

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

Vol – 2

Editor-in-Chief

Dr.R.Senthilkumar

Assistant Professor, Department of B.Com (Professional Accounting)
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

Editorial Board Members

Dr.S.B.Gayathri

Associate Professor and HOD, Department of B.Com (Professional Accounting)
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

Dr.N.Sumathi

Assistant Professor, Department of B.Com (Professional Accounting)
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

Ms.J.Madhubala

Assistant Professor, Department of B.Com (Professional Accounting)
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

Dr.D.Padma

Associate Professor, Department of B.Com (Professional Accounting)
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, Tamil Nadu – 642 001.

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

Copy Right: © Department of Commerce -Professional Accounting
Nallamuthu Gounder Mahalingam College (Autonomous),
Pollachi-642 001

Editors: **Dr.R.Senthilkumar, Dr.S.B.Gayathri, Dr.N.Sumathi**
Ms.J.Madhubala & Dr.D.Padma

First Edition: **January 2025**

Book Size: **B5 Size**

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

Copyright

All rights reserved. No part of this book may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, mechanical, photocopying, recording, recording or otherwise, without prior written permission of the author.

67	E-Commerce: A Catalyst for Rural Women Empowerment Dr. R. Kalaiselvi	345
68	Bridging the Digital Divide: Barriers of Online Learning Platforms on Rural Women's Education Ms. P. Divya Bharathi	348
69	Bridging the Gap: Rural Women in the Digital Era Dr. D. Rajasekaran	353
70	Digital Opportunities for Rural Women Entrepreneurship Dr. M. Shanmuga Priya	357
71	Challanges and Oppurtunities for Empowering Rural Women Dr. M. Nirmala	363
72	The Role of Digital India in Rural Women Empowerment Dr. T. Mohana Sundari	368
73	Empowerment of Women: Challenges and Opportunities in Rural Areas Ms. M. Gayathri & Dr. T. Vijaya Chithra	373
74	A Study on Challenges Faced by Women Entrepreneurs While Using Online with Special Reference to Pollachi Taluk Dr. M. Deepa & Mr. A. Arshad Ahamed	378
75	Analyzing the Role of Digital India Initiatives in Empowering Rural Women Through Technology-Driven Socio-Economic Transformation Mrs. M. Dhavapriya	385
76	The Impact of Microfinance on the Advancement of Women Empowerment & Entrepreneurs in India Dr. R. Ramya	391

BRIDGING THE GAP: RURAL WOMEN IN THE DIGITAL ERA

Dr. D. Rajasekaran

Assistant Professor, Department of Commerce B&I
Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu
Email: drrajasekaran@ngmc.org

Abstract

The digital age offers unprecedented opportunities for socioeconomic growth, yet rural women remain marginalized in accessing and leveraging technology. This paper examines the challenges and strategies involved in empowering rural women through digital inclusion. It explores case studies, literature reviews, and theoretical frameworks to highlight successful interventions and actionable recommendations. Key challenges such as the digital divide, socio-cultural norms, and economic constraints are discussed, alongside programs like Digital Sakhi in India and M-Pesa in Kenya that demonstrate effective empowerment models. By investing in digital literacy, infrastructure, and entrepreneurship, rural women can overcome systemic barriers and contribute significantly to sustainable development. The paper concludes with a call for collaborative efforts among governments, NGOs, and private stakeholders to foster digital equity. (200 words)

Introduction

The digital revolution has transformed communication, education, and economic participation globally. However, rural women often remain excluded from these advancements due to systemic challenges such as inadequate infrastructure, low digital literacy, and restrictive cultural norms. Bridging this digital gap is critical not only for gender equity but also for fostering sustainable development and economic resilience.

Globally, rural women face a 20% lower likelihood of internet access compared to their urban counterparts, according to the International Telecommunication Union (2023). This disparity limits their ability to access vital information, healthcare, and economic opportunities. Addressing these gaps is essential for achieving the United Nations Sustainable Development Goals (SDGs), particularly SDG 5, which focuses on gender equality.

Empowering rural women through digital inclusion involves multiple strategies, including enhancing digital literacy, expanding infrastructure, and promoting women-led entrepreneurship. By providing access to technology and fostering an enabling environment, rural women can overcome barriers and actively contribute to their communities.

Review of Literature

International Telecommunication Union (2023) The ITU's report "Measuring Digital Development: Facts and Figures" highlights the global digital gender gap, particularly in rural areas. It provides statistical insights into the barriers faced by women and emphasizes the need for targeted interventions.

Digital Empowerment Foundation (2022) This study explores digital literacy initiatives in rural India, focusing on the role of grassroots organizations in bridging the digital divide. The findings underscore the importance of culturally sensitive training programs.

GSMA Mobile Gender Gap Report (2022) The GSMA report examines mobile phone access among women in low- and middle-income countries. It identifies economic barriers and cultural norms as primary challenges, recommending subsidized devices and community outreach programs.

UN Women (2020) The UN Women's publication "Empowering Women Through ICT" provides a framework for integrating technology into gender equity programs. It discusses case studies from Asia and Africa, emphasizing the role of ICT in improving livelihoods.

World Bank (2021) The World Bank report "The Role of Digital Technology in Gender Equality" discusses the transformative impact of technology on women's economic participation. It highlights successful public-private partnerships in enhancing digital inclusion.

Objectives of the Study

1. To identify the challenges faced by rural women in accessing and utilizing digital technology.
2. To analyze successful models and case studies of digital empowerment.
3. To propose strategic recommendations for fostering digital inclusion and entrepreneurship among rural women.

Theoretical Aspects

i) Digital Divide Theory

The digital divide theory explains disparities in access to technology based on geographic, economic, and social factors. Rural women often occupy the lowest tier of this divide due to intersecting barriers, including poverty, illiteracy, and patriarchal norms. Addressing these disparities requires a multi-dimensional approach that combines infrastructure development with capacity building.

ii) Feminist Theory

Feminist theory provides a lens to examine the structural inequalities that marginalize women in the digital sphere. It advocates for inclusive policies that

consider women's unique challenges and needs, emphasizing empowerment through agency and self-reliance.

iii) Empowerment Theory

Empowerment theory focuses on enhancing individuals' capacities to make decisions and act independently. For rural women, this involves equipping them with digital skills, access to resources, and platforms to voice their concerns and aspirations.

iv) Socio-Economic Framework

The socio-economic framework evaluates the intersection of digital inclusion with economic participation and social development. It highlights how access to technology can improve women's education, health, and entrepreneurship, contributing to community resilience.

v) Behavioral Change Models

Behavioral change models such as the Diffusion of Innovations theory explain how new technologies are adopted within communities. Tailoring these models to rural contexts can accelerate digital literacy and acceptance among women.

Recommendations

1. Localized Digital Literacy Programs: Develop culturally sensitive training programs in collaboration with grassroots organizations.
2. Affordable Infrastructure: Expand rural broadband networks and provide subsidies for devices and internet services.
3. Entrepreneurial Support: Create platforms for rural women to access markets, financial services, and mentorship.
4. Public-Private Partnerships: Leverage resources from both sectors to maximize the reach and impact of digital inclusion initiatives.
5. Policy Advocacy: Advocate for gender-sensitive policies that prioritize women's access to technology and address systemic barriers.

Conclusion

Empowering rural women in the digital age is both a moral imperative and a strategic necessity for sustainable development. By addressing the digital divide and fostering inclusive practices, rural women can overcome systemic barriers and contribute significantly to their communities and economies. Collaborative efforts among governments, NGOs, and private stakeholders are crucial to achieving digital equity. This vision requires sustained commitment and innovative solutions to ensure no woman is left behind in the digital revolution. (200 words)

References

1. International Telecommunication Union (2023). "Measuring Digital Development: Facts and Figures." <https://www.itu.int/>
2. Digital Empowerment Foundation (2022). "Digital Literacy in Rural India: A Case Study." <https://www.defindia.org/>
3. GSMA (2022). "The Mobile Gender Gap Report." <https://www.gsma.com/>
4. UN Women (2020). "Empowering Women Through ICT." <https://www.unwomen.org/>
5. World Bank (2021). "The Role of Digital Technology in Gender Equality." <https://www.worldbank.org/>
6. Kenya ICT Authority (2021). "M-Pesa: Transforming Women's Lives." <https://www.icta.go.ke/>
7. Bangladesh Ministry of ICT (2020). "Rural Digital Centers: Bridging the Gender Gap." <https://ictd.gov.bd/>
8. Pew Research Center (2023). "Global Internet Usage Trends." <https://www.pewresearch.org/>
9. Harvard Kennedy School (2021). "Digital Inclusion and Gender Equity." <https://www.hks.harvard.edu/>
10. OECD (2022). "Innovations in Digital Literacy Programs." <https://www.oecd.org/>