G20 TECHNOLOGICAL TRANSFORMATION & DIGITAL PUBLIC INFRASTRUCTURE

Editor
Ms. M. KUNTHAVINAPPINNAI

DK International Research Foundation

INSTITUTE DETAILS

Sakthi Institute of Information and Management Studies is a business school which is a part of Sakthi Group, an industrial conglomerate in sound India. The institution is approved by AICTE and affiliated to Anna University, Chennai. The institution was established in the year 2010 by the founder chairman of the Sakthi group Padma Bhushan Arutchelvar Dr. N. Mahalingam, with a dream of imparting management education at international standards for MBA aspirants, the institution is ably managed by Dr. B.K. Krishnaraj Vanavarayar, President and Shri. M. Balasubramaniam, Secretary. SIIMS has secured twenty three university ranks since inception and has produced 1100 graduates. SIIMS has strongly established its reputation as one of the most esteemed business schools affiliated to Anna University by providing great insights and leadership skills needed to harness opportunities and excel India's growing economy.

EVENT DETAILS

The International Conference on G20 and Indian Management Practices is an intellectual global gathering that convenes policy makers, business leaders, academics and experts from various corners of the globe. Its purpose is to engage in a substantive discourse and exchange of ideas pertaining of the management practices and challenges encountered by the nations comprising the Group of Twenty (G20). This conference serves as a platform for the deliberation of critical issues encompassing socio-economic domains including health, tourism, trade and investment, agriculture, the

141	**NAVIGATING THE COMPLEXITIES OF GLOBAL TRADE GOVERNANCE:INSIGHTS FROM THE 29TH WTO TRADE MONITORING REPORT**	KAVIN.N, I MBA, Sakthi Institute Of Information And Management Studies, Pollachi
142	**NEED FOR DIGITAL LITERACY IN WOMEN EMPOWERMENT**	**Ms.M.Gayathri Research Scholar PG & Research Department Of Commerce Dr. T. Vijaya Chithra Assistant Professor PG Department Of Commerce (CA) NGM College Pollachi**
143	Neuromarketinginsights:Unveilingconsumerbehavioring20economies	S.Sabari Karthikeyani Sakthiinstituteofinformationandmanagementstudies.
144	**New Generation – Employee Satisfaction**	Ms. A Deepa – II MBA Ms. G. Dharani Sathya Sakthi Institute Of Information And Management Studies, Pollachi. Dsathya855@Gmail.Com
145	OPPORTUNITIES AND CHALLENGES OF EXCESSIVE MANPOWER AND VICE VERSA IN INDIAN ORGANIZATIONS	Ms. Hari Preetha. S Mr. Ajith Kumar. S Sakthi Institute Of Information And Management Studies, Pollachi.
146	**OPTIMIZING GLOBAL TRADE: A LOGISTICS PERSPECTIVE WITHIN THE G20 FRAMEWORK**	Midhun .M Jamuna.S–Student – Sakthi Institute Of Information And Management Studies
147	**OVERVIEW OF INDIA G20: STRENGTHENING AND SHAPING GLOBAL GOVERNANCE**	**Mr.A.Muruganandham[1]**, Assistant Professor, Department Of Computer Applications **Mr.M.Mohammed Riyaz[2]**, Final Year, Department Of Computer Applications **NGM College Pollachi**
148	PERCEPTION OF GENERAL PUBLIC TOWARDS G20 AND FINANCE WITH REFERENCE TO POLLACHI	Amirtham.PL[1] And Dr. Jayanthi.A[2] *1(Assistant Professor, Sri GVG Visalakshi College For Women) 2(Associate Professor, Hindustan*

Additionally, the conclusion emphasizes the Imperatives of Climate Action, not only as a moral obligation but as a strategic imperative for sustainable economic growth. It reflects on the strides made by G20 nations in addressing climate challenges and anticipates future developments in this critical area.Insightful revelations into Recent Economic and Trade Developments encapsulate theforward- looking nature of the report, setting the stage for ongoing monitoring and analysis. The report does not conclude as a static document but as a living resource that adapts to the ever- changing dynamics of the global economic landscape. In essence, the 29th WTO Trade MonitoringReport's conclusion offers not just a closure to the presented information but serves as a catalyst forongoing discourse and action. It positions the report not as an endpoint but as a steppingstone towards informed decision-making, international collaboration, and the continuous evolution of global trade governance.

REFERENCES:

1. WTO Trade Monitoring Report
2. G20 Summit
3. WTO Initiatives
4. Climate Action Initiatives
5. Air Services Agreements Database
6. Related Research Paper
7. Key Books on Global Trade
8. Additional Industry Reports
9. Expert Opinions and Interviews
10. Government Publications
11. Trade Policy Recommendations
12. International Chamber of Commerce (ICC) Reports

NEED FOR DIGITAL LITERACY IN WOMEN EMPOWERMENT

▪▪▪

Ms.M.Gayathri

Research Scholar

PG & Research Department of Commerce

Nallamuthu Gounder Mahalingam College College

Pollachi

gayathri.m0012@gmail.com

Dr. T. Vijaya Chithra

Assistant Professor

PG Department of Commerce (CA)

Nallamuthu Gounder Mahalingam

Pollachi

drvijayachithra@gmail.com

Introduction

Women's empowerment plays socio economic strength to the weaker sections of the community. There by promoting the growth of women in every are makes women independent of decision making, self-reliant, and independent of her own which allows her to come up with good innovations in small businesses and strengthens knowledge and creates awareness among all others and encourages them to come forward. Hence digital literacy assumes a fundamental part in enabling the existence of ladies and excelling towards making them carefully proficient. Therefore several factor are social contribute to this equity gap among the women. Despite being the backbone of global communities to women face social hurdles when it comes to gaining access to education, health, land rights, as well as technology. Culturally, rural communities are often suspicious of technology. In fact, women themselves question whether the digital realm is right for them, often dismissing it as a man's terrain. Low literacy rates also prevent women from comfortably texting on phones and using the internet. In some households, elders or husbands often expect women to seek permission for basic tasks, such as using technology. By limiting their use of technology, women are not able to access the benefits it brings. Using a mobile phone to seek advice for farming or trade ideas for building a micro business can help women secure a better economic life.

Review of literature

Kaul and Mathur (2017)analyzed that "Impact of Digitalization on the Indian Economy and requirement of Financial Literacy," the finding of the study identified the obstacles in the implementation of various programs to form India financial literate and methods to implement these policies effectively and efficiently. Impacts of digitalization on a rustic are often accessed on the idea of its impact on the government on the economy and therefore the society. The digitalization has created by new job opportunities, have led to innovation in very sector and also led to the expansion

of the economy. The government emphasized on the digitalization as it brings transparency, better control and better job opportunities.Digital media literacy is veryimportant because it has the ability to assist people to reach digital competency, to critically and confidently use ICT, and to learn and communicate.**Farida, Sulistiowati, and Hermana (2011)**cited Indo-nesia's Minister of Women's Empowerment and Child Protection who stated that the field of ICT is still dominated by men (subjects) while women are often just objects. **Sampath Kumar, Basavaraja and Gagendra (2014)** investigates the computer literacy competencies among rural and urban students in India to find out how rural and urban students use computers and also discusses the problems encountered by the students while using computers. **NilgunOzdamar- Kesin, FatmaZeynepOzata and KerimBanar (2015)** examine the digital literacy competences and learning habits of learners enrolled in the open and distance education system of Anadolu University in Turkey. The study reveals that learners need training on how to use digital tools more efficiently for learning purposes.

NEED FOR THE STUDY

In the contemporary information society, the digital literacy skills are required for exploring the electronic information resources for various purposes. In present scenario, most careers demand some level of understanding of how to use digital devices, how to search in internet to find required information, how to communicate electronically and to manage data. Thus, the world has reached the point where digital literacy has become an essential skill for finding employment (TahmeenaNigar Sultana, 2018). In addition, technological advancements and increase in information sources have created a threat for the individuals to adapt them to the changing environment which is digitized, and students need to possess effective skills to develop new ways to interact with the sources of information available through the use of technologies. With the understanding of digital technology as a basis for a lifelong learning. Digital literacy has positive effects on student's skills that are essential for successful learning. The enormous information resources are available in digital format and are more easily accessed than traditional paper-based resources for learning. Students who lack digital literacy may achieve poor performance in academic progress and face fewer employment opportunities. Hence, the present study is to determine the Digital literacy skills of Female Postgraduate students of Karnatak University, Dharwad.

Objective of the study

➢ To analysis the basic and digital literacy is required to women able to operate digital technology.
➢ To address the challenges faced by society to overcome the difficulties of women
➢ To know the problems of respondents while accessing the electronic information resources.

<u>Digital literacy for women</u>

Being digitally literate has become an essential criterion in establishing your presence and making an identity in the modern world. Digital literacy helps you be more efficient and makes things more accessible, improving your quality of life. Many digital skills have now become necessary for everyday use. Whether you want to make your life a bit simpler or excel in the job, ensure that you are proactive in **technologies. Technology**as a whole is an essential component in achieving gender equality. The modern world is increasingly moving online, and it's equally important for men and women to adapt to the changes and be self-reliant on technology, whether for business or social connections. Ironically, most of our women are still dependent on men for various tasks due to lack of digital literacy. Whether making an online payment or preparing a presentation, women rely on men to perform these daily activities. This often leads to low self-esteem and a lack of confidence.

There is no denying the fact that when women get better access to education and digital literacy, they-

- become more productive
- become more <u>career-oriented</u>
- become more financially independent
- become more aware of their rights
- become more aware of the requirement to start their own business
- contribute to the country's economy as a whole

COMMON DIGITAL LITERACY SKILLS WHICH EVERY WOMEN SHOULD POSSESS

Information Literacy

Information literacy helps women identify, evaluate, apply and acknowledge information and use them ethically. It helps them develop a sense of scepticism while consuming information and makes them aware of fake news.

Photo Visual Literacy

Photo visual literacy helps in decoding and understanding visual information quickly and with ease.

Socio-Emotional Literacy

It enables women to understand the advantages of working online and helps them identify and avoid potential traps and dangers in cyberspace.

Branching Literacy

Getting lost in cyberspace while navigating the internet is very common. Branching literacy helps women identify the complexity of cyberspace and navigate the digital space successfully.

Reproduction Literacy

It's the ability to create something meaningful with all the available media online.

REASONS WHY PRIORITISING DIGITAL LITERACY AMONG WOMEN IS ESSENTIAL

Helps In Increased Awareness

When women of our society are aware, we can expect a better economy, less violence and healthier citizens. Gender inequality often leads to weakened families, communities and the nation. With digital literacy and access to social media and search engines, more and more women can educate themselves. They can find answers to their queries and be well informed, leading to self-awareness.With the vast amount of information available online, women can enrich their knowledge and gain new insights and experiences in the comfort of their homes. Gaining new insights helps them pick up new skills and develop new interests. Increased awareness helps enhance their lifestyle, boost self-confidence, and refine their thought process.

Divide Gender Inequality

As per a report by UNICEF, roughly 46 percent of boys use the internet on their phones compared to 27 percent of girls. With digitization, economic and social growth entirely depend on people's technology usage.With the ongoing digital gender divide, very few girls will have employment opportunities and may face barriers in the workplace. Digital adoption for women, particularly girls, may empower them, helping in increased civic engagement and raising awareness of their rights.Digital access, digital literacy and online safety are the three broad categories which need to be accessed to close the growing digital gender divide.Technology and the internet can be a great boom for women and girls. Still, a lack of opportunities, skills and fear of discrimination prevent many from using digital tools and online content.To achieve gender equality, women need equal access to technology, digital training, and tip to be safe online.

Strengthen Economic Participation

The COVID-19 pandemic has paved the way for teleworking. More and more businesses are now moving their operations online. It has opened up flexible ways of working and is one of the best times for women to participate actively in the economy. Digital literacy in women is a significant step toward women's empowerment, and it entrusts them in the right direction giving them greater control over their money and savings. Giving women access to mobile banking and digital skilling programmers enables them in the right direction to start their new businesses. This, in turn, may prove beneficial for the better economic condition of their family and community as a whole.Bridging the digital gap and giving women the opportunity to participate equally in economic life is crucial for the country's development.

Overcome Traditional Limitation

In developing countries, women are still subjected to social barriers which limit their participation in outdoor activities. The traditional gender roles take over and leave them confined to household work, restricting their opportunities to learn and grow. Digital literacy opens new doors for them, giving them access to learning resources in the comfort of their homes. While this doesn't solve gender inequality' it allows women to become more aware of their rights and stand up for themselves.

Better Access to Information and Opportunity

Women become informed by being digitally literate. They become more aware by having access to the internet, which is a wealth of information.Better access to information leads to women making more informed choices in life, and it helps them learn something new and develop new skills and interests.Being digitally literate gives women the chance to get real-time updates and perceive information globally.

Helps In Increased Safety

As our women embrace technology, it is equally essential for them to understand its potential challenges. The online world may be beneficial in many ways, but it's necessary to give them the required <u>tools to be safe online</u>**.**Cyberbullying, Sexting, Plagiarism, Copyright Issues, Virus Protection, and Online exploitation are a few things our women need to know.From protecting passwords to safeguarding personal information, there are many risks associated with the use of technology.Digital literacy gives women an understanding of good online safetypractices and increases their <u>safety online</u>. With digital literacy, women become more vigilant about their safety, which helps them become better internet users.

Becoming a Better Digital Citizen

Digital citizenship refers to the norms of using digital platforms responsibly and appropriately. While embracing digital literacy, women should also learn to become responsible digital citizens.By being digitally literate, women can make better choices about how these technologies can be utilized for everyday tasks and make life easier.

Foster Learning and Empowering

Digital literacy in women leads to creativity, develops critical thinking and makes them better at problem-solving. Furthermore, knowledge of digital tools, such as projectors, smartboards, and tablets, empower women and provide them with a safe and connected environment.By being digitally literate, women access many online free learning platforms. This, in turn, helps foster the process of continuous learning and gaining new insights. Digital literacy helps women learn new skills and helps them fight social discrimination.

Making Thoughtful Decisions

Women's participation in decision-making reduces conflicts, broadens the perspective, and increases innovation and creativity.Women are considered to have higher social sensitivity and often make better decisions. When they are digitally literate, they can make more informed choices for society.

Enhances Employability

With digitization, employers are looking for people who have a decent online presence. Soft digital skills are preferred more over traditional hard skills, and women need to create an online presence to achieve their professional goals. Digital literacy is fast emerging to be an essential skill for employability. It is also linked with higher earning potential.

THREE WAYS TO ACCELERATE DIGITAL LITERACY AMONG WOMEN

Providing A User-Friendly Digital Infrastructure

Public internet access points in safe places like a library or community center are a good way of closing the gender gap. Tailored data plans and digital skill programs for women are another way of accelerating digital literacy among women. All these are linked to better access, increased usage and affordability.

Make Women Aware Of the Digital Financial Solutions

Access to digital financial services, including e-banking, mobile money, and e-commerce platforms, can work wonders in helping a business grow as compared to cash-based service transactions. When women are <u>financially literate</u>, they can make their own financial decisions, propelling the society forward.

Provide Women with the Required Digital Skills and Business Training

Providing women with the right digital business skills will help them successfully start and run a business. From learning <u>how to set up their online store</u> and sell products or services online, learning digital skills and business training will help women grow as <u>successful entrepreneurs</u>.Technology affects everyone, and the sooner we get accustomed to the changing scenario, the better. Supporting our women to become well-informed digital literate citizens is a big step toward creating a flourishing digital economy.

Reference:

1. American Library Association. (2013). Digital literacy, libraries, and public policy: Report of the Office for Information Technology Policy's Digital Literacy Task Force.

2. Biradar, Kavita and Naik, K. G. Jayarama (2017). Digital literacy skills and competencies among the research scholars and PG students of deemed university libraries, Bangalore: a Study. Journal of Advances in Library and Information Science, 3(6), pp.252-257.

3. Mansour, E. (2017). A survey of digital information literacy (DIL) among academic library and information professionals. Digital Library Perspectives, 33(2), 166-188.

4. Martin, A. (2005). DigEuLit—a European framework for digital literacy: A progress report. Journal of eLiteracy, 2, 130–136

5.<u>https://sheroes.com/articles/importance-of-digital-literacy-for-women/MTY4MTA</u>=

6.<u>https://digitalcommons.unl.edu/cgi/viewcontent.cgi?params=/context/libphilprac/article/6175/&path _info=auto_convert.pdf</u>