



*Innovation & Entrepreneurship Hub for Educated Rural Youth (SURE Trust – IERY)*

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# ***She Knows: Women's Empowerment Platform***

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**The domain of the Project:**  
Social Impact & Women Empowerment

**Under the guidance of**  
Mr. Srihari Poturaju ( Full Stack Developer - IBM )

**By**  
Ms. Aparna Rajendranath Yogi (B.E. CE 3<sup>rd</sup> Year)

**Period of the project**  
December 2024 to February 2025



**SURE TRUST**  
**PUTTAPARTHI, ANDHRA PRADESH**



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## **DECLARATION**

The project titled “***She Knows: Women's Empowerment Platform***” has been mentored by **Mr. Srihari Poturaju** and organized by SURE Trust from December 2024 to February 2025. This initiative aims to benefit educated unemployed rural youth by providing hands-on experience in industry-relevant projects, thereby enhancing employability.

I, **Ms. Aparna Rajendranath Yogi**, hereby declares that I have solely worked on this project under the guidance of my mentor. This project has significantly enhanced my practical knowledge and skills in the domain.

### **Name**

Ms. Aparna Rajendranath Yogi

### **Signature**

### **Mentor**

Mr. Srihari Poturaju  
Full Stack Developer - IBM

### **Signature**

### **Seal & Signature**

Prof. Radhakumari  
Executive Director & Founder  
SURE Trust



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## *Executive Summary*

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This project is designed to help women in India by making it easier for them to access important information about government policies and programs that can improve their lives. Many women are unaware of the support available to them, and this project aims to bridge that gap by providing clear and easy-to-understand guidance. One of the main focus areas is **financial literacy**, which will help women learn how to manage their money, save wisely, and make smart financial decisions.

In addition, the platform will help women **become aware of government support schemes** that offer financial aid, training programs, and other benefits. By providing accurate and up-to-date information, the project ensures that women can explore opportunities that may be useful to them. Beyond financial and business support, the project will also address **mental health and well-being**.

Many women face stress, anxiety, and other challenges in their daily lives. By providing access to mental health resources, expert advice, and self-care tips, this project aims to create a **safe space** where women can find emotional and psychological support. To further empower women, developed a **chatbot** that provides information about **legal rights and advice**.

Many women face legal challenges but are unsure where to seek help. The chatbot serves as an easy-to-use tool where women can ask questions and receive guidance on topics such as workplace rights, domestic protection laws, and legal support options. By making this information easily available in one place, this project will **empower women to make informed choices, become financially independent, and improve their quality of life**. It is a step toward **building a stronger, more confident, and self-sufficient community of women in India**.



## *Introduction*

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### **Background and Context**

Access to accurate and reliable information is crucial for women's empowerment, yet many women in India struggle to find essential details about financial literacy, business development, government support schemes, and mental health resources. Existing platforms often present information in complex formats or scattered sources, making it difficult for women to fully understand and utilize available opportunities. This project empowers women in India by providing easy access to essential information on financial literacy, government support schemes, and mental health resources, enabling them to make informed decisions and lead independent, successful lives.

### **Problem Statement**

Many women in India struggle to find reliable and easy-to-understand information on financial literacy, government support schemes, and mental health resources. Existing platforms often present information in complex formats, making it difficult to navigate and utilize available opportunities. Additionally, a lack of awareness about legal rights leaves many women uncertain about where to seek help. This project aims to address these challenges by developing an AI-driven platform that simplifies access to essential resources and a chatbot that educates women about their legal rights, empowering them to make informed decisions and improve their overall well-being.

### **Scope**

This project focuses on developing a comprehensive digital platform that empowers women by providing easy access to essential information on financial literacy, business development, government support schemes, and mental health resources. The scope includes:



1. **Information Hub:** A user-friendly platform that consolidates and simplifies critical information on financial independence, entrepreneurship, and available government support.
2. **Legal Rights Chatbot:** An AI-driven chatbot designed to educate women about their legal rights, workplace policies, and protection laws, helping them make informed decisions.
3. **Government Schemes Awareness:** A structured system that informs women about various support programs without providing step-by-step guidance, ensuring they know what benefits are available.
4. **Mental Health Support:** Resources and information to promote emotional well-being, including self-care strategies and guidance on seeking professional help.
5. **User-Centric Approach:** The platform is designed to be accessible, easy to navigate, and tailored to the specific needs of women across different backgrounds.

By integrating these elements, the project aims to bridge the knowledge gap, enhance financial independence, and support the overall well-being of women in India.

## **Limitations**

1. **Limited Scope of Information:** While the platform provides valuable resources, it does not offer personalized financial or legal advice.
2. **No Step-by-Step Guidance:** The project informs women about government schemes but does not provide direct application assistance.
3. **Dependence on Digital Access:** Users need internet access to access the platform, which may limit reach in rural areas with poor connectivity.
4. **Language and Literacy Barriers:** Currently, the platform may not cover all regional languages or cater to users with low literacy levels.



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5. **Legal Chatbot Limitations:** The chatbot provides general legal information but does not replace professional legal consultation.

## **Innovation**

This project integrates a **chatbot for awareness**, ensuring women receive **easy-to-understand, structured** information. By bridging the gap between **financial literacy, business growth, legal rights, and mental health**, the platform offers a **holistic approach** to women's empowerment in India.



## ***Project Objectives***

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### **Project Objectives and Expected Outcomes**

#### **1. Create an AI-Powered Information Platform**

Develop a digital platform that provides women with easy access to financial literacy, business development resources, mental health support, and government schemes.

**Expected Outcome:** A user-friendly website where women can find curated information to help them make informed decisions and improve their lives.

#### **2. Enhance Awareness of Government Programs**

Gather and present simplified, structured details about various government policies and initiatives that support women's empowerment.

**Expected Outcome:** Increased awareness and accessibility of government schemes, helping more women benefit from available resources.

#### **3. Develop a Legal Awareness Chatbot**

Implement an AI chatbot to educate women on their legal rights, workplace protections, and domestic safety laws.

**Expected Outcome:** A responsive chatbot that provides general legal guidance, empowering women to take action when needed.

#### **4. Promote Financial Independence**

Provide resources and insights on financial management and entrepreneurship to support women in starting or growing their businesses.





**Expected Outcome:** More women gaining financial independence through informed decision-making and access to business opportunities.

**5. Ensure Inclusivity and Accessibility**

Design the platform to be accessible to users from diverse backgrounds, considering factors like language support and ease of use.

**Expected Outcome:** A widely accessible platform that reaches women across different regions, ensuring they receive the information they need.

## **Deliverables**

**1. Fully Functional Digital Platform**

A live platform providing women with essential information on financial literacy, business development, mental health support, and government programs.

**2. AI Chatbot for Legal Awareness**

An interactive chatbot designed to help women understand their legal rights, workplace protections, and domestic safety laws.

**3. User Education and Awareness Materials**

Structured content, guides, and resources aimed at making financial and legal information more accessible and understandable.

**4. Demo Video**

A recorded demonstration showcasing how the platform and chatbot work, highlighting key features and user interactions.

**5. Codebase and Documentation**

The complete source code of the platform, along with clear documentation detailing its features, functionalities, and implementation steps.



## *Methodology and Results*

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### **Methods/Technology Used**

- **Frontend Development:** Built using **HTML, CSS, and JavaScript, Bootstrap, and jQuery** for a responsive and user-friendly interface. AJAX is used for seamless data fetching without reloading pages
- **Backend Development:** Developed using **Django, Flask and Fast API** to handle API requests efficiently. Implements authentication, data processing, and integration with external services.
- **Database Management:** **PostgreSQL** is used to store user data securely. Structured database schema ensures efficient data retrieval and management.
- **Chatbot Integration:** A JavaScript Based chatbot is developed using JavaScript to assist women with information on government schemes, financial literacy, and business development.
- **Version Control & Deployment:** GitHub is used for version control and collaborative development. The platform is deployed on cloud servers for accessibility and scalability.

### **Tools/Software Used**

- **Visual Studio Code (VS Code):**used for writing, debugging, and managing our project's frontend and backend efficiently. It supports Django, Flask, FastAPI, and PostgreSQL, enabling seamless development, version control (GitHub), and deployment. Its integrated terminal and extensions help streamline coding, debugging, and database management.

### **Data Collection Approach**

platform gathers data from government APIs and publicly available reports to ensure accuracy. Web scraping help refine information.



## Project Architecture

1. **Frontend Layer:** Manages the user interface and interactions using **HTML, CSS, JavaScript, Bootstrap, and jQuery**, ensuring a smooth and responsive experience.
2. **Backend Layer:** Handles core logic, API requests, and data processing using **Flask and FastAPI**, enabling seamless communication between components.
3. **Database Layer:** **PostgreSQL** is used for securely storing user profiles, government scheme details, and financial literacy resources, ensuring efficient data management.
4. **Chatbot Integration:** A **JavaScript-based** chatbot assists users with queries on legal rights, financial literacy, and government schemes.

## Results

The platform delivers essential information on financial literacy, government schemes, and mental health. The chatbot enhances accessibility by providing accurate responses to user queries. PostgreSQL ensures secure and efficient data management, while AJAX enables seamless interactions. The system's structured architecture improves user experience and scalability.

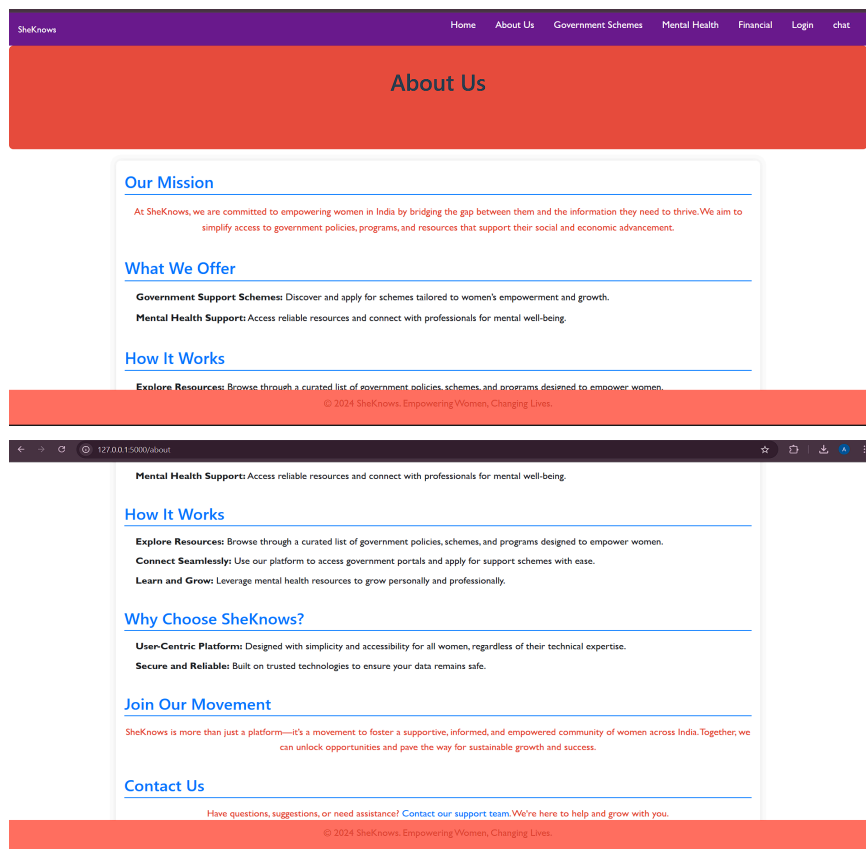
## Final Project Screenshots:





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Figure 1 shows the **SheKnows** platform, designed with a **simple and user-friendly interface**. It has a **live quote section** to inspire users and a **news feed** that collects the latest updates on government schemes and financial news. The platform is built for smooth navigation, making it easy to find important information. With its **interactive design and helpful features**, **SheKnows** aims to support and empower users every day.



The "About Us" page of *SheKnows* includes four sections: **Our Mission**, **What We Offer**, **How It Works**, and **Why Choose SheKnows**. It highlights the platform's goal, key services like government schemes and mental health support, and how users can access resources. The structured layout ensures clarity and easy navigation.



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SheKnows

Home About Us Government Schemes Mental Health Financial Login chat

Search for a scheme... Search

**Mahila Samman Savings Certificate**  
Description: A savings scheme offering a fixed return of 7.3% per annum to women for a two-year tenure.  
Eligibility: Open to all women; minimum deposit of ₹1,000 and maximum of ₹2 lakh.  
Apply Now

**Beti Bachao Beti Padhao (BBBP)**  
Description: Promotes survival, protection, and education of the girl child.  
Eligibility: Open to families with girl children.  
Apply Now

**Pradhan Mantri Matru Vandana Yojana (PMMVY)**  
Description: Provides cash incentives for pregnant women and lactating mothers.  
Eligibility: First-time mothers; excludes government employees.  
Apply Now

**One Stop Centre Scheme**  
Description: Provides support to women affected by violence, offering legal, medical, and psychological aid.  
Eligibility: Women facing violence in any form.  
Apply Now

**Mahila E-Haat**  
Description: Online platform supporting women entrepreneurs, SHGs, and NGOs in showcasing their products.

**Working Women Hostel**  
Description: Ensures safe and affordable accommodation for working women.

**Ujjawala Scheme**  
Description: Focuses on prevention, rescue, rehabilitation, and reintegration of trafficking victims.

**Sukanya Samridhi Yojana (SSY)**  
Description: Savings scheme for the education and marriage expenses of a girl child.

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This is the "**Government Schemes**" page of *SheKnows*, displaying various women-centric initiatives. It includes a **search bar** for users to find specific schemes. Each scheme is presented in a **card format**, highlighting the **name**, **description**, **eligibility criteria**, and an "**Apply Now**" button for easy access.

SheKnows

Home About Us Government Schemes Mental Health Financial Login chat

**Mental Health Resources for Women**  
Providing access to crucial resources for mental health and well-being.

**Guided Breathing Exercise**  
Follow the animation below to relax. Breathe in as the circle expands and out as it contracts.  
Breathe In...

**Emergency Helpline Numbers**  
If you or someone you know needs support, reach out to these trusted helplines:

**Women's Helpline**  
Number: 181

**Police (Women's Cell)**  
Number: 1091

**National Mental Health Helpline**

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### Emergency Helpline Numbers

If you or someone you know needs support, reach out to these trusted helplines:

#### Women's Helpline

Number: 181

Support for women in distress, including domestic violence and harassment.

#### Police (Women's Cell)

Number: 1091

Dedicated assistance for women facing emergencies or violence.

#### National Mental Health Helpline

Number: 080 4611 0007

Support for mental health issues and emotional crises.

#### Childline India Foundation

Number: 1098

Support for children and women facing abuse or distress. [Visit Website](#)

#### SAARTHAK (For Domestic Violence)

Number: +91 935 092 1282

24/7 helpline for domestic violence victims. [Visit Website](#)

#### iCall Mental Health Support

Number: +91 915 298 7821

Free and confidential mental health counseling via phone and email. [Visit Website](#)

#### AASRA (Suicide Prevention)

Number: +91 982 046 4726

24/7 helpline for individuals facing emotional distress. [Visit Website](#)

#### SNEHI

Number: +91 958 220 8181

Emotional support and counseling for individuals in need.

#### National Commission for Women (NCW)

Email: [ncw@nic.in](mailto:ncw@nic.in)

Legal advice and support for women facing harassment. [Visit Website](#)

### Mental Health Articles

Explore articles on mental health topics for women in India:

This page provides a dedicated Mental Health section. Users can explore **articles**, access **helpline numbers** for support. The page aims to provide resources for emotional well-being and mental health awareness.

SheKnows

HomeAbout UsGovernment SchemesMental HealthFinancialLoginchat

Financial Literacy for Women in India

How to Open a Bank Account

Learn the process of opening a bank account, the required documents, and the benefits of having one.

Learn More

Understanding Credit Scores

Discover how credit scores impact your financial health and learn tips to improve them.

Learn More

Filing Income Tax Returns

Step-by-step guide on filing income tax returns online in India.

Learn More

Basics of Investing

Understand the basics of mutual funds, stocks, and other investment opportunities.

Learn More

Government Schemes for Women Entrepreneurs

Explore various government schemes and financial support options available for women entrepreneurs.

Learn More

How to Apply for a Business Loan

A complete guide on applying for business loans, eligibility criteria, and required documents.

Learn More

Personal Finance Management

Learn how to budget, save, and manage personal finances effectively.

Learn More

Digital Payments and UPI Guide

Understand how digital payments, UPI, and mobile banking work in India.

Learn More

Job Search and Resume Building

Find job opportunities and learn how to create a strong resume and cover letter.

Learn More

Understanding Insurance Policies

Learn about different types of insurance policies and how they protect your finances.

Learn More

Government Scholarships for Students

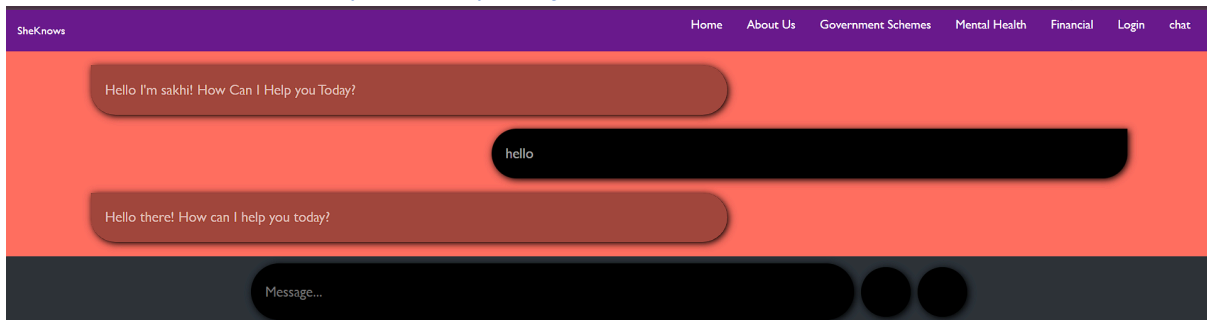
Legal Rights for Women in India

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These pages focus on **financial literacy**, providing women with essential knowledge about **managing finances, savings, and investments**. The platform also includes **a chatbox** that helps users access information on legal rights, financial queries, and government schemes. This interactive feature ensures women receive instant guidance on financial independence and legal awareness.

## **GitHub Link**

<https://github.com/aparnayogi/sheKnows>



## *Learning and Reflection*

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### **Learning and Reflection**

Throughout the development of *SheKnows*, we gained extensive experience in **full-stack development**, security best practices, and user-centric design,

- **Technical Growth:** Strengthened expertise in **Flask, FastAPI, PostgreSQL, AJAX, and JavaScript**, improving both backend and frontend capabilities. Developed scalable and modular web applications with structured API handling.
- **Database Management:** Designed and **optimized PostgreSQL** to ensure secure storage, efficient retrieval, and integrity of user data. Implemented indexing and query optimization for faster performance.
- **Chatbot Integration:** Built a **JavaScript chatbot** that provides accurate responses on legal rights, financial literacy, and government schemes, improving real-time user engagement.
- **Security & Performance:** Implemented authentication to protect sensitive user data. **Optimized API responses** and database queries for a seamless and responsive experience.
- **User Experience & Interface Design:** Focused on creating an intuitive and accessible **UI using Bootstrap and jQuery**, ensuring smooth navigation and interaction for users with diverse backgrounds.
- **Real-Time Web Functionality:** Integrated AJAX-powered dynamic updates, reducing page reloads and enhancing user experience by providing real-time information updates.
- **Project Management & Problem-Solving:** Navigated challenges such as API integration, query optimization, and data handling, improving troubleshooting skills and adaptability.
- **Collaboration & Documentation:** Improved proficiency in version control with GitHub, maintained structured documentation, and followed best practices for code maintainability and future scalability.





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This project provided invaluable hands-on experience in building a robust, scalable, and secure platform while emphasizing user empowerment through technology. The journey strengthened our technical knowledge, teamwork, and problem-solving abilities, preparing us for future advancements in full-stack development and AI-driven solutions.

## Experience

This project enhanced my understanding of **full-stack development, database optimization**, and chatbot integration. It strengthened my problem-solving skills by tackling real-world challenges in user authentication, data security, and real-time web interactions.



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## *Conclusion and Future Scope*

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### **Objectives**

The primary objectives of **SheKnows** were to:

1. Develop an accessible and user-friendly platform to empower women with resources on legal rights, financial literacy, and government schemes.
2. Integrate a chatbot using JavaScript to assist users with relevant and personalized information.
3. Implement a secure and efficient backend using Flask and FastAPI for handling user authentication and data processing.
4. Utilize PostgreSQL for structured and secure data storage, ensuring quick retrieval and efficient management of user queries.
5. Ensure a seamless user experience through an intuitive frontend with AJAX-based dynamic updates and real-time interactions.

### **Achievements**

1. **Comprehensive Platform Development:** Successfully built **SheKnows**, an AI-powered platform that provides resources on legal rights, financial literacy, and government schemes.
2. **Chatbot Integration:** Developed a **JavaScript-based chatbot** that efficiently answers user queries .
3. **Secure and Scalable Backend:** Implemented a robust backend using **Flask and FastAPI**, ensuring smooth data processing and authentication.
4. **Optimized Database Management:** Used **PostgreSQL** for structured, secure, and efficient storage of user data and queries.
5. **Enhanced User Experience:** Integrated **AJAX-powered real-time updates** for seamless interactions and a dynamic, responsive UI.



## Conclusion

The **SheKnows** platform successfully integrates AI-driven solutions to provide women with accessible information on legal rights, financial literacy, and government schemes. By leveraging a **responsive frontend, a secure backend, and a chatbot powered by NLP**, the project ensures a seamless and interactive user experience. The structured database and **real-time updates** enhance its efficiency and reliability, making it a valuable resource.

## Future Scope

1. **Enhanced AI Capabilities:** Improve the **ChatGPT-based chatbot** by integrating more advanced NLP models for **better accuracy and personalization** in responses.
2. **Scalability & Multi-Language Support:** Expand the platform to support **multiple Indian languages** to reach a **diverse audience** across different regions.
3. **Integration with Government Portals:** Enable **direct application submissions** for government schemes, ensuring **seamless access to resources**.
4. **Mobile App Development:** Extend the platform to a **mobile app** for greater accessibility and user engagement.
5. **Community & Mentorship Programs:** Introduce **forums, mentorship programs, and live sessions** to create an **interactive and supportive ecosystem** for women.