

The Role of Digital India in Rural Women Empowerment- A Case Study of Vijayapura District

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Abstract:

The purpose of this study is to know the role of digital India programme in women empowerment. Present research study is exploratory in nature aimed at knowing the impact of Digital India programmes on rural women in Vijayapura District of Karnataka State For the present study multi stage sampling technique is adopted. The study is conducted in all the 5 taluks, Sindagi, Indi, Vijayapura, Basavanabagewadi and Muddebihala of Vijayapura district. For selection of the Sample villages will be followed random sampling method. From all the five taluks 43 villages is selected and total 3340 respondents were selected. The questionnaire is distributed among the respondents and got 3238 response. By combining both quantitative and qualitative data more accurate first hand information can be collected. The study found that digital India is improving the quality of women's life. Digital India is empowering women digitally and it also emphasis on universal digital literacy and availability of digital resources or services in Indian languages.

Key Word: Digital India, Rural Women, Empowerment, Vijayapura

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I. INTRODUCTION:

The women are empowering through the help of Information technology. It has been changing their position from past. The development of IT has enabling the women section to participate in each and every walk of life. It has been empowering the women by enhancing their skills, knowledge and income. Flexi timings and work at home with internet has enabled the more women to join the labour force. Thus IT has been playing a greater role in women's empowerment. It potential to sweep across political, geographical, economic and social barriers is just the leverage that women need to build for themselves a new identity and a more honourable place in society. The government of India has initiated with lots of plans and policies to bring in a greater shift in the position of women at all levels with the help of information technology. One such programme is Digital India.

Information technology and communication technologies have huge potential to provide new opportunities and challenges for developing economies. Since the wave of liberalisation in the 1990's, India has harnessed technologies along with vast economic reforms to open up Indian markets to global businesses and investments. However, in the recent past, the Indian leadership's focus on amplifying digitisation has deepened and they have begun to acknowledge the potential to transform India into a true technology leader.

It is estimated that India's digital economy has the potential to become a 1 Trillion USD ecosystem by 2025. This will have multiple positive consequences, from an increase in jobs to foreign investment, growth of domestic digital infrastructure, the rise of small and medium businesses and an overall enhancement in the country's economic growth. However, there are many hurdles in India's path to becoming a 1 trillion-dollar economy such as a rampant digital divide, varied demographic profile and underdeveloped technology infrastructure. However, The Government of India has realised that it is important that their policy measures are contemporaneous with the underlying challenges of the digital ecosystem and are forward looking in nature. A first step in this direction was the Digital India, that amplified pre-existing approaches along with newer targeted schemes.

Digital India Programme:

National Digital Literacy Mission (NDLM) or Digital Saksharata Abhiyan (DISHA) or Digital India is a flagship programme of the Indian government led by Prime Minister Shri Narendra Modi. To transform India into a digitally inclusive and leading knowledge society, Hon' Prime Minister Shri Narendra Modi launched the Digital India programme on July 1, 2015. This vision can become a reality only when villages across the

country become a vibrant part of this mission. Common Services Centers (CSCs) are enabling this vision as access points for delivering e-governance services and digital literacy in rural and remote areas. The mission aims to make one person in every family e-literate, empowering them digitally and mainly focusing on rural population. The government has set up state-wise training centers and partners who are engaged in conducting the course and educating the citizens enrolled in the programme.

“I see technology as a means to empower and as a tool that bridges the distance between hope and opportunity. Digital India is an enterprise for India's transformation on a scale that is, perhaps, unmatched in human history. Digital India is our dream for the nation. When I say ‘Digital India’ it is not meant for the rich, but for those who are poor. Women must also be made partners in economic development. I have seen that women are very good at adapting to latest technology. We should link women and technology up-gradation.” – Prime Minister Narendra Modi’s view see women as a crucial agent of economic development of the country and digital India provides a way to tap into the latent potential of the women by providing them with the knowledge of digital world and opening doors to new and confident women entrepreneurs.

The Digital India Programme is emerging as a movement for social and economic empowerment while delivering its core mandate of digital access and connectivity for each and every Indian. The Common Services Centers and the Village Level Entrepreneurs, together, are one of the crucial pillars through which the iconic programme is being driven and turned into a reality on a day-to-day basis. The story of this change in motion is far more vibrant and inspiring. It is very interesting that how women in the rural communities are joining this mission while emerging as champions of change in their communities. National Digital Literacy Mission (NDLM) or Digital Saksharata Abhiyan (DISHA) is an ambitious project aimed at putting an end to digital divide among the citizens of India. The campaign stresses on Digital Literacy and at least making one in each family digitally literate.

II. REVIEW OF LITERATURE:

Dhanamalar M, Preethi S, Yuvashree S; (2020) examined that, urban women have reached a specific level of self-reliance wherein their dependence on others has reduced over the years when compared to the state of rural women. This dependency level of the rural women in India has led to various issues such as their being misled and defrauded. According to a survey conducted by NSSO, rural women's literacy rate is significantly lower than that of urban women. In addition to a better level of education, there is a large gap between urban women and rural women in terms of technology usage. After the onset of globalization in 1990, technology was initially a male-dominated field but with the increasing involvement of urban women over the years the usage of technology has increased among them. Despite the promises of the digital revolution, rural women still do not have the same access to information and technology, as urban women in India.

Xiao Han (2018) reported that the Internet has experienced dramatic technological development since the late 1980s, fierce debates about the empowering potential of the Internet for women's liberation have also raged. In particular, feminist theorists have grasped this opportunity to enquire whether women can become empowered by the Internet. However, the existing feminist research lacks systematic theoretical frameworks that would help us investigate what roles digital media play in the process of women's empowerment. This sets the scene for creating possible theoretical links between digital media and women's empowerment. The role of Chinese women's groups in the process of women's empowerment will be presented to demonstrate the explanatory value of the framework.

Malhotra Ruchi (2015) indicates that Information technology has revolutionized the world as never before. The benefits accrued from the synergy of knowledge and IT need not be restricted to the upper strata of the society but have to freely flow to all segments of the female population. IT sector is considered to be non-discriminating. It is considered to be an equal opportunity employer for men & women. IT are powerful tools for women to use to overcome discrimination, achieve full equality, well-being and participation in decisions that impact the quality of their lives and the future of their communities.

Gurumurthy, (2013) stated that digital ICTs and media also represent a commercial space, influenced by private sector interests. This means existing patriarchal attitudes towards gender can be reproduced as well as challenged in the online environment in ways that can limit the potential of ICTs to be tools for women's empowerment.

Asiedu (2012) criticises ICT and development discourse for using the ‘language of empowerment’ while at the same time presenting women as ‘passive recipients’ of ICTs rather than examining whether they are able to be ‘active users’. Even when women are passive users of ICTs, this can increase their access to services and information in ways that empower them and provide an important base for voice and influence. However, for women to use ICTs to voice their views and influence others, they need also to be active users of digital ICTs.

Objectives of the study:

- To study the socio-personal characteristics of rural women in Digital India Environment.
- To study the impact of Digital India Initiatives in rural women empowerment.
- To know the Digital media usefulness for empowerment of women.
- To understand the Opinion about the Digital media usefulness for empowerment of women.

Research Design:

The research study is exploratory in nature aimed at knowing the impact of Digital India programmes on rural women in Vijayapura District of Karnataka State For the present study multi stage sampling technique is adopted. The study is conducted in all the 5 taluks, Sindagi, Indi, Vijayapura, Basavanabagewadi and Muddebihala of Vijayapura district. For selection of the Sample villages will be followed random sampling method. From all the five taluks 43 villages is selected and total 3340 respondents were selected. The questionnaire is distributed among the respondents and got 3238 response. By combining both quantitative and qualitative data more accurate first hand information can be collected.

Data analysis:

Table 1: Age wise distribution of Respondents

Age	Frequency	Percentage
18 to 25	1365	42.16
26 to 35	1004	31.01
36 to 45	556	17.17
46 and above	313	9.66
Total	3238	100

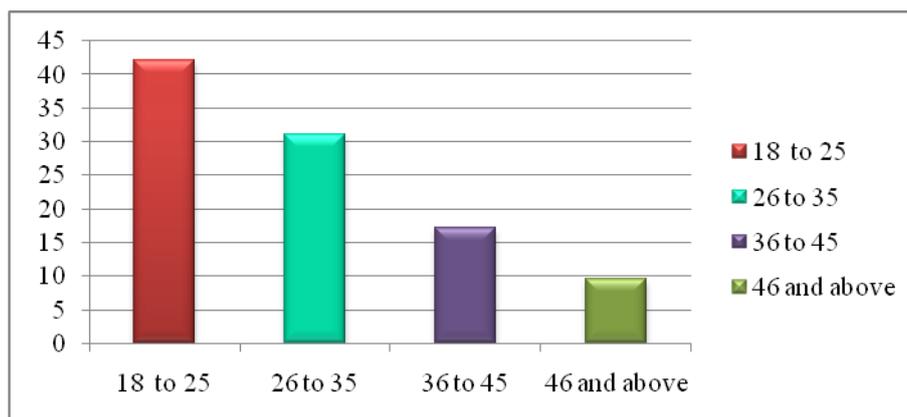
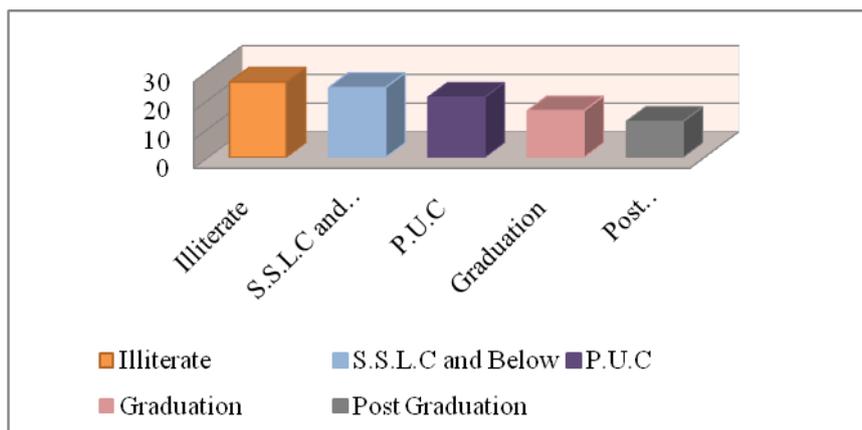


Table no.1 indicates the slightly less than half of the women (42.16Percent, N=1365) were belong to 18 to 25 years age group, followed by 31.01Percent (N=1004) belonging to the age group of 26-35 years, while 17.17Percent (N=556) belongs to 36 to 45 years of age group and only 9.66Percent (N=313) belongs to the age group of above 46 years.

Table 2: Education Level of the Respondents

Education	Frequency	Percentage
Illiterate	848	26.19
S.S.L.C and Below	786	24.27
P.U.C	676	20.88
Graduation	524	16.18
Post Graduation	404	12.48
Total	3238	100



The evaluation of education level of women under study reported that (73.19 Percent, N=2390) are literate and only 26.19 Percent, N=848) are illiterate. Among the literates 24.27 Percent (N=786) have S.S.L.C and below, followed by 20.88 Percent (N=676) of the women who have PUC, 16.18 Percent (N=524) have a graduation level of education and only 12.48 Percent (N=404) have post graduation level of education.

Table 3: Working pattern of the Respondents

Employment	Frequency	Percentage
Self Working	294	9.08
Private sector	524	16.18
Agriculture	619	19.12
Govt. employee	230	7.10
House wife	752	23.23
Student	819	25.29
Total	3238	100

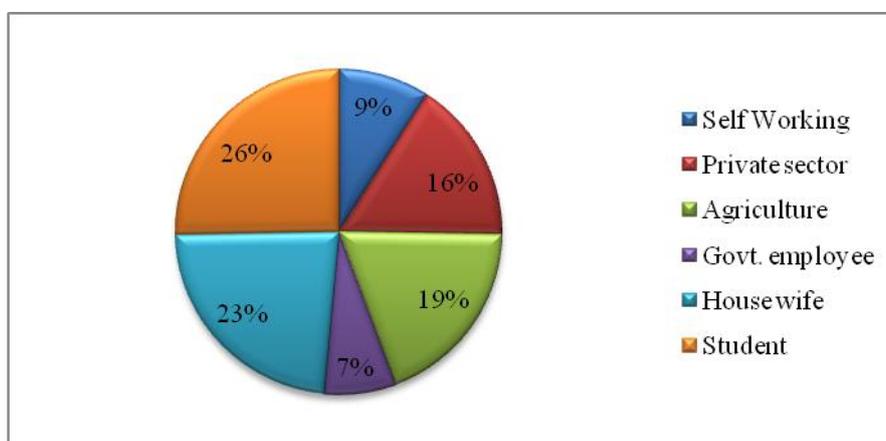
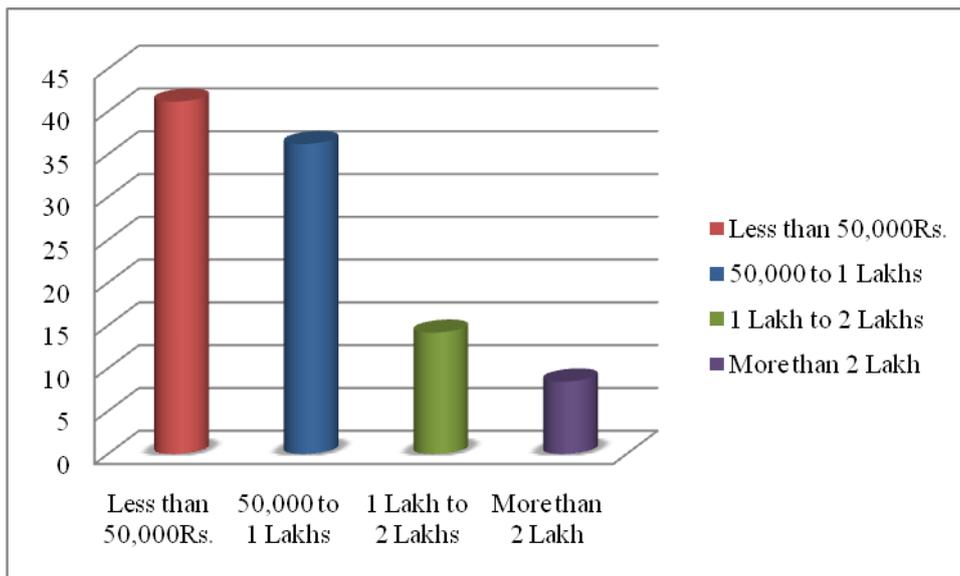


Table no.3 shows the working pattern of the women, more than half of the women (51.48 Percent, N=1667) are employed and remaining 48.52 Percent (N=1571) are unemployed. Among the employed 19.12 Percent (N=619) working in agriculture sector, followed by 16.18 Percent (N=524) working in private sector, 9.08 Percent (N=294) are self workers and only 7.10 Percent (N=230) are government employees. Among the unemployed 25.29 Percent (N=819) are students and 23.23 Percent (N=752) are house wives.

Table 4: Income Level of the Respondents

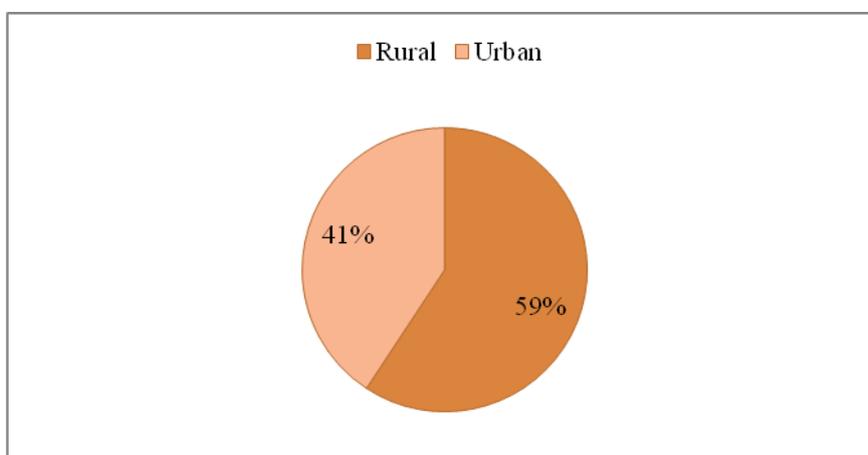
Family annual income In Rs.	Frequency	Percentage
Less than 50,000	1333	41.16
50,000 to 1 Lakhs	1172	36.20
1 Lakh to 2 Lakhs	459	14.18
More than 2 Lakh	274	8.46
Total	3238	100



It is found from the table no.4 that most of the women (41.16 Percent, N=1333) has low income up to Rs. 50 thousand, followed by 36.20 Percent (N=1172) who have income level with 50 thousand to one lakh, 14.18Percent (N=459) have one lakh to 2 lakh and only 8.46 Percent (N=274) of the women have more than 2 lakh family income.

Table .5: Domicile of the Respondents

Domicile	Frequency	Percentage
Rural	1918	59.23
Urban	1320	40.77
Total	3238	100

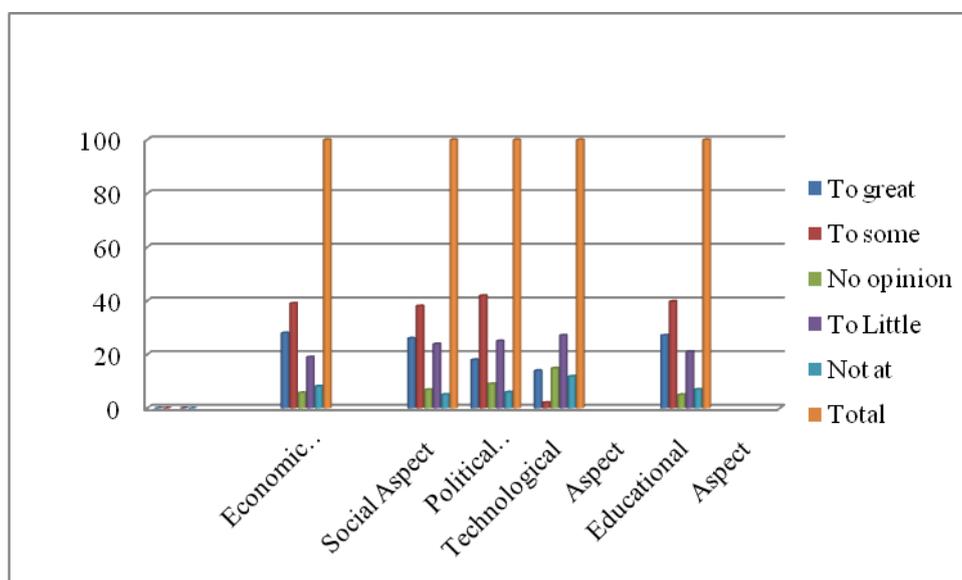


It can be analyzed from table no.5 that more than half of the women (59.23Percent, N=1918) belongs to rural background and 40.77Percent (N=1320) belongs to urban background.

Table 6: Extent of Digital India Programme in empowering women

Aspects	To great extent	To some extent	No opinion	To Little Extent	Not at All	Total
Economic Aspect	508 (28.02%)	708 (39.05%)	104 (5.74%)	345 (19.03%)	148 (8.16%)	1813 (100%)
Social Aspect	472 (26.04%)	690 (38.06%)	125 (6.89%)	434 (23.94%)	92 (5.07%)	1813 (100%)
Political Aspect	327 (18.03%)	760 (41.92%)	164 (9.05%)	454 (25.04%)	108 (5.96%)	1813 (100%)

Technological Aspect	254 (14.01%)	582 (32.10%)	270 (14.89%)	492 (27.14%)	215 (11.86%)	1813 (100%)
Educational Aspect	492 (27.14%)	721 (39.76%)	91 (5.03%)	382 (21.07%)	127 (7.00%)	1813 (100%)



The information on extent of digital India programme in empowering women is depicted in above table that most of the women (39.05, N=708) opined that to some extent digital India programme is economically empowering women, followed by great extent 28.02 Percent (N=508), little extent 19.03 Percent (N=345) and 8.16 Percent (N=148) said that digital India programmes were not at all empowering women and only 5.74 Percent (N=104) of women never gave any opinion.

Hence, 38.06 Percent (N=690) of women said that digital India programme is socially empowering women in some extent, as follows great extent 26.04 Percent (N=472), little extent 23.94 Percent (N=434), no opinion 6.89 Percent (N=125) and only 5.07 (N=92) opined that digital India programmes not at all empowering women socially.

The above table shows the analyses of empowerment of women in political aspect. It shows that majority 41.92 Percent (N=760) of the women opined that digital India programme some extent empower women politically, followed by little extent 25.04 Percent (N=454), great extent 18.03 Percent (N=327), no opinion 9.05 Percent (N=164) and not at all 5.96 Percent (N=108).

Whereas, Technological empowerment of women most of the women 32.10 Percent (N=582) said some extent it empower women technologically, as follows little extent 27.14 Percent (N=492), no opinion 14.89 Percent (N=270), great extent 14.01 Percent (N=254) and not at all 11.86 Percent (N=215).

It also shows that majority of the women 39.76 (N=721) opined that digital India programme some extent empowers women in education sector, followed by great extent 27.14 (N=492), little extent 21.07 (N=382), not at all 7 Percent (N=127) and only 5.03 (N=91) never recorded their opinion.

It is found from the study that majority of the women some extent empower through digital India. Digital India makes them economically, socially, politically, technologically and educationally stronger and stable. It helps them technical savvy individuals. The arrival of digital India allows women to make efficient work i.e. online payment, online shopping, e-governance etc.

Table 7: Opinion about the Digital media usefulness for empowerment of women

New Media	Excellent	Very Good	Can't say	Good	Satisfactory
Internet	436 (24.05%)	649 (35.80%)	198 (10.93%)	250 (13.78%)	280 (15.44%)
Mobile phone	617 (34.04%)	684 (37.72%)	42 (2.32%)	309 (17.04%)	161 (8.88%)
Social Media	452 (24.94%)	748 (41.25%)	168 (9.26%)	252 (13.90%)	193 (10.65%)
Online Shopping	324 (17.87%)	579 (31.94%)	251 (13.85%)	378 (20.84%)	281 (15.50%)

Banking Service	192 (10.60%)	509 (28.08%)	160 (8.82%)	592 (32.65%)	360 (19.85%)
E-Governance	143 (7.89%)	328 (18.09%)	585 (32.26%)	512 (28.25%)	245 (13.52%)
E-Learning	201 (11.09%)	418 (23.05%)	430 (23.72%)	419 (23.12%)	345 (19.02%)

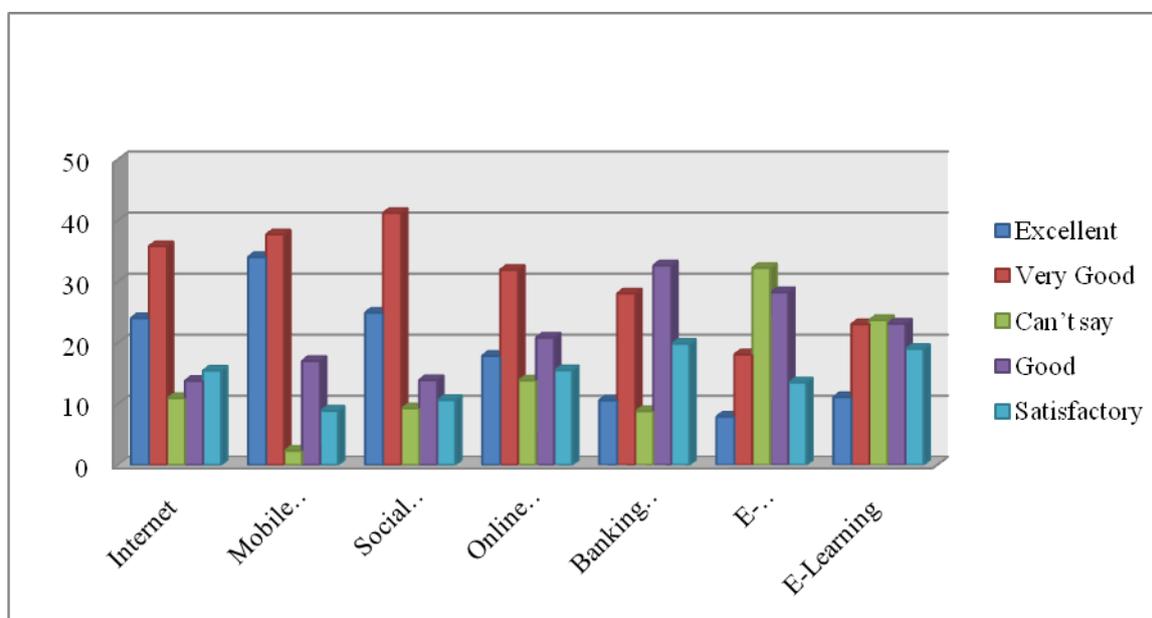


Table no.7 reported the opinion of respondents regarding the Digital media usefulness for empowerment of women. It shows that majority 35.80 Percent (N=649) of women opined that Internet is very Good in empowerment of women, as follows Excellent 24.05 Percent (N=436), Satisfactory 15.44 Percent (N=280), Good 13.78 Percent (N=250) and 10.93 Percent (N=198) can't say anything. Whereas, most of the women 37.72 Percent (N=684) opined that Mobile phones are very Good in empowering women, followed by Excellent 34.04 Percent (N=617), Good 17.04 Percent (N=309), Satisfactory 8.88Percent (N=161) and can't say 2.32 Percent (N=42). Hence, majority of the women 41.25 Percent (N=748) said social Media is very Good in empowerment of women, as followed Excellent 24.94Percent (N=452), Good 13.90Percent (N=252), Satisfactory 10.65 Percent (N=193) and only 9.26 Percent (N=168) can't say anything.

The above table also reveals that majority of the women 31.94 (N=579) opined that Online Shopping is very Good, followed by Good 20.84 Percent (N=378), Excellent 17.87 (N=324), Can't say 13.85 (N=251) and Satisfactory 15.50 Percent (N=281). Whereas, most of the women 32.65 Percent (N=592) said Banking Service is Good in empowering women, as follows Very Good 28.08 Percent (N=509), Satisfactory 19.85 Percent (N=360), Excellent 10.60 Percent (N=192) and Can't say 8.82 Percent (N=160). While majority of the women 32.26 Percent (N=585) can't say anything regarding E-Governance is helpful for empowering women, followed by Good 28.25 Percent (N=512), Very Good 18.09 Percent (N=328), Satisfactory 13.52 Percent (N=245) and Excellent 7.89 Percent (N=143). Hence, a large number of women in the study population 23.72 Percent (N=430) can't say anything regarding the E-Learning is helpful for empowering women, followed by Good 23.12 Percent (N=419), Very Good 23.05 Percent (N=418), Satisfactory 19.02 Percent (N=345) and Excellent 11.09 Percent (N=201).

Today India is one of the most digitally forward countries globally, having adopted digitization in almost every Indian living aspects, be it hospitality, Healthcare, finance or tourism. It is found from the above table that majority of the women were empowered through the digital India programme.

Table 8: Opinions of the respondents regarding Digital India initiatives

Initiatives	Extremely Useful	Useful	Moderately Useful	Slightly Useful	Not at all Useful
Mother and child Tracking System (MCTS)	341 (18.81%)	579 (31.94%)	436 (24.05%)	306 (16.88%)	151 (8.32%)
Nirbhaya app	142 (7.84%)	391 (21.57%)	668 (36.85%)	432 (23.82%)	180 (9.92%)

Beti Bachao and Beti Padhao campaign	799 (44.07%)	690 (38.06%)	144 (7.94%)	106 (5.85%)	74 (4.08%)
Mahila E-Haat	179 (9.88%)	469 (25.87%)	560 (30.89%)	470 (25.92%)	135 (7.44%)
Women helpline scheme	322 (17.76%)	376 (20.75%)	342 (18.86%)	469 (25.87%)	304 (16.76%)
Mahila Digital Saksharta Abhiyan	506 (27.92%)	666 (36.73%)	251 (13.85%)	309 (17.04%)	81 (4.46%)
Prime Minister Gramin Digital Saksharta Abhiyan (PMGDSA)	414 (22.84%)	651 (35.91%)	196 (10.81%)	379 (20.90%)	173 (9.54%)

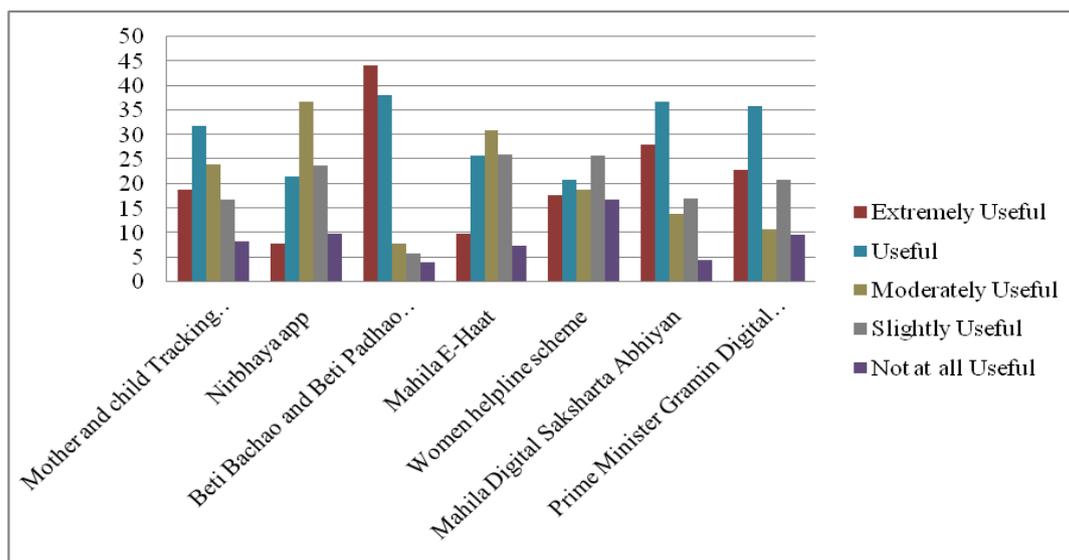


Table no.8 reveals the opinion of the respondents about digital India initiatives. It shows that majority of the women 31.94 Percent (N=579) said that Mother and child Tracking System (MCTS) is Useful, followed by Moderately Useful 24.05 Percent (N=436), Extremely Useful 18.81 Percent (N=341), Slightly Useful 16.88 Percent (N=306) and Not at all Useful 8.32 Percent (N=151). Whereas, Nirbhaya app is Moderately Useful 36.85 Percent (N=668), Slightly Useful 23.82 Percent (N=432), Useful 21.57 Percent (N=391), Not at all Useful 9.92 Percent (N=180) and Extremely Useful 7.84 Percent (N=142).

The above table also reported the Beti Bachao and Beti Padhao campaign most of the women 44.07 Percent (N=799) opined that it is extremely Useful, followed by Useful 38.06 Percent (N=690), Moderately Useful 7.94 Percent (N=144), Slightly Useful 5.85 Percent (N=106) and Not at all Useful 4.08 Percent (N=74). Hence, Mahila E-Haat is Moderately Useful 30.89 Percent (N=560), Slightly Useful 25.92 Percent (N=470), Useful 25.87 Percent (N=469), Extremely Useful 9.88 Percent (N=179) and Not at all Useful 7.44 Percent (N=135).

It also found that Women helpline scheme is Slightly Useful for 25.87 Percent (N=469) of women, followed by Useful 20.75 Percent (N=376), Moderately Useful 18.86 Percent (N=342), Extremely Useful 17.76 Percent (N=322) and Not at all Useful 16.76 Percent (N=304). While majority of the women 36.73 Percent (N=666) said that Mahila Digital Saksharta Abhiyan is Useful, as follows Extremely Useful 27.92 Percent (N=506), Slightly Useful 17.04 Percent (N=309), Moderately Useful 13.85 Percent (N=251) and Not at all Useful 4.46 Percent (N=81). Whereas, Prime Minister Gramin Digital Saksharta Abhiyan (PMGDSA) is Useful for 35.91 Percent (N=651) women, followed by Extremely Useful 22.84 Percent (N=414), Slightly Useful 20.90 Percent (N=379), Moderately Useful 10.81 Percent (N=196) and Not at all Useful 9.54 Percent (N=173).

It shows that digital India initiatives provide phone connectivity and access to broadband in 2.5 lakh villages and Mobile technology is playing most important role to provide information and digital empowerment to the rural people.

Table 9: Opinion regarding the Extent of women empowerment data is available in Digital India

Sl. No	Availability	Frequency	Percentage
1.	To great Extent	805	44.40
2.	To some extent	614	33.87

3.	No opinion	37	2.04
4.	To little extent	288	15.89
5.	Not available	69	3.80

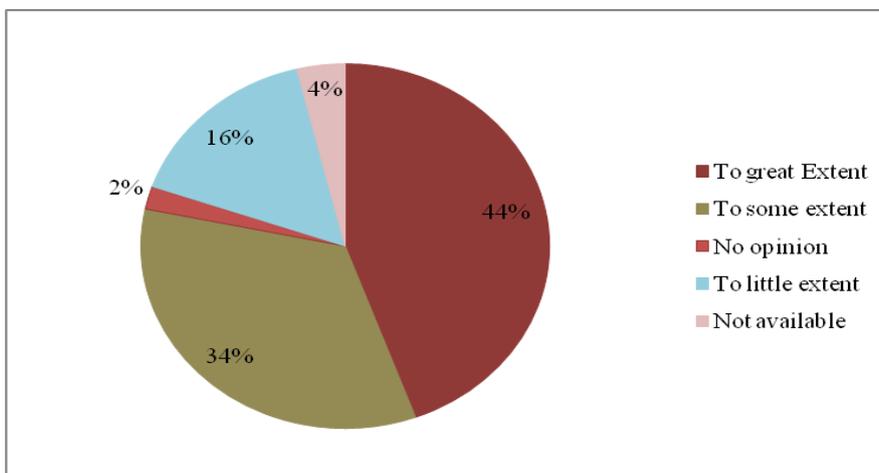


Table no.9 examines the extent of women empowerment data available in Digital India programme. It is found that 44.40 Percent (N=805) of women opined that to great extent women empowerment data is available in Digital India programme, as follows to some extent 33.87 Percent (N=614), to little extent 15.89 Percent (N=288) and 2.04 Percent (N=37) of women never told their opinion.

Table 10: Opinion regarding the benefits from the Digital India in empowerment of women

Sl. No	Satisfaction	Frequency	Percentage
1.	More satisfied	872	48.10
2.	Satisfied	674	37.18
3.	No opinion	110	6.07
4.	Dissatisfied	112	6.17
5.	More dissatisfied	45	2.48

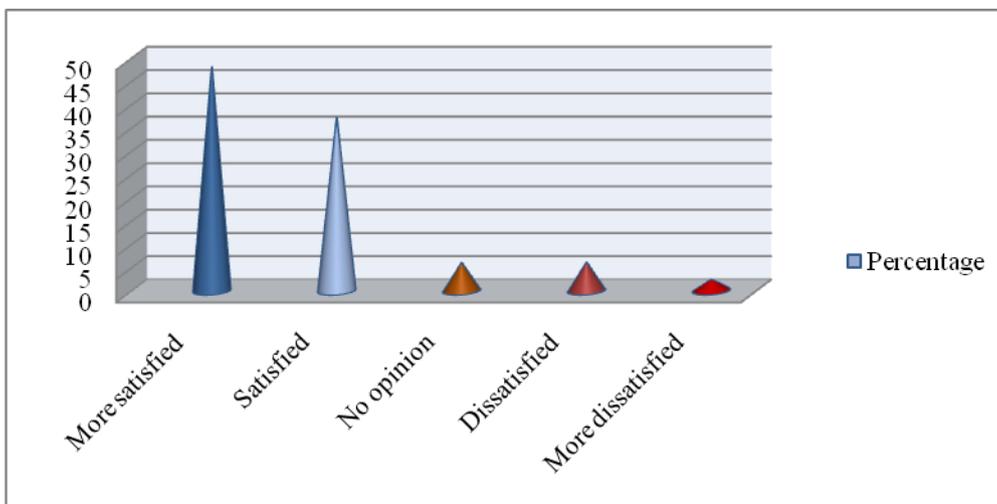


Table no.5 reveals that nearly half of the women (48.10 Percent, N=872) were more satisfied with the benefits from the digital India in empowerment of women, as follows 37.18 Percent (N=674) were satisfied, 6.17 Percent (N=112) were dissatisfied, 6.07 Percent (N=110) have not given any opinion and least number of women 2.48 Percent (N=45) were more dissatisfied about the benefits from the digital India in empowerment of women.

Table 11: Opinion regarding obtaining a job because of Digital India

Opinion	Frequency	Percentage
Yes	510	28.13
No	1303	71.87

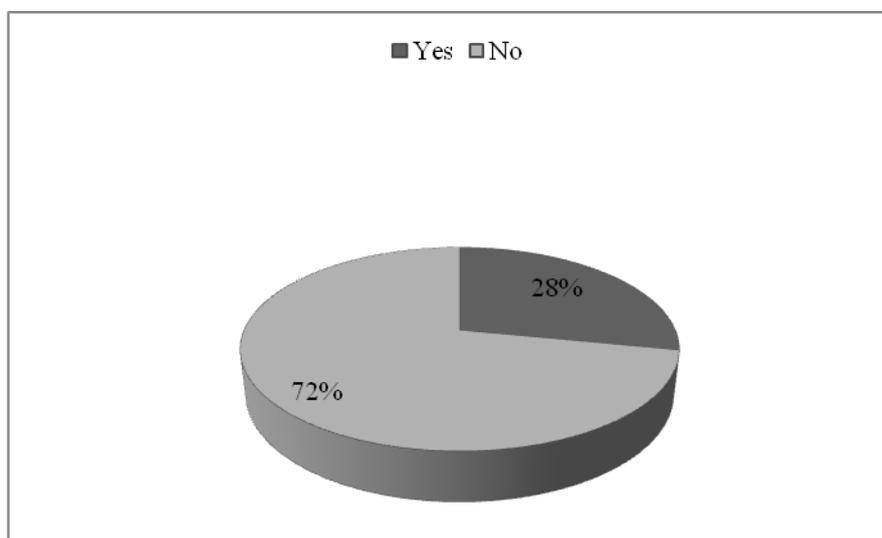


Table no.10 stated the opinion of women about obtaining a job because of digital India. It is found that a great majority of the women (71.87 Percent, N=1303) opined that digital India not helped them to obtain a job and only 28.13 Percent (N=510) said they got job because of Digital India.

Table 12: Opinion regarding Digital India in improving the quality of life and women empowerment

Sl. No	Improvement	To great extent	To some extent	No opinion	To little extent	Not at all
1.	Your attitude	796 (43.90%)	671 (37.02%)	73 (4.03%)	198 (10.92%)	75 (4.13%)
2.	Your language	832 (45.90%)	581 (32.04%)	91 (5.02%)	218 (12.02%)	91 (5.02%)
3.	Change in lifestyle	689 (38.00%)	798 (44.02%)	109 (6.02%)	146 (8.05%)	71 (3.91%)
4.	Self-confidence	744 (41.04%)	653 (36.02%)	148 (8.16%)	110 (6.07%)	158 (8.71%)
5.	Increased knowledge	872 (48.10%)	678 (37.40%)	38 (2.09%)	128 (7.06%)	97 (5.35%)
6.	Improvement in economic status	788 (43.46%)	746 (41.15%)	55 (3.03%)	93 (5.13%)	131 (7.23%)
7.	Increase in social contact	728 (43.13%)	768 (42.36%)	104 (5.73%)	58 (3.20%)	101 (5.58%)
8.	Personality Development	869 (47.93%)	596 (32.87%)	93 (5.13%)	135 (7.45%)	120 (6.62%)
9.	Recognition	752 (41.48%)	688 (37.95%)	68 (3.75%)	255 (14.06%)	50 (2.76%)
10.	Improvement in communication skills	834 (46.00%)	598 (32.98%)	162 (8.93%)	138 (7.61%)	81 (4.48%)

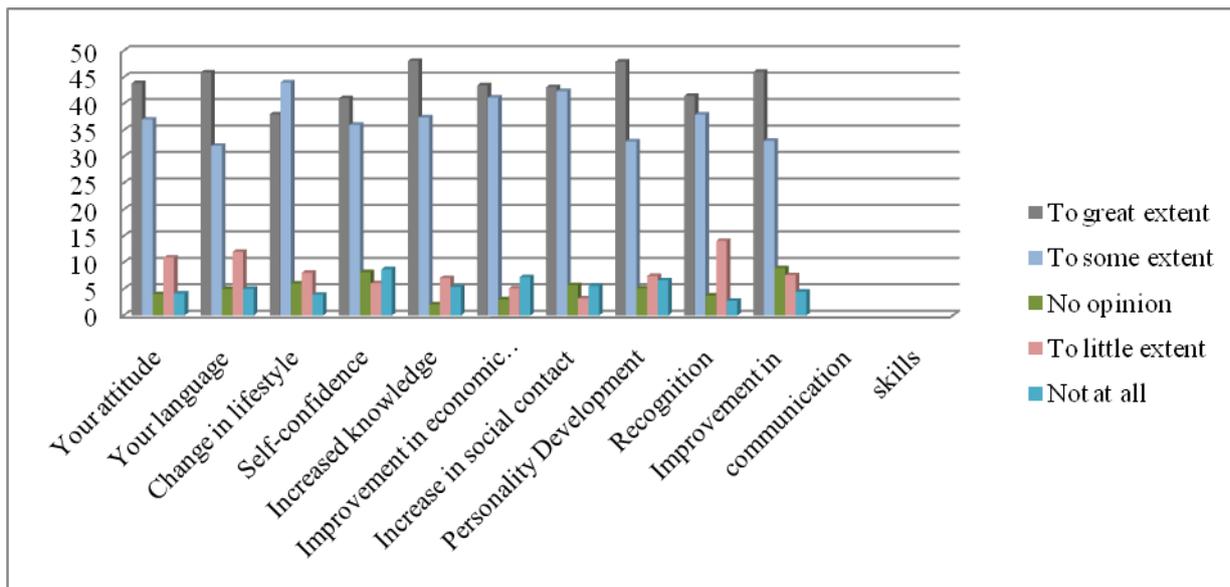


Table no.11 reported the opinion of women regarding Digital India in improving the quality of life and women empowerment. It shows that majority 43.90 Percent (N=796) of the women opined that digital India programme changed their attitude great extent, followed by some extent 37.02 Percent (N=671), little extent 10.92 Percent (N=198), Not at all 4.13 Percent (N=75) and No opinion 4.03 Percent (N=73). Whereas, Improvement in language great extent 45.90 Percent (N=832), as follows some extent 32.04 Percent (N=581), little extent 12.02 Percent (N=218), No opinion 5.02 Percent (N=91) and Not at all 5.02 Percent (N=91). Hence, Change in lifestyle some extent 44.02 Percent (N=798), followed by great extent 38 Percent (N=689), little extent 8.05 Percent (N=146), No opinion 6.02 Percent (N=109) and Not at all 3.91 Percent (N=71). In Self-confidence improvement most of the women 41.04 Percent (N=744) great extent, followed by some extent 36.02 Percent (N=653), Not at all 8.71 Percent (N=158), No opinion 8.16 Percent (N=148) and little extent 6.07 Percent (N=110).

With reference to the above table it shows that 48.10 Percent (N=872) of the women opined that digital India increased knowledge great extent, followed by some extent 37.40 Percent (N=678), little extent 7.06 Percent (N=128) Not at all 5.35 Percent (N=97) and No opinion 2.09 Percent (N=38). Improvement in economic status great extent 43.46 Percent (N=788), some extent 41.15 Percent (N=746) Not at all 7.23 Percent (N=131), little extent 5.13 Percent (N=93) and No opinion 3.03 Percent (N=55). Increase in social contact great extent 43.13 Percent (N=728), some extent 42.36 Percent (N=768), No opinion 5.73 Percent (N=104), Not at all 5.58 Percent (N=101) and little extent 3.20 Percent (N=58).

Above table reveals that digital developed the Personality of women in great extent 47.93 Percent (N=869), followed by some extent 32.87 Percent (N=596), little extent 7.45 Percent (N=135), Not at all 6.62 Percent (N=120) and No opinion 5.13 Percent (N=93). Hence, most of the women 41.48 Percent (N=752) opined that they got recognized in great extent, followed by some extent 37.95 Percent (N=688), little extent 14.06 Percent (N=255), No opinion 3.75 Percent (N=68) and Not at all 2.76 Percent (N=50). It improves communication skills in great extent 46 Percent (N=834), followed by some extent 32.98 Percent (N=598), No opinion 8.93 Percent (N=162), little extent 7.61 Percent (N=138) and Not at all 4.48 Percent (N=81).

III. CONCLUSION:

India's changing advanced scene is offering tremendous scope for women empowerment. Women empowerment program upholds the social and economic strengthening of women through community based reserve funds bunches that help individuals save money, access credit, develop financial literacy and invest in income generating activities. These women empowerment programs additionally advance abilities building, confidence, admittance to data and assets, and community action that position women as confident decision makers and leaders in their homes and communities. It is found from the study that digital India is improving the quality of women's life. It shows that digital India is forming digital infrastructure as a utility for every citizen. It is providing all government services accessible to common people and ensures efficiency, transparency and reliability of such services at affordable costs. Digital India is empowering women digitally and it also emphasis on universal digital literacy and availability of digital resources or services in Indian languages.

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