

Effect of Digital India on Educational Empowerment of Rural and Urban women

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Abstract-Digital India is a prominent programme of Indian Government. Digital India has three vision areas. First vision area is providing Digital Infrastructure as a utility to every citizen. Second vision area is provision of Governance and services to citizens on Demand and third vision area is empowering citizens digitally. Andhra Pradesh is the tenth largest Indian state in terms of population. Both Union and State Governments are implementing Digital India initiatives very effectively in Andhra Pradesh. In this backdrop, Present Research is carried out, to examine the effect of Digital India on Educational empowerment of rural and urban women in Andhra Pradesh state and to do relative analysis of digital India impact on Educational empowerment rural and urban women in Andhra Pradesh. Present Research is an empirical study. Primary data is the main source for present study.

Index Terms: Digital India, Educational Empowerment, Rural women, Urban Women

I. INTRODUCTION

Digital India is a prominent programme of Indian Government. Digital India has three vision areas. First vision area is providing Digital Infrastructure as a utility to every citizen. Second vision area is provision of Governance and services to citizens on Demand and third vision area is empowering citizens digitally. Andhra Pradesh is the tenth largest Indian state in terms of population. Women population in the state as per 2011 census is 2, 47, 46, 590. Both Union and State Governments are implementing Digital India initiatives very effectively in Andhra Pradesh. In this backdrop, Present Research is carried out.

II. REVIEW OF LITERATURE

Appa Rao (1999) expressed the view that rural women are to be associated with poverty alleviation programmes right from the planning stage to make the programme need based and successful. Archana Sinha (2004) found microfinance from non-governmental organizations reduced poverty and lead to economic empowerment of women. Arjuna Kumar (2015)

had explored Digital India and other initiative like National Digital Literacy Mission (NDLM). Anooja A (2016) had dealt with Internet voting system and Digital India. Venkateswararao. Podile (2018) dealt with the important digital India initiatives which empower women. Review reveals that present study is unique in terms of concept and coverage.

III. OBJECTIVES

The prominent objectives of present research include

1. To examine the effect of Digital India on Educational empowerment of rural and urban women in Andhra Pradesh state
2. To do relative analysis of digital India impact on Educational empowerment rural and urban women in Andhra Pradesh.
3. To find out the issues and challenges encountered while executing digital India

IV. HYPOTHESES

Null Hypothesis: Differences observed in the effect of Digital India on rural and urban women Educational empowerment, are not significant in Andhra Pradesh

Alternative Hypothesis: Differences observed in the effect of Digital India on rural and urban women Educational empowerment are significant in Andhra Pradesh

V. METHODOLOGY

Present Research is an empirical study. Primary data is the main source for present study. Structured schedule is used for collecting Primary data. Size of sample is 4160. Two stage stratified random sampling technique was used for forming sample. Universe is divided into thirteen strata in the first stage as there were thirteen districts in Andhra Pradesh state. Each stratum in the second stage was divided in to rural women sub strata and urban women sub strata. 320 women were taken in to sample from each district as per proportionate weightage given to rural and urban women population in each district. Simple random sampling technique is used for selecting units for

sub sample. Statistical significance of the results was tested with Chi-square test.

VI. DATA ANALYSIS

Table-1: Digital India enables the women to develop civic responsibility

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	895	30.2	450	37.7	1345	32.3
2	Agree	1250	42.2	510	42.7	1760	42.3
3	Neither Agree Nor Disagree	560	18.9	205	17.2	765	18.4
4	Disagree	164	5.5	20	1.7	184	4.4
5	Strongly Disagree	96	3.2	10	0.7	106	2.6
Total		2965	100	1195	100	4160	100

It is noticed that 74.6 percent of women in Andhra Pradesh concurred to the statement that Digital India enables the women to develop civic responsibility. It is found that 72.4 percent of rural women in Andhra Pradesh concurred to the

statement that Digital India enables the women to develop civic responsibility. It is also found that 80.4 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to develop civic responsibility.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.073	4	.000
Likelihood Ratio	73.914	4	.000
Linear-by-Linear Association	54.278	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table-2: Digital India enables the women to achieve the goal of gender equity and justice

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	962	32.4	532	44.5	1494	35.9
2	Agree	1317	44.4	353	29.5	1670	40.1
3	Neither Agree Nor Disagree	462	15.6	219	18.3	681	16.4
4	Disagree	172	5.8	61	5.1	233	5.6
5	Strongly Disagree	52	1.8	30	2.6	82	2.0
Total		2965	100	1195	100	4160	100

It is noticed that 76.0 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to achieve the goal of gender equity and justice. It is found that 76.8 percent of rural women in Andhra Pradesh concurred with the statement that Digital India

enables the women to achieve the goal of gender equity and justice. It is also found that 74.0 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to achieve the goal of gender equity and justice.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	88.669	4	.000
Likelihood Ratio	90.014	4	.000
Linear-by-Linear Association	6.585	1	.010
N of Valid Cases	4160		

H_0 is rejected.

Table-3: Digital India enables the women to achieve the goal of social harmony and unity.

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	715	24.1	452	37.8	1167	28.1
2	Agree	1221	41.2	462	38.7	1683	40.5
3	Neither Agree Nor Disagree	653	22.0	200	16.7	853	20.5
4	Disagree	340	11.5	80	6.7	420	10.0
5	Strongly Disagree	36	1.2	1	0.1	37	0.9
Total		2965	100	1195	100	4160	100

It is noticed that 68.6 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to achieve the goal of social harmony and unity. It is found that 65.3 percent of rural women in Andhra Pradesh concurred with the statement that Digital India

enables the women to achieve the goal of social harmony and unity. It is also found that 76.5 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to achieve the goal of social harmony and unity.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	101.467	4	.000
Likelihood Ratio	105.820	4	.000
Linear-by-Linear Association	91.787	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table-4: Digital India enables the women to achieve the goal of environment protection.

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	730	24.6	444	37.2	1174	28.2
2	Agree	1218	41.1	508	42.5	1726	41.5
3	Neither Agree Nor Disagree	537	18.1	171	14.3	708	17.0
4	Disagree	390	13.2	52	4.4	442	10.6
5	Strongly Disagree	90	3.0	20	1.6	110	2.7
Total		2965	100	1195	100	4160	100

It is noticed that 69.7 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to achieve the goal of environment protection. It is found that 65.7 percent of rural women in Andhra Pradesh concurred with the statement that Digital India

enables the women to achieve the goal of environment protection. It is also found that 79.7 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to achieve the goal of environment protection.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.148	4	.000
Likelihood Ratio	133.059	4	.000
Linear-by-Linear Association	113.681	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table-5: Digital India enables the women to achieve the goal of community development

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	648	21.9	371	31.0	1019	24.5
2	Agree	1164	39.3	541	45.3	1705	41.0
3	Neither Agree Nor Disagree	709	23.9	183	15.3	892	21.4
4	Disagree	266	9.0	70	5.9	336	8.1
5	Strongly Disagree	178	6.0	30	2.5	208	5.0
Total		2965	100	1195	100	4160	100

It is noticed that 65.5 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to achieve the goal of community development. It is found that 61.2 percent of rural women in Andhra Pradesh concurred with the statement that Digital India

enables the women to achieve the goal of community development. It is also found that 76.3 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to achieve the goal of community development.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	97.263	4	.000
Likelihood Ratio	101.480	4	.000
Linear-by-Linear Association	87.843	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table-6: Digital India enables the women to fight against the oppressive forces in the society.

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	664	22.4	296	24.8	960	23.1
2	Agree	1051	35.4	385	32.2	1436	34.5
3	Neither Agree Nor Disagree	770	26.0	396	33.1	1166	28.0
4	Disagree	363	12.2	117	9.8	480	11.5
5	Strongly Disagree	117	4.0	1	0.1	118	2.9
Total		2965	100	1195	100	4160	100

It is noticed that only 57.6 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to fight against the oppressive forces in the society. It is found that only 57.8 percent of rural women in Andhra Pradesh concurred with the statement that Digital

India enables the women to fight against the oppressive forces in the society. It is also found that only 57.0 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to fight against the oppressive forces in the society.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69.502	4	.000
Likelihood Ratio	94.560	4	.000
Linear-by-Linear Association	10.648	1	.001
N of Valid Cases	4160		

H_0 is rejected.

Table-7: Digital India enables the women to adopt the scientific innovations and technological advancements

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	706	23.8	351	29.4	1057	25.4
2	Agree	1087	36.7	603	50.5	1690	40.6
3	Neither Agree Nor Disagree	785	26.5	177	14.8	962	23.1
4	Disagree	202	6.8	47	3.9	249	6.0
5	Strongly Disagree	185	6.2	17	1.4	202	4.9
Total		2965	100	1195	100	4160	100

It is noticed that 66.0 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to adopt the scientific innovations and technological advancements. It is found that 60.5 percent of rural women in Andhra Pradesh concurred with the statement that Digital

India enables the women to adopt the scientific innovations and technological advancements. It is also found that 79.9 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to adopt the scientific innovations and technological advancements.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	152.895	4	.000
Likelihood Ratio	166.916	4	.000
Linear-by-Linear Association	108.193	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table-8: Digital India enables the women to develop as entrepreneurs

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	780	26.3	402	33.6	1182	28.4
2	Agree	1275	43.0	512	42.8	1787	43.0
3	Neither Agree Nor Disagree	631	21.3	152	12.7	783	18.8
4	Disagree	225	7.6	117	9.8	342	8.2
5	Strongly Disagree	54	1.8	12	1.1	66	1.6
Total		2965	100	1195	100	4160	100

It is noticed that 71.4 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to develop as entrepreneurs. It is found that 69.3 percent of rural women in Andhra Pradesh concurred with the

statement that Digital India enables the women to develop as entrepreneurs. It is also found that 76.4 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to develop as entrepreneurs.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.906	4	.000
Likelihood Ratio	60.231	4	.000
Linear-by-Linear Association	17.788	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table-9: Digital India enables the women to develop personality in the society

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	691	23.3	445	37.2	1136	27.3
2	Agree	1252	42.2	458	38.3	1710	41.1
3	Neither Agree Nor Disagree	610	20.6	205	17.2	815	19.6
4	Disagree	353	11.9	68	5.7	421	10.1
5	Strongly Disagree	59	2.0	19	1.6	78	1.9
Total		2965	100	1195	100	4160	100

It is noticed that 68.4 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to develop personality in

the society. It is found that 65.5 percent of rural women in Andhra Pradesh concurred with the statement that Digital India enables the women to

develop personality in the society. It is also found that 75.5 percent of urban women in Andhra Pradesh concurred with the statement that Digital

India enables the women to develop personality in the society.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	102.019	4	.000
Likelihood Ratio	102.588	4	.000
Linear-by-Linear Association	80.958	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table-10: Digital India enables the women to sensitize the policy makers and officials about their developmental obligations

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	469	15.8	259	21.7	728	17.5
2	Agree	1096	37.0	405	33.9	1501	36.1
3	Neither Agree Nor Disagree	971	32.7	375	31.4	1346	32.4
4	Disagree	340	11.5	145	12.1	485	11.7
5	Strongly Disagree	89	3.0	11	0.9	100	2.3
Total		2965	100	1195	100	4160	100

It is noticed that only 53.6 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to sensitize the policy makers and officials about their developmental obligations. It is found that only 52.8 percent of rural women in Andhra Pradesh concurred with the statement that Digital India

enables the women to sensitize the policy makers and officials about their developmental obligations. It is also found that only 55.6 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to sensitize the policy makers and officials about their developmental obligations.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.083	4	.000
Likelihood Ratio	37.496	4	.000
Linear-by-Linear Association	12.855	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table-11: Digital India enables the women to connect with each other and share experiences in life

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	870	29.3	461	38.6	1331	32.0
2	Agree	967	32.6	486	40.7	1453	34.9
3	Neither Agree Nor Disagree	803	27.1	167	14.0	970	23.3
4	Disagree	246	8.3	60	5.0	306	7.4
5	Strongly Disagree	79	2.7	21	1.7	100	2.4
Total		2965	100	1195	100	4160	100

It is noticed that 66.9 percent of women in Andhra Pradesh concurred with the statement that Digital India enables the women to connect with each other and share experiences in life. It is found that 61.9 percent of rural women in Andhra Pradesh concurred with the statement that Digital India

enables the women to connect with each other and share experiences in life. It is also found that 79.3 percent of urban women in Andhra Pradesh concurred with the statement that Digital India enables the women to connect with each other and share experiences in life.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	116.628	4	.000
Likelihood Ratio	123.175	4	.000
Linear-by-Linear Association	81.359	1	.000
N of Valid Cases	4160		

H_0 is rejected.

VII. CONCLUSION

Majority of rural women in Andhra Pradesh felt that Digital India initiatives enable women to develop civic responsibility (72.4%), to achieve the goal of gender equity and justice (76.8%), to achieve the goal of social harmony and unity (65.3%), to achieve the goal of environment protection (65.7%), to achieve the goal of community development (61.2%), to fight against oppressive forces in the society (57.8%), to adopt the scientific innovations and technological advancements (60.5%), to develop as entrepreneurs (69.3%), to develop personality in the society (65.5%), to sensitize the policy makers and officials about their developmental obligations (52.8%) and to connect with each other and share experiences in life (61.9%). The views expressed by rural women in Andhra Pradesh drives to the conclusion that Digital India initiatives lead to the educational empowerment of rural women in Andhra Pradesh. Majority of urban women in Andhra Pradesh felt that Digital India initiatives enable women to develop civic responsibility (80.4%), to achieve the goal of gender equity and justice (74%), to achieve the goal of social

harmony and unity (76.5%), to achieve the goal of environment protection (79.7%), to achieve the goal of community development (76.3%), to fight against oppressive forces in the society (57%), to adopt the scientific innovations and technological advancements (79.9%), to develop as entrepreneurs (76.4%), to develop personality in the society (75.5%), to sensitize the policy makers and officials about their developmental obligations (55.6%) and to connect with each other and share experiences in life(79.3%). The views expressed by urban women in Andhra Pradesh drives to the conclusion that Digital India initiatives lead to the educational empowerment of urban women in Andhra Pradesh.

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AUTHORS PROFILE



Dr. Venkateswararao. Podile is a Professor of Management at KL Deemed to be University, Andhra Pradesh, India. He was a Former Associate Professor at Central University of South Bihar, Gaya. He had total teaching Experience of 20 years. He had contributed 200 Research papers. Out of which 87 research Papers are published in Peer reviewed and UGC listed journals, 6 papers were published as chapters in edited ISBN Books and papers presented in seminars are 103. He had carried out 5 Research Projects as Principal Investigator for prestigious organizations including University Grants Commission (3), National Commission for Women, New Delhi (1) and Indian Council for Social Sciences Research (ICSSR), Ministry of Human Resource Development (1). He is presently carrying out a Research Project of Department of Science and Technology, (DST) Government of India. He had also carried out 8 consultancy Projects for renowned institutions including Entrepreneurship Development Institute of India, Ahmadabad (1), Institute of Public Enterprise, Hyderabad (1), National Institute for Micro, Small and Medium Enterprises, Hyderabad (5) and Andhra Pradesh Information Technology Academy (1).