

Digital India : A Powerful Tool in Context of Indian Women

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Abstract: This paper explores the strategies towards empowerment of women through digital literacy schemes. Technology today is significantly different from what it was yesterday. Digital literacy is needed for women to enable them to have right access to education, right access to employment and right access to equitable resources. Besides this empowers them with right decision making power, to fight against societal discrimination, this supports them to live in a violence free domestic environment with sustainable future. As four years ago Digital India scheme was launched, to leverage the power of technology and formulate technology more accessible. Digital India has empowered people, significantly reduced corruption and improved public service delivery to benefit especially the women as well as the poor. On the fourth anniversary of Digital India in current year Narendra Modi's pronounced that the initiative has empowered women position in India and reduced corruption. Success of Digital India is an inspiring story of inclusion, transformation, growth and empowerment. The ultimate objective of Digital India was to make all government services accessible to the common man in his locality, through common service delivery outlets, and ensure efficiency, transparency, and reliability of such services at affordable costs.

Keywords: Digital India, Women Empowerment, Women Empowerment,

Introduction: The Digital India programme is an important programme of the Government of India. This programme was started with a broad vision to convert India into a digitally empowered society and knowledge economy. Digital revolution has made technology an art of adapting & knitting pieces together evaluating possible strategies & understanding requirements & limitations of functionality outcomes, It is reported by GSMA 2018 that nearly 62% of the women do not have access to mobile phones, only 8% of the women have access to Internet in Urban areas while it is 22% in rural India.

The ultimate objective of Digital India was to make all government services accessible to the common man in his locality, through common service delivery outlets, and ensure efficiency, transparency, and reliability of such services at affordable costs. Six elements are crucial for ensuring that governance and services are made available on demand to all citizens in the country; whereas there is a crucial need to generate awareness in women in this digital world. India has the largest number of face book & WhatsApp users numbering approx. 200 million users leaving behind US. This shows that how much popular is social media in our country. This also places emphasis on universal digital literacy and availability of digital resources or services in Indian languages. In this direction, Government of India had introduced 115 digital India initiatives. Out of all the initiatives there are certain digital India initiatives which empower rural women and urban women in particular. In this paper an attempt is made to present some of the important digital India initiatives which empower women.

In India, it is estimated that nearly 300 million people do not have access to electricity which is the main drawback for using internet or any digital gadget. The infrastructural development policies of the state governments need to prioritize on augmenting budget allocation for creation of innovative energy solutions. Considerations the success of any program depends on reach out levels. India has large number of illiterate population and larger number of population without any access to usage of phones. Hence there is a need to address these problems through planned strategies including- establishing a corporate alliance towards coordination of programs for promotion of gender equality as well as ensuring health safety and addressing barriers towards removal of barriers towards accessing health care.

Thus digital literacy enhances the abilities of the women in particular and community in general to use digital technologies for meaningful actions within challenging life situations. Digitally literate women can operate computer related devices and help them in the process of nation building. But a key factor that is hindering the growth of a digital India is the shortage of skilled work force this can be filled by women. Thus an integrated approach between digital India and skill India needs to be constructed to design programmes and impart training. The role of private sector is very important. They have to be incentivized to develop infrastructure provide services and promote digital literacy as part of the digital India program. Women

empowerment debates revolve around her enriching her ability towards equitable access to decent living. Closing the gender gaps of internet access and technological empowerment is a very important issue in national progress. Women use internet far very less while the use by men is more thus there is a gender gap in internet usage which is hindering the empowerment strategies. Finding critical information participation in community issues, participation in local affairs finding income generation etc has been halted and this directly influences the women empowerment strategies. Government of India need to make the average cost of broadband connectivity globally women earn 25% of the average earn less high internet prices discriminate disproportionately against women. Giving educational on digital skills about women rights women can perform better than earlier. They need digital literacy training and internet access in public schools. Some time internet content is not women friendly because the native language content is very less. Financial services relating to internet connection and access to mobile services also make it hard. Internet crimes are also increasing Cyber regulations have to be made very effective to protect women from cyber crime. 74% of the countries were not doing enough regulations Legislation to protect the privacy of data and communications is also still lacking across many countries. There is a need create a safe space for women.

The Digital India initiative is a people's movement, powered by people's strength and their efforts to learn as well as innovate. Digital India, which is the focal point of Modi's 'New India' push, is centred on three key vision areas- Digital Infrastructure as a Utility to Every Citizen and Governance and Services on Demand, and Digital Empowerment of Citizens. The way is only to educate people in India from the base ground, like priestly under jan dhan yojna Mr. Modi had did. So each person know the bank details and process of bank, another is aadhar card system so each people at least know the all electronic equipment so we should make mostly all processor in this way like our pan card, driving license, ration card etc. so if we make digital compulsory at all these place and also the processor for get government grant/subsidy only in digital way it's easy to apply.

The main part is in politics it should be compulsory for each politician to apply all

election process in digital way, all government offices must have digital system, our parliament should be use digital facility for all process so if politician have to apply they have to learn, then its automatic become usable because most of politician is illiterate. So if politician become educated then automatically India become educated also make compulsory to all politician should use government school, college, and hospital etc. for their family.

Impact of Digitalizing:

Digital India is the dream project of Government of India to make Indian economy as a knowledge economy. The transformation takes place by replacing the conventional methods with new techniques. The Digitalization of Indian economy leads to increase employment opportunities, improvement in the standard of living, reduction in risk and uncertainty and also it helps to increase the literacy in using new technological operates.

A few more impact shown as under which comes through Digitalization: -

Mother and child Tracking System (MCTS): This is a Digital India initiative started by Ministry of Health and Family welfare. This initiative uses information technology for ensuring delivery of full variety of healthcare and immunization services to pregnant women and children having below five years age. This application was developed by National Informatics Centre. It provides communication between beneficiaries and service sources. This initiative is useful for Auxiliary Nurse and Midwives to generate their work plans. It is also useful to provide alerts about service due dates to both beneficiaries and service providers. This initiative also provided a dash board to provide information to health managers of various levels to ensure quality service delivery. This initiative is also useful in universal immunization and micro birth planning. This facility is much useful for women in Ante Natal care, delivery and Post Natal care services. This initiative is useful to give thirty varieties of immunization to children.

Nirbhaya app: This is an android emergency application, which can send a distress call or emergency message to a specified contact or group in an emergency situation faced by a woman.

E-Governance: E-governance initiatives in India took a broader dimension in the mid 1990s

for wider sectoral applications with emphasis on citizen-centric services. The major ICT initiatives of the Government included, inter alia, some major projects such as railway computerization, land record computerization, etc. which focused mainly on the development of information systems. Later on, many states started ambitious individual e-governance projects aimed at providing electronic services to citizens. Though these e-governance projects were citizen-centric, they could make less than the desired impact due to their limited features. The isolated and less interactive systems revealed major gaps that were thwarting the successful adoption of e-governance along the entire spectrum of governance. They clearly pointed towards the need for a more comprehensive planning and implementation for the infrastructure required to be put in place, interoperability issues to be addressed, etc. to establish a more connected government.

Women helpline scheme: According to this scheme a toll free twenty four hours service is provided to girls or women facing violence in any sphere including both private and public. They can also get information about women schemes and welfare programmes. This scheme also facilitate intervention in crisis and non-crisis situations by directing to police, hospitals, protection officers, ambulance and local district level authorities.

Support to Training and Employment Programme for Women (STEP): The STEP scheme was set up to provide skills to women so that they can take up gainful employment. It also provides the right competencies and training for women to become entrepreneurs. **Open to every woman above the age of 16**, it is run through a grant given to an institution/organisation including NGOs directly.

According to the Ministry website, the assistance under **STEP Scheme will be available in any sector for imparting skills** related to employability and entrepreneurship, including but not limited to the agriculture, horticulture, food processing, handlooms, tailoring, stitching, embroidery, *zari*, handicrafts, computers & IT-enabled services along with soft skills and skills for the workplace, such as spoken English, gems and jewellery, travel and tourism, and hospitality.

This initiative was formulated to instruct training in Information Technology to Fifty Two and Half Lakh women including Anganwadi and ASHA workers in different states across the country.

PMGDSA: Prime Minister Modi Gramin Digital Saksharta Abhiyan is the plan to build rural areas people to digitally literate. Therefore the primary objective of this plant is to cover approx. 45% of households living in rural areas. Hence the main focus of digital India programme is to prepare at least one person should be digitally literate in one family. In that way the main concern of the scheme is especially to train a woman or man in such a way that they can operate digital devices such as Phone/ Tablet/Mobile etc. and can be able to surf internet. Here to a large extent concentration is on SC/ST/BPL and women, so that they ought to be able to access government beneficial services.

According to Govt. survey 2017-2018 results, it show that transfers via mobile phones a 10% improvement, and resultantly an increase in the cultivation of marginal crops that are primarily grown by women. The survey also explains that the impact was a result of improved household bargaining power of the women beneficiaries. The mobile-transfer beneficiaries were more likely to obtain the transfer on their own as opposed to relying on their husbands, and more likely to travel to weekly markets and be involved in selling household grain than the manual cash transfer recipients. The key insight from this evaluation is that when women adopted mobile phone services to directly receive cash transfers, it increased their agency in household decision-making. Prioritizing digital literacy for women by combining mobile technology with the array of existing welfare programmes targeted at women can potentially lead to similar empowerment of women in rural India.

CONCLUSION: India's changing digital scenario is offering tremendous span for women's empowerment, and evidence from precise research suggests how digital usage can transform women's household agency and workforce participation. This calls for a greater effort to close the gender gap in digital literacy, and more innovation in integrating mobile phone usage with social welfare programmes. Without digital literacy, one of the most vulnerable sections of society, women from poor households, may end up in a situation where they are left too far

behind to ever catch up with "Digital India". There has never been a more pertinent time to bridge the gender digital divide. Policymakers, heed this call.

Government of India had commenced numerous digital initiatives to empower women as well as different sections of the society. Finally there is no doubt to say that Govt. of India had introduced various initiatives & perspectives particularly for the empowerment of women. The Fourth Anniversary of Digital India programme is key effort to transform India into a digitally empowered society by concentrating on digital education, digital possessions, and mutual digital proposals. To conclude, the digital initiatives for empowerment of women hope to transform India into a digitally empowered country.

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