



Digitalization as a tool for development of rural women: A case study of digital India in Odisha

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Abstract

In today's world safety concerns for women has become one of the greatest challenges. Threats of women have pulled down the enjoyability of life for women. This paper explored the role of digital India to address the issue of women safety. As they are making digital India for the next big leap for change in environmental, social, and health care sector. Women in India are joining hand in the growth story. This report has outlined the utilities and roles of "digital India" for minimizing women's challenges also it aimed at identifying trends in digital platform for women.. This study can help to see future prospect of entrepreneurial ventures through the gender's lens. The study has been done taking the data for four years (2015 to 2019) from various secondary sources. This study can help to draw a conclusive report on the overall framework of digital India to bridge the gap between under privileged women and the privileged through mobile literacy.

Keywords: digital India, big leap, digital platform

Introduction

Today, the world has changed from a knowledge geek to technoid or technology geek. Think of something and it is available with in no time at all. So, Digital India is a pilot program by the government to inspire and configure Indian Economy to such a knowledge savvy world. The Digital India program is a flagship program of the government of India with a motive to alter India into a digitally entitled society and knowledge economy. as per the analyst, the Digital India plan could hoist GDP up to \$1 trillion by 2025. It was launched by Government of India in 2015 July 1st and the main motto of the campaign is "power to empower". It is the umbrella plan where one of the coverage has been given to the women. It is an ungendered approach to advance the technological based project. in 2018-19, the movement has received a stimulus when its annual budgetary allocation was doubled to 3073 crore INR for a new outcome area.

The discussion paper seeks to present a critical overview of execution and implementation of Digital India in a place like Odisha. it also offers suggestion for enabling a conducive structure for the plan and policies implementation to expand opportunities in different regions for the women in rural area of Odisha.

Literature Review

Dr. Vanketaswararao podile (2018), in his article entitled "Digital India initiative for social and economic emancipation of india" critically analyzed the policies like mahila E- haat and Beti Bachao Beti Padhao policies in terms of empowering women. Anita Gurumurthy and nandini chami (august, 2018) focused on evaluating the outcome area of the program address gender transformative change. Deepa Shrivastava in her article Digital India and women empowerment focused on women's active participation in the growth of a country's economy. Ruchi Malhotra (2015) discussed the position of women in newly emerging areas of information technology and the different way in which ita has benefited women in terms of

employment. Jagdesh. Nadivinamath analyzed on promotion of liaison with various focused agencies, NGSOs, SHGs, welfare nodal centers. Dr. Jyoti Parihar (2017) studied that there is a huge gender divide when comes to the internet usage in India. Only 17% of the women use the internet while its 27% in 466ycase of men. she also emphasized on the equitable uses to ICT and autonomy to receive and produce the information they need. The review of literature results in the conclusion that there was no study on Digital India Initiatives helping women in odisha. Hence, this study was done with these objectives-

Objective of the Study

The pilot purpose of this study is to:

To have a study on support service provided by Digital India in developing women's liberation in today's era.

To see the effort of Government in execution of the program and the Per formability of the project.

To document the currently functional regions of Digital India initiative for empowerment of rural women in Odisha.

To describe about or National Digital Literacy Mission (NDLM) scheme and its working in Odisha district wise.

Methodology

The study namely "Digitalization as a tool for development of rural women: a case study of digital India in Odisha" is a descriptive and theoretical study. An attempt is made to review the existing literature on women empowerment and other related issues. After extensive survey of the literature it is found that there was no specific study which dealt with Digital India initiatives for empowerment of women in Odisha. Hence, this study is made. Mainly secondary data has been taken from different sources as the convenience tool. Most of the data are collected from various sources.

Digital India: A Synoptic View

The world is going towards a tech savvy periphery so does India. The journey of e- Governance initiatives has already begun from the mid90s era, but it could make a lesser

impact than the desired impact. It has been felt that a lot more push should be forced to ensure e- Governance in the country which will stimulate inclusive growth that covers digital services, system, device, product and job opportunities. Moreover, digitalization needs to be vitalized through exclusive public attention. In order to alter the entire structure, Government of India has inaugurated the Digital India program with the objective to change India into digitally empowered society and economy.

Deity: under this program a step called DIP (Digitalization Indian Platform) to provide big structure of digitization in the country which would provide service delivery to the citizens.

Digital locker system: It points out the minimal use of physical documents and stimulates sharing of e documents across everywhere. The repositories plays a pivotal role for sharing documents in online basis.

E- sign: it is the authentic platform the allows citizen to put signature digitally by using Aadhar enabled services.

My Gov: It is a well-known platform to engage citizens. it has many approaches like disseminate and do.

Swachh Bharat Abhiyan (mobile application)
It is a new platform that is a usable weapon by people and government agencies in order to achieve the Swachh Bharat moto.

E-Application: has introduced a system called ORS (online registration system). It provides important online services such as online reports on the basis of diagnosis, registration, fees payment, availability of online blood bank.

National scholarship portal: It provides portal to the scholarship seekers of the country that enables them to follow the process from submission of application to disbursement of scholarship money to the benefits seeker.

Bharat Net,
a high speed digital highway has been conducted to connect all 2.5 lakh Gram Panchayats of nation. By using optical-fibre this initiative would come as india's largest broadband internet connectivity.

BSNL: has taken many important steps like:
It has made a deployment of wifi hotspot throughout the country.

NGN has been introduced in the replacement of 30 years old exchange.

The Govt. also realizes this need as stated by including broadband highways –as one of the parts of digital India, it provides important system citizen services electronically and facilitates transaction.

Provides affordable accessibility to women

The GSMA mobile connectivity index which measures countries progress on key users of mobile internet access and uses shows a 26% point increase in the affordability of internet between 2014 and 2017. According to the Global system for mobile association gender gap report 2019, the percentage of women are digitally literate rose from 19% to 42% in 2019.

Making inclusion of Adhaar enabled service delivery of women

There is an umbrella coverage of different schemes with the help of adhaar enabled service delivery in 51 districts across India. these are linked to various Government schemes like wage payment of MANREGA, payment of social security benefit, old aged payment, PDS distribution, LPG cylinder, etc. State govt are also in the verge to roll out these schemes. 350893281 women UDI enrollment are there and almost 43% women have successful access of adhaar linked account.

Restructure the women power for the job market

In order to uplift the the socio-economic status and to take advantages of emerging employment avenues in the digitalized world. Women needs to be digitally sounded and digitally bounded. Digital literacy progress like PM DISHA has to be coordinated into vocational and open education schemes. Gender equality gives call for policy to encourage women's participation in advanced technological jobs. NASSCOM report estimates that around 60% of Indian IT Company are having 20% of women in top level management (c- suite level). Around 45 of higher participation of women between the age of 30 -35 is in the executive roles compared to the men in the same age level. In 2018-19 more than 300 girls and women have proudly finished digital mission training so far. The main areas which are being taught are online payment, social media, digital marketing, and online form fill up.

Online configuration of women with Government

It is regarded as new hope for women in India. They have started surfing for new information to make her business even More better. It is also providing them new marketing ideas for their ventures and packaging style. They can be provided with many tutorials through which they can add many upgraded marketing strategy. Under NDLM IDEA foundation has been achieving its aim to teach and skill women the application of computer and mobile technology.

Making the women enterprise digitally viable

In order to empower socio-economically states like Maharashtra, Bihar, Odisha, Kerala, Karnataka, Punjab etc have already made their debut to be digitally updated for rural women. There are all total number of 54 centers led by NDLM in Odisha to encourage the state wide computer education.

'ArogyaSakhi' it helps the women residing in the rural area develop their own personality in order to provide health care to them. At rural door step the rural women can be delivered with mobile app which provides them preventive measure for health care. Women provided with tablets and mobile healthcare devices like blood, glucometer pressure checking machine visit homes and collect data from the rural women. Irrespective of the location this data can be accessed by

Table 1: Digital India for gender transformation

Provides affordable accessibility to women
Making inclusion of Adhaar enabled service delivery of women
Restructure the women power for the job market
Online configuration of women with Govt
Making the women enterprise digitally viable

doctors at any point of time who could provide treatment to the patients remotely. Different applications have been launched to provide the accurate and efficient report on crops, analytics to increase productivity and profit margin of farmers. It also helps in providing market price related to crop specially cash crops. A 'sakhi' is a woman with key enabled devices who herself keen in the health care sector and take pioneering steps towards basic health care practices. They are indulged in spreading health and safety concern through initiated thought process. All Arogya sakhis are well equipped with mobile tablets so that they can upload report than and there to make available the report to the doctor. The women are provided with affordable health diagnostic facilities at their feet step. An early detection of disease can be done through this timely facility. A sakhi earns rupees 1000 per month on an average by charging rupees 20- 50 per test.

Internet Saathi: This is the strong and long vision of the chairman of honorary of Tata sons Ratan Tata has taken the initiatives named 'internet saathi'. The aim of this program is to uplift the rural women in India. They took the helping hand of Google and Intel to motivate the rural women to be educated and to make them productive for the future work. This is the very vast and broad initiative for those who have not yet made it to self-sufficiency in terms of career and internet. Though women internet users in urban area are overshadowing the men users, when it comes to rural area it is just hand counted numbers of rural women using this facility. This is a three disciplinary approached project that will deploy 1000 distinctively designed bicycle to the saathis with internet connectivity to provide villagers a brand new experience of internet world. This will be for a specific period of 4-6 months of duration. The initiative will be cover a broad area of 4500 villages in the state like Rajasthan, Gujarat, and Jharkhand within the next 18 months. It is about to reach approximately five lakh women in rural India.

The Amakomaya Project (Nepal): The literal meaning of Amakomaya is 'mother's love'. The main motive of this project is to provide the nepali women residing in rural areas the life saving digital hacks related to health care using their local language through internet. It also facilitates post and pre pregnancy health care tips to the local rural women. This serves as the weapon against diseases in new born baby with the hi-tech mobile connectivity, this program enabled the users to access the urban based doctors for health care advice.

W2E2 (India): W2E2

Stands for women for empowerment and entrepreneurship, which is helping the rural women with new aged digital technology like internet connectivity, e learning tools etc. The fields like empiric agriculture and rural healthcare can be effectively explored through increased application of internet by women. Shops and booths are being set up by rural women to extend help to community with this lots of other women are there who have built themselves as digital literacy trainers in their locality.

National e-Governance Plan

Gives rise to the rural emerging entrepreneurs of rural area by giving citizen focused services such as bill payments,

and easy accessibility to land records. This plan extends helping hand for community participation, setting up of rural enterprise, enabled citizens to make clear decision, eradication of corruption process. The only qualification that is needed here is the maturity of women in digital literacy. Digital India paves the way to provide phone connection and easy accessibility to broad bands over 2.5 lakhs villages by 2019. Here the another motive is to care for a new age rural marketing for the entrepreneurs and policy makers. The pivotal role will be played by mobile technology for providing useful information and digital upliftment to the rural population.

E- Shakhsharata

The Pradhan Mantri gramin digital Saksharata abhiyan (PMDISHA) was pioneered under the Digital India flagship programme and that would fold 6 crore households of rural India with its blanket scheme to encourage them to be literate. According to the 71st NSSO survey on education, 2014 the percentage of rural households those who were digitally literate was as few as 6%. This shows that digital have-nots were 94% that was 15 crore out of 16.85 crore households.

Earlier the Govt. had inculcated the NDLM (DISHA) to implement digital training to 52.5 lakh people which include ASHA workers and Anganwadi and Ration dealers in all the states across the country. It would help them to be IT literate and make them a proper participant of democratic and developing nations. Over 400 women were trained with cyber security systems in the previous two years. Also many of them are transacting through e-marketing using social media for their handicraft products.

Mahila E-haat

This has risen as an online marketing portal for women entrepreneurs, NGOs led by women and women-led self Help groups. It is a bilingual portal which was initiated in 2016. It is a showcasing platform for enthusiast who directly wants to contact with the buyers. More than 2000 types of products are being sold by entrepreneurs from various regions all across India (Almost 24 states). Here 18 varieties of products are having some provisions for sale and those are Home décor, carpets, environmentally friendly cloth bags, ethnic accessories, decorative items, baskets, gifts, grocery items, natural and organic products, aids for education, and many more. Directly or indirectly by this app more than three lakh women are reaping benefits.

Nirbhaya App

This is an app developed by Govt. of India to provide a secure interface to the women who by- chance could meet any unforeseen circumstances and violation of their safety. It can send an emergency message or distress call to a specific contact group in the situation of emergency.

Digital program in Odisha

Odisha has been included newly in the Google India's 'Internet saathi' program for educating rural women to use the internet in Odisha, the internet saathi force would cover over 16,000 villages. As an initiative launched in 2015 By now, 70,000 trained saathis are using the internet to bring about a optimistic change in their respective communities and have already benefited over 2.6 crore women in national scale. Out of every ten saathis and their Beneficiaries eight

saathis have the view people in their villages respect them more Nine beneficiaries out of ten again believe it can increase a women’s right to express herself and earn a living for her family. Seven women out of ten women who have completed the training with the saathis have witnessed an improvement in their children’s education. Three saathis and two saathis in every ten benefit reaper have set up some of ventures and earn upto 3000 to 5000 per month. In Odisha, the program has embarked upon from puri’s parakana village, Bhuinpur of Kendrapara district, Sindhia in Baleswar and would cover 16,000-plus villages across Odisha.

Table 2

Beneficiaries number in each ten women	Values they get
8	Respect
9	Right to express
7	Children’s education
3	Business earning

Source: (livemint.com report on internet saathis)

Data Interpretation and Analysis

Table 3: The number of registered person under national digital literacy mission led by digital India

District	Women member registered
Sundergarh	263
Balangir	0
Nayagarh	162
Jagathsighpur	25
Khordha	25
Kendujhar	0
Jajpur	71
Sambalpur	0
Baleswar	61
Kalahandi	313
Koraput	83
Malkangiri	37
Ganjam	34
Bhadrak	75
Mayurbhanj	130
Nabarangapur	2
Anugul	3
Sonpur	62
Kendrapara	39
Malkangiri	0
Cuttack	32
Jagatsinghpur	61

Source: (digital India website)

From the above table it can be clearly seen that odisha is adopting the digital literacy for women but around 9 districts are there which are not covered under this scheme. Western odisha is being neglected in this sector and costal belt regions are well covered than western odisha. Kalahandi is having highest number of registered under the running schemes. Sundergarh, Nayagarh, Mayurbhanj being the most aware districts among others.

Table 4: State plan versus Digital India plan

Plan	Launched	Beneficiaries	State govt. \ Digital India
She means business	2017, August	25000	State govt with facebook
NDLM	2014, October	9807	Digital India
Internet saathi	2015	16000	Digital India

In recent past Odisha government has launched a new initiative called “she means business” of facebook at Bhubaneswar for women entrepreneurs in Odisha. Within one year 25,000 rural women and SHG has been given training under this program and joint initial mresures of mission shakti and facebook. In the Same time plans like NDLM and internet saathi have paved the way for themselves by making effort towards digitalization of women.

Findings

From the above study the following findings can be drawn: In a state like odisha where female literacy rate is 64.36% (HDI report, 2011) it’s quite a herculean task to implement digital literacy with in women by convincing them about its pros. It can be seen Digital India projects are well inculcated here from the very beginning of the programs still some projects like arogya sakhi and mahila e- haat are not gathering light like internet saathi and NDLM\DISHA program. It can be observed that in odisha the execution level is quite slow in comparison to states like maharstra, Karnataka, bihar etc.

A new program like “shemeansbusiness” is new initiative in Odisha to bring the underprivileged to the techno frame. Western Odisha is adopting digital India’s NDLM in a slow pace while costal areas are more aware about the digitalization and its benefits. Going against the records kalahandi as one of the districts of western Odisha is having the highest number of registration under NDLM scheme.

Conclusion

As we are moving towards a cashless better tech savvy economy, many women from marginalized backgrounds feel alienated, hence the Digital India drive has made a framework to bring all the under privileged into its umbrella to make them selfreliant.through the programs like Nirbhaya App, mahila e- haat, arogya sakkhi, internet saathi, NDLM\DISHA etc teaching for financial inclusion, marketing style, financial cautiousness, better entrepreneurial skills are being provided. The main criteria is to extract the digitalized version of these women into this fast moving socio economic frame. The Digital India initiative has been doing a slow and steady pace to bridge the gap between the dreams and reality through mobile literacy. It has shown a country like India and Odisha an virtual world of endless possibilities. To conclude, the digital initiatives for empowerment of women hope to transform India into a digitally empowered country.

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