social media offers a dual opportunity to blend into the new communication paradigm, as it allows enterprises to communicate with their customers in a traditional manner while also allowing customers to communicate with one another in a non-traditional manner. Furthermore, managers have no direct control over the time of communications and the frequency of consumer dialogues on social media, which violates the integrated marketing communication paradigm, which emphasizes a high degree of control and integration (Abed *et al.*, 2015). The significance of social media in the new communication paradigm can be traced back to its role in facilitating communication between customers and businesses in the market (Hatammimi & Sharif, 2015).

Importantly, when these technologies are coupled and connected with social media, they become powerful communication and promotional tools for the company that may deliver demonstrable financial results and easily fit into the organization's overall strategy. Establishes a personal, two-way interaction between the company and its clients. To move marketing communications from traditional models to complex business-social models, the role of social media content strategy in the use and development of social media should be examined, because it is the media that with their functions and the use of new ways of informing Introduce new cultural and social patterns to societies that replace traditional cultural values and patterns and act as agents of change in the values, norms, and cultural patterns of societies (Ainin *et al.*, 2015). Therefore, the media has played an

important role in the globalization and is one of the main factors in the globalization of culture. Many companies do not yet have a full understanding of how social media creates the most value. New communication media has become an integral part of many users' lives. These media have not only revolutionized communication in general, but also changed the way we teach and learn (Au & Anthony, 2016).

Social media users produce its own content, while mass media content is not created by its users, but by certain individuals (such as professional writers, journalists, industry professionals) in its birth. Social media is based on Web 2 technology. Web 2 is a collection of digital applications and technologies that enable users to interact and collaborate with each other and share their content and information Lata & Kumar, 2021a). Web 2, unlike Web 1, is more interactive and dynamic. There are many types of social media, including social media, content sharing technologies, discussion forums, blogs, RSS feeds, and ones, chains and micro blogs. Among social media, social networks have been able to attract a large audience. Social networking is a communication technology that connects people in the form of a network and allows users to share their interests, thoughts and activities with others (Barnes & Mattsson, 2016; Lata & Kumar, 2022b).

3.0 Social Media and Empowerment

The use of social media by women is one of the proposed approaches to promote entrepreneur participation and performance, as well as economic development (Alhakimi & Albashiri, 2023; Ajjan *et al.*, 2014). There assumed that women entrepreneurs in emerging markets using social media would experience an increase in social capital and self-efficacy, resulting in a sense of empowerment. resulting in better entrepreneurship success. For businesses, the internet has become indispensable. Consumers have begun to engage with businesses through online media, such as website visits, banner adverts, blogs, and, most notably, social media channels (Batool *et al.*, 2022). Information technology has revolutionized all professions, particularly the development of marketing services in the business, as a result of recent advances. A few years ago, the globe saw how Internet networks had evolved into a place of global contact through sharing and tracking.

As stated by Andriole (2010), organizations have been greatly influenced by the ability of social media to connect with women or users and search people's networks to learn about their trends and opinions in order to be profitable. It is very common to set up social media accounts on Facebook, LinkedIn or Twitter in order to reach customers (Hassan *et al.*, 2023). There are a variety of social media technologies and platforms that can help women and others to share more information. This current kind of social media, which allows for the communication of text, photos, audio, video, and information, is

growing in popularity among internet users. The use of social media for communication is not limited to ordinary internet users. Women can publish as much or as little personal information as they like on social media platforms like Twitter, Facebook, and LinkedIn. This has resulted in a massive amount of data that can be easily shared, searched, advertised, enhanced, and created. Social media also has the benefit of connecting users to social networks where they can live and communicate at the same time (Alhakimi & Albashiri, 2023).

In addition, platforms such as Facebook have created a specialized connection between information and people, which can lead to excellent opportunities for advertising and information exchange. Furthermore, many other social media, including blogs, have created a networking platform where women can post comments and ideas about any event that will increase their popularity and publicity. It can be well used as a tool to acquire customers, but also to monitor the popularity and reputation of products. This necessitates the use of social media because of its time, audience, relationship and cost advantage (Batool *et al.*, 2022; Kirtis & Karahan, 2011).

In rivalry with other popular public media, such as television, these social media have an advantage since, unlike social media, there is a big gap between the broadcast and the time of the event on television. In addition, the majority of social networking platforms are free to use. As a result, it is evident that social media serves as a low-cost platform for businesses to conduct marketing activities. Women can gain followers, subscribe to newsletters, and be redirected to social network sites. From information exchange sites like YouTube and Flickr to social networking sites like LinkedIn and Facebook, there is a vast range of social media platforms available (Batool *et al.*, 2022).

Social media's growing popularity means that it is increasingly being employed in the overall processes of many businesses, including small, medium, and large businesses. Social media has become an integral part of women's life and has a significant impact on securing judgements. Social media can be used to promote campaigns and initiatives that support women empowerment. Social media has enabled women to realize their self-worth, gain confidence, choose what they like, and get motivated by other successful people in their fields of interest. Some dimensions of empowerment are described the following:

Competence or self-efficacy: In fact, people have strong confidence in their abilities to accomplish their job well. People who are empowered believe they are self-sufficient and have the competence and expertise to do a task successfully. People who are empowered not only feel competent, but also confident in their ability to do the job well, they feel more personal, and they believe they can learn and evolve to face new difficulties. Low self-efficacy encourages people to avoid circumstances that need suitable

skills. Competence refers to the degree to which a person can do work responsibilities skillfully. People must meet three prerequisites, according to Bandura, in order to feel competent.: 1) Belief that they have the ability to do work. 2) Believing that they have the capacity to make the necessary effort. 3) Believing that no external obstacle will prevent them from doing the job (Kirtis and Karahan, 2011).

Self-Determination (Self-Determination): People believe they have the right to choose when they engage in their responsibilities voluntarily and intentionally rather than being forced to do so. Their actions are the product of their personal autonomy and power. Capable people have a sense of responsibility and ownership for their actions. They perceive themselves as self-starters, innovators, and pioneers. They are capable of taking the initiative, making independent decisions, and putting fresh ideas to the test. These people are governed from the outside and regard themselves as the centre of control, rather than feeling like their actions are predetermined. People who feel empowered are more likely to have an internal control centre, or to feel in a state of conflict. Freedom of action or autonomy, according to management schools, should be proportional with the sort of work and obligation that is the individual's obligation, as well as the balance between freedom of action and authority granted to the individual (Al-Dajani & Marlow, 2013).

Feeling effective: According to Gomez, feeling effective refers to a person's current thoughts about his abilities to make a difference. Capable people have a sense of personal control over the outcomes. They feel that by affecting the environment in which they work or the outcomes attained, they can make a difference. External barriers do not influence powerful people's activities, but they do believe that those resources can be controlled. They have a sense of active control over their surroundings, which allows them to connect their desires with the environment. In contrast to passive control, when the wants of individuals are aligned with the needs of the environment, active control is when the demands of individuals are not linked with the demands of the environment. People who are in a position to make a difference:

- *Feeling meaningful:* People prefer to strive for goals that make sense to them, regardless of organizational compulsions. Capable people have a sense of purpose. Being valuable to one's career ambitions and inner interest in the workplace is what it means to be relevant. The alignment between job requirements and beliefs, attitudes, and behaviours is referred to as meaning. They place a high importance on the goals, objectives, or activities they pursue. Their value system places a premium on activity, and they are selective about what they generate. When people believe and engage in what they believe is meaningful, they are more dedicated to it and more immersed in it than when they believe the job is meaningless. They are more creative, more effective, and more personable at higher levels.

- *Feeling trusted by others:* People who are empowered believe they will be treated fairly and equally. Having the idea that other people's conduct is consistent and trustworthy, that information can be trusted, and that promises will be kept is all part of the process of developing a sense of empowerment in people. Even when powerful people do not show friendship or flexibility, capable people often preserve a sense of self-confidence.

4.0 Challenges and Opportunities

Examining the obstacles and possibilities that social media presents for women's empowerment reveals that although these platforms provide never-before-seen chances for networking, visibility, and activism, they also come with a number of substantial drawbacks. Among the difficulties are the widespread problems of cyberbullying and online harassment, which can prevent women from fully and safely engaging in digital areas. In addition, the gender gap in the digital sphere makes differences in digital literacy and access even more pronounced, which prevents women from fully utilizing social media for self-actualization. But in the middle of all of these difficulties, there are also a ton of opportunities: social media gives women a platform to raise their voices, organize groups, and promote gender equality globally. It provides a forum for exchanging various viewpoints and stories, encouraging unity, and igniting social movements that question established conventions and advance inclusivity (Lata & Kumar, 2023). Therefore, even if negotiating these nuances is crucial, utilizing social media's transformative power is still crucial for promoting global agendas for women's empowerment. It analysis the issues such as cyberbullying, online harassment, and the digital gender divide significantly impact the landscape of social media and its role in women empowerment today.

Cyberbullying: Cyberbullying remains a pervasive concern, where women often face targeted attacks ranging from demeaning comments to threats of violence. The anonymity and reach of social media platforms amplify the impact of cyberbullying, affecting mental health and self-esteem.

Online harassment: Online harassment encompasses a broader range of behaviors, including stalking, intimidation, and explicit threats. Women, particularly those in public roles or expressing controversial opinions, are disproportionately targeted. This phenomenon not only silences voices but also creates barriers to participating fully in online discourse.

Digital gender divide: The digital gender divide reflects disparities in access to and use of digital technologies between men and women. In many regions, women encounter barriers such as limited internet access, lack of digital literacy, and cultural or

social norms that restrict their online engagement. This gap limits women's ability to leverage social media for empowerment opportunities such as education, economic opportunities, and civic engagement.

Addressing these issues requires a multifaceted approach involving platform policies, legal frameworks, education on digital literacy and online safety, as well as community and governmental initiatives to promote inclusivity and equality. Efforts to combat cyberbullying and harassment, along with initiatives to bridge the digital gender divide, are crucial to maximizing the positive potential of social media for women's empowerment globally. Therefore, in a challenging competitive world, the development of countries and organizations is inevitable to cross the corridor of human development, and the empowerment and flourishing of talents is the only basis for creating differences and advantages, even at the level of technology. To maintain sustainable competencies, dynamic balance in this turbulent environment and capable women employees has become a vital principle and organizations are affected by factors such as increasing global competition, sudden changes, need for quality and after-sales service, limited resources are under a lot of pressure. In such a situation, administrators do not have much opportunity to control employees and must spend most of their time and energy identifying the external and internal environment of the organization and leave other daily tasks to employees. Employees can perform their tasks well when they have the necessary skills, knowledge and ability and know the goals of the organization well. The tool that can help the administrator in this regard is the women empowerment process (Austin *et al.*, 2006).

Women employee empowerment is one of the most effective methods for increasing employee productivity and making the best use of individual and group capabilities in order to achieve decision-making intents. he term includes the power and freedom to act for self-government, and in the organizational sense means a change in culture and courage in creating and leading an organizational environment, in other words, empowerment means designing the structure of the organization, to a way in which women and others, while controlling themselves, are ready to accept more responsibilities. Empowerment creates an environment in which employees can control their working lives and grow enough to take on more responsibilities in the future. Empowerment is a constant movement and its importance is always increasing. Empowerment is the basis of business development today. And it keeps pace with social change, technological advances, and the demands of a competitive environment. There are several environmental drivers that encourage organizations to empower their employees. The most important of these are:

Increased competitiveness: The pressures that global competition has on companies to force them to change and transform means that what once seemed

extraordinary and prominent may seem normal this year. If the company cannot overcome this obstacle, another competitor will take its place. Foreign competitors are now considered major threats; In a way, many businesses find themselves in a risky situation in global markets. Organizations today need capable people to help them compete (Moses, 2014).

The effects of technology on the workplace: The rapid growth of technology has affected all aspects of organizations. Changes in technology have changed the nature of work. Therefore, jobs require capable employees who have the necessary skills to dream with these changes.

The need for highly skilled employees: Today, organizations need people who are problem solvers and innovators and by using their abilities to enable the organization to survive in a competitive environment (Rajni, 2018).

The need for organizational flexibility: Major changes are taking place in the traditional form of organizations that have a hierarchical structure and power concentrated at the top of the pyramid. According to many top executives, in an environment where global competition and new technologies are a feature, giving up centralized control will increase the flexibility of organizations, while empowering employees the best philosophy of decentralization.

In general, the opportunities of empowerment can be enumerated as follows:

- Increase staff training and job knowledge.
- Increasing the level of cooperation of employees.
- Employee participation in setting goals.
- Increase mutual respect of employees with each other and in the group.
- Increasing employee strength equals reducing absenteeism and greater productivity.
- Increase employee job satisfaction.
- In-depth increase of capability among employees and in the second stage of training related to several jobs.
- Reduce conflict with officials and executives.
- Reducing the organizational positions of fund managers, or in other words, reducing the costs of the organization.

Employees who participate in decisions are more likely to not resist change and to agree with it (Adam *et al.*, 2023). Empowerment, despite its many opportunities, can also have its obstacles, which are summarized below.

- Employees abuse the power gained.
- Responsibilities are beyond their power.

- Employees think only of their own success instead of the group and may leave the group.
- Staff training and development costs increase organizational costs.
- It can take a long time because employees are distracted from their day-to-day work.
- There is a possibility of a power struggle between employees, working groups and increased conflict.
- Some employees do not have enough knowledge and knowledge to make work-related decisions.
- Decisions may be based on employee personality rather than rational reasons.

However, number of obstacles to employee empowerment can be examined from three dimensions. These three dimensions, which are the most important dimensions of any organization, include the structural dimension, environmental dimension (contextual) and behavioral dimension (content).

Structural barriers to empowerment: The dimension or branch of the field (environmental factors), all the conditions and environmental and external factors that make up the environment, methods and main systems of the organization. This is the most important dimension and the survival and growth of the organization depends on it. Changes in technology, competitors, the internal space of the organization and the family environment of employees are among the most important of these factors (Roy, 2010).

Environmental barriers to empowerment: The dimension or branch of the field (environmental factors) means all the environmental and external conditions and factors that make up the environment, methods and main systems of the organization. The field is one of the most important branches and the survival and growth of the organization depends on it. Technological changes, competitors, the internal space of the organization and the family environment of employees are among the environmental factors and lack of dynamic environment, stability and lack of effective relationship between Environment and organization are among the most important environmental barriers (Adam *et al.*, 2023).

Behavioral barriers to empowerment: In terms of content, human behavior and human relations of the organization that are associated with communication forms (informal) and specific patterns. In fact, this dimension includes the living factors of the organization and undesirable organizational culture. Not paying attention to the position and importance of the group role, inappropriate management style, lack of participation of work units and not delegating appropriate authority, not having access to job-related information, etc. are among the most important behavioral barriers to employee empowerment (Rajni, 2018) Women's empowerment has seven basic standards that can

be manifested at different levels of citizenship development, labor market and business, family, law and related law promotion, management levels and international activities, and so on. Many cultural, ethnic, and religious conflicts pose serious obstacles to women's equality, sometimes with a long history and deep misconceptions that require time and cultural effort to change (Kwon & Adler, 2014; Lata & Kumar, 2021b).

Women's participation and the realization of gender equality: Direct policies on gender equality and human rights at the managerial level are among the most essential criteria for women's empowerment (Batool *et al.*, 2022). Other significant elements of women's empowerment include setting internal and external growth goals based on gender equality and equal organizational culture for men and women, as well as offering equal employment and social opportunities to boost women's participation in the labor market and active presence in many social and political spheres. Afghanistan is ranked among the top five countries in terms of gender equality in the World Economic Forum's 2015 Global Gender Gap Report. Inequality in economic participation is one of these inequalities. Furthermore, there are considerable inequalities at all levels of the economic hierarchy, and women in high government and managerial positions in the private sector are insignificant in comparison to their population (Adam *et al.*, 2023).

Fair treatment of women with respect and respect for human rights: The discriminatory and sometimes even degrading behaviors that some cultures apply to women are very important deterrents that reduce the level of self-confidence, participation and growth of women as half of human society. Human beings are ordinary human beings and being a woman or a man should not be a deterrent to human life (Mishra Yogendra, 2015; Guthridge *et al.*, 2022). The right of women to participate in policy-making, legislation, management (Lata & Kumar, 2021c), implementation and supervision in the field of health, especially for women, is considered one of the basic rights of women in Iran, while the religious view of the status of women in Islam is equal to the rights of men and women.

Ensure the safety, health and well-being of all workers: Among other things, we can mention the allocation of special facilities for women during pregnancy and lactation, which should provide conditions to facilitate the safe passage of this period and guarantee the maintenance of employment status, salaries and benefits and adequate leave for women (Dahal *et al.*, 2022). The effects of the work environment on pregnant women are often emphasized in terms of chemical exposure, while ergonomic aspects are also important.

Improving education and specialized skills: Providing up-to-date needs in the field of work and employment and specialized skills that are necessary for the

continuation or promotion of women's careers in the workplace is one of the basic rights of women that helps them to flourish and progress in society and increase their academic level. Invest in workplace policies and programs that encourage women and expand women's participation in all areas of business; Women's participation in the management levels of society also helps, will be effective ways to succeed in empowering women in communities (Dahal *et al.*, 2022).

Investing in women empowerment: The United Nations International Conference on Population and Development (ICDD), in its program, emphasizes the empowerment of women, the expansion of their socio-political and economic status, and considers this progress an important step towards achieving the goals of sustainable human development.

Promoting equality at the community level: Gender discrimination manifests itself in various forms. Legal, cultural, economic, or lack of self-confidence due to discrimination or exploitation of women can increase gender discrimination at various social, economic, and political levels (Dokunmu and Ayoola, 2020). From the perspective of the United Nations Women, the prerequisite for women's empowerment is the fight against discrimination. If seen, the prevention or non-reporting of discrimination is a sign of the inability of systems and their laws to empower women and a sign of poor performance or community law (Dokunmu and Ayoola, 2020).

Report to the United Nations on gender equality: Transparency, measurement and reporting of the performance of companies and economic communities is the key and final step that creates the executive guarantee. The report should publicly outline the executive plan for gender mainstreaming and set out the criteria that determine women's participation at all levels. In addition, the measurement and reporting of the progress of this process using gender-disaggregated data and the extent to which it is implemented over a specified period of time should be considered and reported. The UN Pact has more than 8,000 global partners in 135 countries, many of whom are volunteers and role models for other countries to implement these principles (Khan, 2018).

Social media has acted as a catalyst for grassroots movements and projects that have become significant worldwide forces for women's empowerment. These efforts and movements have produced remarkable success stories that demonstrate the transformative power of digital platforms (Waheed *et al.*, 2022). In order to bring attention to the widespread problems of sexual harassment and assault, for example, movements such as, MeToo have crossed national boundaries, enabling women to speak out about their experiences and demand justice. These stories spread quickly thanks to social media,

sparking a global dialogue and structural changes in cultural attitudes and regulations about gender-based violence. In addition to individual campaigns, social media has cultivated strong networks and groups that support women's political, social, and economic empowerment. By enabling female entrepreneurs to exhibit their goods and reach a worldwide audience, platforms such as Etsy and Instagram have broken down conventional obstacles to economic involvement. Comparably, women-focused groups on Facebook and LinkedIn have made it possible for women to network professionally and get mentorship, enabling them to succeed in their jobs and shatter glass ceilings. These programs improve economic independence while also influencing how people view women's roles in the workforce and in society at large. This study provided a complete overview of how social media continues to evolve as a catalyst for global women's empowerment agendas by drawing on case studies and current research. In addition to demonstrating the effectiveness of digital platforms in elevating voices, fostering community, and bringing about significant change, these success stories also draw attention to the persistent issues that need to be resolved in order to guarantee inclusive and equitable participation for all women in the digital era.

5.0 Conclusion

Almost half of the world's women are under-represented in the workforce and have variable levels of employment engagement. Given the low participation of women in the labor force in emerging nations, encouraging women to create their own enterprises can help to enhance the national economy. Women's entrepreneurship, in particular, is a crucial engine in developing countries' economic growth, as it plays a significant role in the generation of labor and productive revenue, resulting in poverty reduction and gender equality. Cultural expectations about women and their place in society, which limit labor participation, are likely to influence these lower numbers. Furthermore, people in emerging economies tend to have lower levels of education and income, as well as fewer options for investing in a firm.

Based on the results obtained in the direction of economic empowerment, it can be suggested that by holding continuous entrepreneurship training courses, financial support and facilities for women entrepreneurs in a centralized and special way for women, establishing an entrepreneurial women bank, establishing counseling centers and providing various Free and comprehensive counseling for women, establishing an economic counseling center consisting of economics, management and entrepreneurship in a centralized manner, providing guidance and feasibility study in the fields considered by women entrepreneurs, establishing centers and associations for women entrepreneurs,

expanding social insurance And support for women, creating and expanding small and medium-sized home-based businesses, establishing coordination between the Ministry of Labor, the Ministry of Welfare and Social Security, the Technical and Vocational Organization and other related departments and organizations to centralize the support system for women as a centralized and integrated administrative system Publishing various guides and instructions for women entrepreneurs, holding various conferences for women who want self-employment, can enhance women's empowerment.

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