

# NGOs Leveraging Digital Technology to Empower Middle East and North African Women

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## ABSTRACT

Artificial Intelligence (AI) and emerging digital technologies enlarge the non-governmental organizations (NGOs) impact scope. AI generates a technology dynamic revolution that could empower Middle Eastern and North African (MENA) women or promote gender equality. AI-powered tools provide girls from the MENA region with more access, progress, and success. Women's use of AI-driven systems engendered power relations, liberation, and redemption from conventional social norms. This paper discusses the multiple roles NGOs play in implementing digital technology to facilitate women's access to educational, social, economic, and political environments. It analyses organizations' strategies to empower women through several resources and opportunities and sheds light on innovative ways to increase their political participation. The article investigates global policies' impact on gender equality and NGOs' role in social change. It questions the AI transformative force associated with women's empowerment. Key themes and trends of civil society organization's purpose of using technology-related items are generated from the quantitative and qualitative approach. Mixing techniques, methods, and approaches to collect, classify and analyze data increases the validity and the relevance of the study's outcomes. Content analysis, remote scientific events, and observations were used to collect information from AI and digital technology users from the MENA region. Snowball, probability, non-probability, random, and convenient sampling were used to choose participants for the study. The results reveal NGOs used strategies to empower women in association with digital technologies. Digital literacy training, online meeting platforms, social media, and hybrid scientific events or lectures. The AI-powered tools are used to develop girls' skills, income, or education and to raise rights awareness and advocacy. The article underscores the effect of these interactions on women's economic independence, awareness, and socio-political engagement. The findings of the paper discuss the challenges, successes, and NGOs' consideration of using digital technology to empower women. They represent the digital division, space, and sustainability of virtual relations. Women users of AI tools produce new unique needs, barriers, and strategies for women's participation in social sustainable development.

**Keywords:** NGOs, Digital technology, Women's Empowerment, Artificial Intelligence, Gender equality