

VISION VIKSIT BHARAT 2047: CONTRIBUTION AND INITIATIVES OF DIGITAL INDIA FOR EMPOWERING RURAL WOMEN

Vol - 1

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Book Title: **VISION VIKSIT BHARAT 2047: CONTRIBUTION AND INITIATIVES OF DIGITAL INDIA FOR EMPOWERING RURAL WOMEN**

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Pollachi-642 001

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First Edition: **January 2025**

Book Size: **B5 Size**

ISBN: **978-93-94004-84-1**

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One Day National Level Seminar

on

**VISION VIKSIT BHARAT 2047: CONTRIBUTION AND INITIATIVES OF
DIGITAL INDIA FOR EMPOWERING RURAL WOMEN**

31st January, 2025

Venue: Prof. M. Alkondan Hall

Sponsored by

**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
SOUTHERN REGIONAL CENTRE (ICSSR-SRC)**
(Ministry of Education, Government of India)
HYDERABAD, TELENGANA-500 007

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POLLACHI - 642 001

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Coimbatore, Tamil Nadu

About the Institution

The growth and development of a Nation is largely depended up on the spread of education and intelligence to the people. There were two great philanthropists for achieving this idealistic vision namely, Late. S.P. Nallamuthu Gounder and Late. Arunthavar Padmabhushan Dr. N. Mahalingam formed an organization- Pollachi Kaliy Karthagam, which, started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of Autonomous System from the academic year 1987-88. The college has been Re-Accredited with A+ by NAAC and also ISO 9001: 2015 Certified Institution. The total student strength is around 6000+ . Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 26 U.G, 12 PG, 13 M.Phil and 10 Ph.D Programmes, in addition to that Diploma and Certificate Courses. The college has been ranked within 'Top 101-150' in India by NIRF-2024 and ranked 18th as best Commerce institution in India by Outlook+ CARE Ranking 2024.

About the Department

The Department of Commerce (Professional Accounting) was established on June, 2012 with a unique vision to cater to the needs of Students pursuing the Professional Courses such as C.A, CMA, and CS. The Curriculum is designed to support the students to pursue their Professional courses simultaneously with B.Com (Professional Accounting). There is internship training for Two Years for 2nd and 3rd year students which is stipulated in curriculum. The regular classes commences from 9.00 a.m to 2.00 p.m and Internship Training from 3.00 p.m to 6.00 p.m. in Auditor's firm. The Strength of the Department is its Qualified faculty team which always focus on the achieving the goals of students and college as well.

About the ICSSR-SRC

The Indian Council of Social Science Research (ICSSR), established by the Government of India in 1969, is dedicated to promote research in social sciences across the country. ICSSR provides grant for various research-related activities such as projects, fellowships, international collaborations, seminars, conferences, and publications. It supports capacity-building programs and surveys to enhance research output. Additionally, the National Social Science Documentation Centre (NASSDOC), a part of ICSSR, offers library and information services to social science researchers. ICSSR also operates the ICSSR Data Service, facilitating data sharing and reuse to foster a strong research environment within the social sciences community in India. The Council plays a vital role in sponsoring research programs, offering scholarships, promoting interdisciplinary research, and supporting publications in the field of social sciences.

About the Seminar

India's landscape is changing and as a result of advances, information and communication technology (ICT) is booming in the current scenario. It empowers the rural women with social, economic, and political changes in the most positive manner. The Government of India's digital literacy efforts are also pivotal in enabling women to have a sustainable future, promote socio-economic inclusion, and mitigate gender gaps in the access of digital technology. This seminar highlights the initiatives of the government for promoting the digital empowerment for rural women through various schemes and projects. It focuses the policymakers, practitioners, and stakeholders a drive through in digital projects that shall empower the rural women, thereby promote a sustainable future. Digital India has launched a number programmes to empower rural women to have a wide access to enrich education, economic literacy, employment opportunities and initiate entrepreneurship. This seminar is an eye-opener to the rural women for usage of digital financial services, such as mobile banking, electronic payments and online savings.

Objectives of the Seminar

- To explore the role and contribution of digital India in empowering rural women and promoting inclusive growth.
- To share experiences, insights, and perspectives on the impact of digital India's initiatives to rural women.
- To identify challenges and opportunities for empowering rural women through digital interventions.
- To utilize digital platforms to educate rural women on various social and health issues, such as sanitation, hygiene, and women's rights.
- To provide recommendations for policymakers, practitioners, and stakeholders to promote digital empowerment of rural women.

Themes

- Empowering rural women through digital literacy.
- Financial inclusion and economic empowerment.
- Healthcare and education in the digital age.

Sub-Themes

- Rural women empowerment and digital literacy initiatives.
- The role and initiatives of digital India for empowering rural women.
- E-commerce and rural women empowerment.
- Digital opportunities for rural women entrepreneurship.
- Digital education initiatives for empowering rural women.
- Telemedicine and digital health services for rural women.
- Social empowerment of rural women through digital interventions.
- Challenges and opportunities for empowering rural women.
- Strategies for replication and scaling overview of policy and regulatory framework.

Important Dates

- Abstract submission : 05th January, 2025
- Submission of full paper : 15th January, 2025
- Notification of acceptance : 10th January, 2025
- Date of seminar : 31st January, 2025

- WhatsApp Link :** <https://chat.whatsapp.com/Fqj9PG0eMVs8ijayfCD3w9>
- Note**
- All the participants will be given certificates (Hard copies)
- No TA/DA will be provided to the participants.
- Tea, seminar kit and Lunch will be provided.
- All accepted full papers will be published in the seminar proceedings with ISBN.



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31st JANUARY,

Call for Papers

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Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Women

PROGRAMME SCHEDULE

INAUGURATION (31.01.2025 - Friday) - 9.30 a.m to 10.30 a.m		
9.30 a.m	Prayer Song	
9.40 a.m	Welcome Address	Dr. S.B. GAYATHRI, Associate Professor & Head, B.Com (PA)
9.45 a.m	Introduction about the Seminar	Dr.R.SENTHILKUMAR Organising Secretary
9.55 a.m	Presidential Address and Release of Seminar Proceedings	Dr.R.MANIKA CHEZIAN, Principal (i/c)
10.15 a.m	Felicitation	Dr.S.UMAPATHY, Dean-Research Dr.P.BRUNTHA, Associate Professor & Head, PG & Research Department of Commerce
10.45 a.m	Vote of Thanks	Ms.J.MADHUBALA, Assistant Professor, B.Com (PA)
TECHNICAL SESSION I - 10.50 a.m to 11.45 a.m		
10.50 a.m	Introduction of Chief Guest	Dr. D. PADMA, Associate Professor, B.Com (PA)
11.00 a.m - 11.45 a.m	Empowering Rural Women through Digital India Services	Dr. A. SARAVANAN, Associate Professor Department of Economics, P.S.G. College of Arts & Science, Coimbatore - 641 014
TEA BREAK		
TECHNICAL SESSION II - 12.00 Noon to 1 p.m		
12.00 Noon	Introduction of Chief Guest	Dr. D. PADMA, Associate Professor, B.Com (PA)
12.05 p.m	Contribution and Initiatives of Digital India	Mrs.M.VIJAYALAKSHMI, State President of Tamil Nadu, Village Level Women Entrepreneurs Society, Ambarampalayam, Pollachi
LUNCH BREAK		
TECHNICAL SESSION III - 1.45 p.m to 3.15 p.m		
Paper Presentation		
1.45 p.m - 3.15 p.m	Rapporteur:	Dr. S.B. Gayathri, Associate Professor & Head, B.Com (PA)

VALEDICTORY SESSION - 3.15 p.m to 4.15 p.m		
3.15 p.m	Welcome Address	Dr.N.SUMATHI , Assistant Professor, B.Com (PA)
3.20 p.m - 3.30 p.m	Valedictory Address	Dr.R.MUTHUKUMARAN Dean, Outreach & Student Affairs, NGM College, Pollachi
3.30 p.m - 3.45 p.m	Feedback Session and Certificate Distribution	Participants
3.45 p.m	Seminar Report and Vote of Thanks	Dr.R.SENTHILKUMAR Organising Secretary
National Anthem		

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DIGITAL EDUCATION INITIATIVES FOR RURAL WOMEN EMPOWERMENT

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Abstract

Digital education is a powerful tool for empowering rural women, providing access to knowledge, skills, and economic opportunities. Despite facing social, economic, and infrastructural challenges, digital literacy enables rural women to overcome these obstacles and enhance their financial independence and social participation. Various government programs, NGO efforts, private sector initiatives, and mobile-based learning platforms are working towards improving digital education accessibility for women in rural areas.

This paper explores key digital education initiatives and their impact on employment, entrepreneurship, and personal empowerment. It also discusses challenges such as digital divide, affordability, and cultural restrictions and suggests strategies to improve digital education's reach and effectiveness. By enhancing digital literacy and access to education, rural women can contribute to economic growth, lead independent lives, and support future generations in breaking the cycle of poverty and illiteracy.

Keywords: Digital Education, Women Empowerment, NGO, Entrepreneurship

Introduction

Education is the foundation of social and economic progress. However, in many rural areas, women lack access to quality education due to factors such as geographical isolation, economic hardship, and gender discrimination. Traditional learning methods are often inaccessible due to high costs, long travel distances, and social norms that discourage female education. Digital education has emerged as a game-changer, enabling rural women to access flexible and cost-effective learning opportunities.

With the increasing availability of affordable smartphones, high-speed internet, and e-learning platforms, digital education allows women to learn skills in entrepreneurship, financial literacy, vocational training, and even formal education. This paper examines government programs, NGO initiatives, private sector contributions, and mobile-based learning solutions that are transforming digital education for rural women.

Digital Education Initiatives for Rural Women Government Programs

Many governments have launched initiatives to increase digital literacy among rural women. Some of the most impactful programs include:

- Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) - Aims to provide basic digital literacy training to 60 million rural citizens, including women, teaching them how to use the internet, mobile banking, and government e-services.
- National Digital Literacy Mission (NDLM) - Offers courses on computer skills, digital transactions, and online business training to enhance economic independence.
- Beti Bachao Beti Padhao - While primarily focused on female education, it also includes digital learning programs to support rural girls and women.
- Diksha Platform - Provides free e-learning resources, vocational training, and teacher education programs to improve digital literacy.

NGO and Private Sector Efforts

Non-governmental organizations (NGOs) and private companies are playing a major role in improving digital literacy and education among rural women. Some notable programs include:

- Google's Internet Saathi Program - Has trained over 30 million rural women in digital literacy, helping them learn how to access information, apply for jobs, and start businesses.
- Barefoot College - Focuses on training rural women in solar engineering and computer literacy, enabling them to become community leaders and entrepreneurs.
- Self Employed Women's Association (SEWA) - Teaches digital marketing, financial management, and e-commerce skills to help rural women create self-sustaining businesses.
- CSR Initiatives by Tech Companies - Companies like Microsoft and Facebook offer coding workshops, online business training, and IT skill programs for rural women.

E-Learning Platforms

The rise of online learning platforms has made education more accessible and affordable for rural women. Some of the most effective platforms include:

- SWAYAM - A government-backed e-learning platform that offers free courses in multiple subjects, including vocational training.

- eVidyaloka - Provides online tutoring and digital literacy programs for rural learners.
- Coursera & Khan Academy - Offer free and affordable courses in entrepreneurship, English learning, and financial literacy.

Mobile-Based Learning

Smartphones have revolutionized digital education for rural women by enabling self-paced learning through mobile apps. Popular mobile-based learning methods include:

- YouTube Tutorials - Provide free access to courses on skill development, business management, and financial independence.
- WhatsApp Learning Groups - Help women share knowledge, join educational discussions, and learn new skills.
- Mobile Banking Apps - Teach women how to manage money, apply for microloans, and start online businesses.

Impact of Digital Education on Rural Women

Economic Empowerment

Digital literacy enables women to start online businesses, take up freelance jobs, and work in remote digital roles. Women trained in digital marketing and e-commerce have been able to sell handmade products and agricultural goods online. Online banking and digital payments help women gain financial independence and manage household finances.

Social Development

Digital education provides women with access to health information, legal rights, and government welfare schemes. It promotes gender equality by increasing women's participation in decision-making. Digital platforms allow rural women to engage in social activism and community leadership roles.

Education for Future Generations

Educated mothers ensure their children receive quality education, breaking the cycle of illiteracy and poverty. Digital literacy enables women to help their children with online learning and access better educational resources.

Challenges in Implementing Digital Education for Rural Women

Despite the advantages, several barriers prevent rural women from fully benefiting from digital education:

Infrastructure and Connectivity Issues

Many villages lack internet access and reliable electricity, making online education difficult.

The cost of smartphones and internet data remains a major challenge.

Affordability and Digital Divide

Many rural families cannot afford smartphones, laptops, or online course fees. Government and NGOs need to subsidize digital education tools to make them accessible.

Socio-Cultural Barriers

Traditional gender roles and societal norms discourage women from using technology.

Community programs must promote awareness and acceptance of digital education for women.

Solutions and Recommendations

To improve digital education access for rural women, the following strategies should be implemented:

Expanding Internet Infrastructure: Governments should invest in rural broadband connectivity and digital centres.

Providing Affordable Digital Devices: NGOs and private companies must offer low-cost tablets and smartphones.

Developing Localized Content: E-learning platforms should create courses in regional languages to increase accessibility.

Community Awareness Campaigns: Rural communities must be educated about the benefits of digital literacy for women.

Financial Support for Women Entrepreneurs: Microfinance and government loans should support digital business start-ups.

Conclusion

Digital education is transforming the lives of rural women by providing them with learning opportunities, economic independence, and social empowerment. While government and NGO initiatives have helped improve digital literacy, challenges such as poor infrastructure, affordability, and cultural barriers must still be addressed. By strengthening internet access, lowering costs, and promoting gender-inclusive policies, digital education can become a powerful tool for women's empowerment. Investing in rural women's education is not just about their growth—it is about empowering future generations and driving sustainable economic development.

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