# "Digital Literacy Revolution of Women Empowerment through Self-Help Groups"

**Rajeshwari G M[a], Lavanya B[b], Mizba Saher[c]**

[a]Associate Professor & HoD, Dept. of Commerce, PG Centre, VVFGC, Mysuru

[b]Assistant Professor, SKPFGC & Research Scholar, Vidyavardhaka Research Foundation, Mysuru

[c]Assistant Professor, Sri K Puttaswamy First Grade College, Mysuru

## Abstract

Digital literacy has been characterized as the capacity of people and networks to comprehend and involve computerized innovations for significant activities. Any person who can work on computer /laptop /tablet/cell phone/and utilize other IT related books is being thought of as carefully educated. As of late, Facebook sent off the ' We Think Digital' program in organization with the National Commission for Women (NCW) and Cyber Peace Foundation to give computerized education preparing to 1,00,000 ladies across seven provinces of Uttar Pradesh, Assam, West Bengal, Madhya Pradesh, Gujarat, Jharkhand, and Bihar. Its goal is to make computerized authority among ladies and assist them with utilizing innovation to engage themselves, empower them to settle on shrewd decisions, and be secure from online dangers. The program of engaging ladies makes strict mindfulness among individuals which center around advanced education and citizenship, resolving issues around protection, security, deception and fakes.

The course of Digital literacy and computerized incorporation is critical for ladies on account of promotion to monetary administrations. Information on and admittance to these computerized administrations, for example, portable cash administrations can enable ladies to begin private ventures and give them more noteworthy command over their cash and reserve funds. This paper zeros in more on how government plays underlined its part in fortifying up ladies status in the general public.

**KEYWORDS: -**Empowerment of women, Technical competencies, Capacity building, Challenges, Government Schemes.

## INTRODUCTION

Self-help groups promote socio economic strength to the weaker sections of the community. Thereby promoting the growth of women in every arena which 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. Advanced proficient ladies can work PC related gadgets and help them during the time spent country building. However, a key

element that is preventing the development of a digital India is the deficiency of talented work force this can be filled by women. Along these lines a coordinated methodology between digital India and skill India should be developed to configuration program and confer preparing. The role of private area is vital. They must be prepared to foster foundation offer types of assistance and promote digital education as a feature of the digital India program. Women empowerment and self-help groupbanter rotates around advancing her capacity towards fair admittance to respectable living. Shutting the orientation holes of web access and mechanical strengthening is a vital issue in the national progress. Finding basic data support in local area issues, cooperation in nearby undertakings finding pay age and so forth has been stopped and this straightforwardly impacts the ladies strengthening procedures.

## REVIEW OF LITERATURE

**Smitha (2017)** examined the strategies towards empowerment of women through digital literacy schemes. It also explores the need based policy formulation towards all inclusive digital literacy policy. The study found that 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. Women acknowledge by the proper information regarding the concern can stand selfless against any societal discrimination. This supports them to live in a violence free domestic environment with sustainable future. Though India has sold so many networks along with SIM cards but still some of the sector lack in usage of network due to lack of knowledge regarding the use of internet and also due to less connections in rural areas the availability to networks hinders people for its usage. This might also be in issue in the network coverage which has to be concerned and people should be made aware of it which may dismiss more problems arising in coming near future.

**Yuvashree (2020)** revealed that Women's empowerment plays a crucial role in the overall development of any society besides positively impacting the daily lives of women. There are wide opportunities prevailing for women in India due to improvement and development of technology across the globe. As concerned to globalization men or women at par have equal rights. But they lack due to network prone areas into rural areas and it completely differs than that of urban area.Basic internet centers and training should be provided for rural women to help them utilize the internet facilities to the maximum. "Internet Saathi" this project identified and imparts training to rural women, but in reality, only 1 out of 10 rural women use the internet. Digitization, which is the primary focus of digital literacy, is the most essential skill required for the empowerment of women. The technology up gradation has customized the world in just a fingertip by exploration of gadgets and quick and easy use of mobile phones and internet enable people to have access to any news or information from any part of the world. Education not only base for rural women in digitization but also helps them to empower themselves economically and financially. It would be advantageous for rural women to learn to use the internet via smartphones, carry out digital transactions through online, and become aware of global trends.

**Randwa (2015)**analyzed the method of training being provided and effectiveness of training among SHG members. The study focused on training and capacity building of

women SHGs in all the districts of Punjab.The study foundthat nearly fifty per cent of the SHGs were not provided with any type of training and majority of the respondents showed dissatisfaction as far as training for capacity building and skill formation was concerned. By concerning to the issue Government has launched schemes which helps them to come forward and work in par to men.

## OBJECTIVES

The aim of this paper "Digital skills enhance women empowerment in India" is to cover the accompanying goals

- ➢ To study the Government Schemes for women empowerment through digitalization and self-help group
- ➢ To evaluate the Awareness and present status of improving abilities of Women Empowerment
  in India
- ➢ To study on the training and capacity building through women empowerment in India

## RESEARCH METHODOLOGY

This paper is descriptive and analytical in nature. In this paper, an undertaking has been taken to concentrate on the empowerment of women in India. The information utilized for this article is from secondary sources they are articles from different journals and websites.

## INDIAN GOVERNMENT SCHEMES FOR DIGITAL LITERACY FOR WOMEN IN MANAGING SELF-HELP GROUPS

Ministry of Women and Child Development has encouraged women by launching a direct online link Mahila E-Haat to support upcoming Women Entrepreneurs, Self-Help Groups and Non-Governmental Organizations to exhibit the products made and services rendered by them. This is an initiative taken by the government authorities towards Digital India Initiative Programme. Women can register themselves in registering in any of the self-help groups with the innovative ideas and techniques which enhance them from bringing up change in the society.

1. **"BETI BACHAO, BETI PADHAO":** This is a campaign which focuses on eradication of female feticide and raising awareness on welfare services. "SAVE THE GIRL CHILD" Movement was launched on 22nd January 2015, is a joint initiative run by Ministry Of Women and Child Welfare Department, Ministry Of Health and Family Welfare and The Ministry Of Human Resource Development. In India the child gender ratio in the age group of 0-6 years stood at 931 girls for 1000 boys and it dropped to 918 girls for every 1000 boys in 2011. In 2020, male to female ratio for India was 108.18 males per 100 females. Male to female ratio of India increased from 105.4 males per 100 females to 108.18 males per 100 females in 2020 growing at an average annual rate of 0.19%. Selective abortion or female feticide in India has led to the sharp decline in the ratio of girls born in contrast to the boys in some states in the

country. The wide gap in child gender ratio was noted ever since. To bridge the gap between the birth of girl and boy infants, the government of india has taken up an initiative to promote BetiBachaoBetiPadao. These campaigns also have received support from the Indian Medical Associations.

2. **SAKHI:** It was implemented on 1st April 2015 with 'Nirbhaya' fund. The one stop centers are established at various locations in India for providing shelter police does legal medical and counseling services to victims of violence under one roof integrated in 24 hours helpline. The toll free helpline number is 181. Centers can be contacted for the help and in emergency: Emergency response and rescue services, medical assistant in lodging FIR/NCR psycho-social support counseling legal aid and counseling shelter video conferencing facility to record statements.

3. **SWADHAR GREH:** It was launched by the Union Ministry of Women and Child Development in 2002 for rehabilitation of women in difficult circumstances. The scheme provides shelter, food, clothing and care to the marginalized women/girls who are in need. The women beneficiary includes widowed, prisoners. Natural calamities victims, terrorist survivors, extremist violence etc. the implementing agencies are mainly NGOs.

4. **STEP (THE SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN):** This scheme aims to provide skills that give employability to women and to provide competencies and skill that enable women to become self-employed entrepreneurs. A particular project will be for duration of upto 5 years depending upon the nature, kind of activities and the number of beneficiaries to be undertaken. It includes certain sectors like- agriculture, horticulture, food processing, handlooms, tailoring, stitching, embroidery, zari, handicrafts, computers and IT enable services along with soft skills and skills for the workplace such as spoken English, gems and jewelry, travel and tourism, hospitality etc.

5. **NARI SHAKTI PURUSKAR:** This is a national level awards recognizing the efforts made by women and institutions in rendering distinguished services for the cause of women. The awards are presented by the President of India every year on 8th March, International Women's Day at RashtrapatiBhavan in New Delhi.

**STATUS OF DIGITAL LITERACY NOW**

The situation with digital literacy among women can be perceived by this reality that digital gender gap in India is very high. Less than a 3rd of India's total internet users are female, that is 29%. In worldwide developing countries, the number of women utilizing the internet is 12% not as much as men. The purposes behind low digital literacy among women are complex. The first among them is social molding. Women frequently don't utilize ICTs intended to enable them due to a few hindrances, for example, absence of fearlessness, low confidence, ignorance, averseness to utilization of present day innovation, and the subsequent reason is moderateness. Generally because of neediness and absence of assets, they can't bear the cost of PC and internet providers. Considering that women  on normal acquire 25% not as much as men worldwide, high web costs

separate lopsidedly against ladies. The third explanation is advanced skill and training. Women faced a few obstructions like absence of skill being used of hardware, absence of preparing offices, and so forth. India is gaining slow headway on giving digital literacy training and web access in open organizations at large scale. The fourth reason is what is happening the in rural circle. Women in rural India face numerous issues that preclude them from acquiring digital literacy, like absence of training, mindfulness, openness and frequently limitations on account of their orientation. The fifth is online security. For the most part, police and courts are as yet not prepared to deal with ICT intervened viciousness and badgering cases, and there is no regulation to safeguard the protection of information and correspondence.

The web implies admittance to an abundance of data, however it likewise implies women capacity to speak with one another openly, recovering a feeling of organization as they show themselves new abilities. For instance, it could be considered proper when young women and ladies pose inquiries with respect to delicate subjects like regenerative wellbeing, sex, religion, governmental issues and accepted practices. Internet has a wide scope of assets that can give women with data about their wellbeing and prosperity. Additionally, it gives admittance to educational resource. The greatest advantage of being carefully educated is that there is a plenty of free learning assets on the internet. From YouTube recordings to instructive applications, one can utilize these stages to enhance schooling, acquiring of new abilities, and so on. Moreover, digital literacy assists women with battling social segregation through advanced consideration.

In this manner, we should see "digital gender divide" as "digital gender opportunity", as it will introduce a substantial chance for women to handle well established difficulties of orientation imbalances in gender , including admittance to work, pay, education and health service. The world is evolving. We can't allow our women to stay in obscurity. Each strict standard is so contorted for men that it looks difficult to discuss the privileges of women. Everybody is worried about the obligations of women yet nobody is prepared to battle for the privileges of women. They are not sex objects too. They have lives very much like men. They should be engaged. They need regard. They need love and care. They maintain that somebody should grasp them. Disregard the mentality of orientation generalizations.

## PROMOTING DIGITAL LITERACY IN RURAL WOMEN THROUGH DIGITAL SAKHI- TRAINING

To order to promote Digital Literacy among rural ladies, L&T Financial Services in organization with SEWA Madhya Pradesh began a 'digital Sakhi' drive in Dhar and Badwani locale of Madhya Pradesh. 100 provincial women were prepared as 'digital Sakhis'. Till date in 30 towns, the Digital Sakhis are presently giving financial literacy to the villagers, helping them in learning computerized exchanges to simplify their monetary issues and simpler.

Women cooperation in all circles of life, remembering for the economy, is crucial for manageable and strong harmony and to the acknowledgment of common freedoms.

Government plans like Aadhar pay, more POS machines, Bharat Net, would go far to expand the drive towards computerized change. Trusting that ladies, when engaged with abilities can become proficient change specialists locally, which brought 'digital Sakhis into reality.

At the point when the delegates from SEWA Madhya Pradesh previously moved toward the women in the town, their whole faces were covered with a shroud, since they were somebody's little girl in-regulation. The delegates inquired as to whether they would permit their daughter-in-law in regulation to work with them. They requested the families to send them to work in the village; to do overviews since they are educated and will accomplish great work for the villager.

The 'digital Sakhi' were given preparation about digital transaction, so they can give data about digital transaction to the locals people, help them in open account in bank, and get them to take advantages of government assistance plans from the Panchayats.

The program led an expertise planning exercise for its 1000 ladies business visionaries, particularly in the dairy business, in the poultry business, in goatery business and in fitting & tailoring

The Digital Sakhis are acquainting residents with another world, where individuals can embrace digital transaction, strategies while residing in the villages, set aside time and cash, and make their life simpler.

**TRAINING AND CAPACITY BUILDING PROGRAM**
A portion of the preparation and limit building programs are:

- General purposes of the Mobile phone use for everyday calling and getting calls, SMS, photography, utilization of the schedule, setting caution, and so on.
- Making contacts through some online platform like Facebook, WhatsApp, and Twitter and so forth.
- Information looking through connected with assorted issues-health, education, nourishment, magnificence and style, Government plans, and so on.
- Making conceivable method to pay of bills, clearing installments, making booking online may assist the general population with utilizing innovation some time for their own utilization.
- Admission to educational institution particularly schools, EWS category admission, parallel section to schools, and looking for the information about the equivalent.
- Looking for work through web-based agency by signing up for the sites.
- Empowering area tracking and tracking through setting up of GPS trackers.
- Utilization of portable based applications for the security of ladies, account the board and furthermore empowering them to follow health by means of different gadgets associated with the main gadget.

**RESULT OF THE STUDY**
- To empower rural networks with capacity building and preparing project and make them carefully proficient.

- ➢ To work with rural citizen administrations through digital implies.

- ➢ To make a digital information house at each local area level to make them financially suitable.
- ➢ To produce social, cultural and economic benefits for rural communities with large information.

## SUGGESTIONS

- ✓ Family are the backbone for the women they need to encourage them to acquire the knowledge of digitalization and make them strong
- ✓ There is lot of scope for the information and communication technology by women and it is creating demand day by day. Through this women are getting more access to it.
- ✓ The existing infrastructure in the form of training centers available in communities could also be used for training women.
- ✓ There should be special time slots for training for women and also security should be the main moto of any organization exclusively so that the hesitation experienced by them is minimal as they could open-up in the conducive environment.
- ✓ The women must feel safe with the trainer as well as by the training environment and location, installation of CCTV cameras should be established wherever necessary.
- ✓ The training environment should be fuss-free and non-threatening.
- ✓ The women labor timing should be according to the requirement of work only.
- ✓ The training should preferably be impacted by females who speak in the locally understood language and who can come down to the level of understandability and should be according the needed curriculum.

## CONCLUSIONS

Women are exploited at every stage of life by either means whether it is Social, economic, political, moral, etc., is miserable. They are lack of self-confidence to self-development due to families pressure and other social customs. But the most important thing is they are illiterate so they need literacy. It is a conspiracy to let them remain backward. Their enlightenment will shake the mindless rituals of the society as women could handle both personnel and professional life. Women have been taken for granted for a long time. Everywhere there is a hurry and cry that women should be empowered. It is just spoken everywhere and written in the books, but when it comes to reality, there is nothing. Women in rural India face multiple issues for gaining digital literacy, such as lack of education, awareness, discouragement by families, accessibility and often restrictions because of their gender.

It can be concluded that self-help group are empowering the women with the help of Information technology. It has changed its position from the past to the present. The development of Information Technology has enabled the women section to participate in each and every walk of life.

**References:**

1) varsha, p. s., reddy, g., ln, s. r., &kumar, a. (2019). **Impact of self-help groups, capacity building measures and perceived tension on women empowerment- an empirical study**. asian journal of empirical research, 9(3), 65-87.

2) mann, s. k. (2015). **Training and capacity building of women self-help groups in punjab. agriculture update**, 10(2), 130-133.

3) smitha, h.s (2017). **empowerment of women through digital literacy strategies- new challenges**. iosr journal of humanities and social science, 21-23.

4) dhanamalar, m., preethi, s., &yuvashree, s. (2020). **impact of digitization on women's empowerment: a study of rural and urban regions in india.** journal of international women's studies, 21(5), 107-112.

5) sáinz, m., castaño, c., &artal, m. (2008). **review of the concept of digital literacy and its implications on the study of the gender digital divide**. in3 working paper series, (8).

6) nedungadi, p. p., menon, r., gutjahr, g., erickson, l., &raman, r. (2018**). towards an inclusive digital literacy framework for digital india.** education+ training.

**Websites**

➢ https://www.globalgiving.org/projects/women-capacity-building-and-empowerment/

➢ https://csrbox.org/impact-stories_full_promoting-digital-literacy-in-rural-women-through-digital-sakhi_166

➢ https://unitar.org/sustainable-development-goals/peace/our-portfolio/womens-empowerment

➢ https://my.southsouth-galaxy.org/en/solutions/detail/women-s-empowerment-and-capacity-building-programmes

➢ https://www.goodreturns.in/classroom/2018/02/7-indian-government-schemes-women-empowerment-680804.html

➢ https://nasscomfoundation.org/national-digital-literacy-mission/