

REVIEWER'S REPORT

Manuscript No.: IJAR-53332

Date: 16-08-2025

Title: FemTech as Financial Power: How South Asian Women Are Transforming Reproductive Health into Economic Independence

Recommendation:

Accept as it isYES.....

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality			✓	
Techn. Quality			✓	
Clarity			✓	
Significance		✓		

Reviewer Name: Mr Bilal Mir

Reviewer's Comment for Publication.

Abstract Review:

The abstract introduces FemTech as more than a health-centered technological innovation, framing it as a driver of financial empowerment for women in South Asia. It highlights the methodology—qualitative thematic analysis of case studies from India, Bangladesh, and Pakistan—and underscores the dual impact of FemTech: addressing reproductive healthcare needs while simultaneously opening economic and entrepreneurial pathways. The emphasis on overcoming infrastructural challenges and cultural barriers situates the study within the specific socio-economic context of South Asia. The abstract concludes with the articulation of policy suggestions and areas for future research, anchoring the work in both practical and scholarly relevance. It is concise, informative, and clearly sets the scope of the research.

Introduction Review:

The introduction situates FemTech within both global and regional contexts. It begins by establishing the economic scale of FemTech, noting its global valuation of \$37.4 billion in 2022 with projected growth to \$68.9 billion by 2027. These statistics provide a solid foundation for

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

REVIEWER'S REPORT

emphasizing FemTech's rapid expansion beyond healthcare into economic and social domains. The section highlights how this growth is not merely financial but indicative of a broader socio-cultural shift, wherein women's health is being prioritized in technological innovation. Importantly, the introduction narrows its focus to South Asia, where reproductive health challenges are compounded by cultural taboos, limited healthcare access, and systemic gender inequities. By doing so, it effectively underscores the urgency and relevance of studying FemTech's potential in this region. The section demonstrates a clear balance between global market trends and regional socio-cultural issues, thereby framing the research question in a multi-layered manner.

Overall Assessment:

The paper, as presented in the abstract and introduction, provides a compelling intersection of technology, gender, and economics. The abstract succinctly communicates the study's methodology, findings, and implications, while the introduction establishes both global and regional contexts with precision. Together, they position the research within an important scholarly and policy-oriented discourse, highlighting FemTech as not only a healthcare innovation but also a transformative force for economic independence and gender equity in South Asia.
