

A Study on Analyzing the Status of Women's Skill Development on Digital Platforms

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Abstract

The growing engagement of women in all fields has ushered in a new era for women's socioeconomic advancement. Increased exposure to digital media has resulted, the adequate representation of women in the digital era. The growing engagement of women in all fields has ushered in a new era for women's socioeconomic advancement. This paper examines the status of women's skill development after enormous digital innovation; a survey was conducted amongst the digitally educated women of rural and urban areas, those who are performing through digital forums for obtaining information relevant to a specific study. Though the findings show that though the involvement of women on digital platforms is growing, they must walk on a long road to leave an impression. Thus, this paper clearly highlights challenges being faced by women and enhancement of their socioeconomic condition after digital advancement.

Keywords: Digital, Development, Entrepreneurship, Skill

1.1 INTRODUCTION

The Digital India campaign is launched by the Government to make its services available for citizens electronically. This is done by empowering the country digitally.

Digital India is a flagship program by the government of India and is aimed at transforming India into a global digitized hub through digital connectivity and ability enhancement, as well as various other opportunities to empower the country in the technology field.

More than 343 million internet users are involved in the e-commerce growth of the country. People have started setting up their business on the online platform and even those who have their physical set-up are moving to the digital platform. In the era of digital technology, women are on the front as well. They are no less in the pursuit of digitalization. Digital innovation also helps in the production of skills and is a key tool for linking women in local and global contexts to feminism.

Considering successful nation-wide growth, empowerment of women is a very effective tool and technique. The goal of developing women's skills is not to provide them job opportunities; but also to improve their efficiency by bringing the quality in their work or any other event they participate in. Digital media helps women motivate themselves by giving them the opportunity to showcase their skills to the world. This paper specifically illustrates the skill development status of women and compares the challenges faced by women across various digital platforms.

In order to shape up the overall personality of women and to raise their status within the society, the basic need to empower women is still required. Despite, considering women as the weaker gender, they have to do both domestic as well as official work.

The Digital landscape is shaping female influencers from all walks of life and is also a bridge between the lower, middle and upper class in content consumption as well as for acquiring

name and fame. Upper-class women are meant to be famous and they usually inherited income and fame, but the noticeable thing in this context is the change digital media has brought in the life of the middle class or even women of rural areas. Some aged women of rural areas are getting recognized on YouTube and other social media platforms where they are showcasing different traditional approaches for living a healthy lifestyle such as through cooking via traditional means or using earthen pots, roof plantation, techniques of agriculture, etc. There are many women who are now successful entrepreneurs through the opportunities offered to them by digital media.

Digital Technology is acting as the game changer for establishing women as entrepreneurs. It has the potential to have a bigger influence on the lives of rural and semi-urban women who manage various types of micro, small, and medium companies or business, which helps women to manage all the barriers. It is allowing them to access authority and is providing them with the right and relevant information for their start ups. The mobile phones penetration could be wisely used to connect the women with the stakeholders in their business ecosystems. Now, the voices of females have become stronger and Digital space has empowered females to be heard globally.

Tata Trusts and Google partnered in 2015 to launch a digital literacy program, based on a "train the trainer" methodology to investigate the entrepreneurial character of rural women and their desire to effect positive change. In rural India at the time, barely one out of every ten Internet users was a woman. The women of remote areas are digitally educated on how to use the Internet and given data-enabled gadgets. These women are known as "Internet Saathis," and they serve as trainers to assist other women in the community in getting started with the Internet and reaping its benefits.

As of April 2019, there are over 81,500 Internet Saathis in 289,000 communities who have helped over 28 million women learn about the Internet.

The researcher has also used secondary data for the study so here are some contents which have been taken from different sources (Websites and Newspaper) to supplement this study.

1.2 THE WOMEN ENTREPRENEURS WHO HAVE TAKEN OVER THE DIGITAL SPACE

A Delhi University graduate, Ms. Suchita Salwan has founded a digital platform for local discovery, named Little Black Book (LBB). It makes available an online guide that covers a wide spectrum of interests such as lifestyle, travelling, event celebration, food, shopping, etc.

The former Managing Director of Kotak Mahindra, Ms. Falguni, an IIM Ahmedabad alumni, resigned from Kotak Mahindra and initiated her own e-commerce business as 'nykaa.com'. It has captured the market of beauty and made it available at the doorsteps of Indians.

For rural women, Internet Saathi is bridging the online gender divide in India and it is connecting women with the online world. In this initiative, women ambassadors have trained and educated women across 300,000 villages about the benefits of the Internet in their daily life.

Chetna, a lady from Alwar, Rajasthan, trained other women on how to use the internet and gave an idea for looking up home remedies to cure stomach pains on the internet. Now, she is known as 'Internet Saathi'.

28 years old Bujji from Vijayawada had never used a smartphone but she was determined to become an Internet Saathi and help others. She trained her neighbor, who was a seamstress, to research sari blouse designs, and learn how to stitch more intricate clothing.

In this series, a lady named Phoolwati whose family didn't believe that the women needed internet service; started as an Internet Saathi. Now, she has been recognized for transforming the lives of thousands of women in several villages. She also trains school going girls to use the Internet and get informed regarding their exam related queries.

1.3 GENDER INEQUALITIES PREVENTION

Gender equality may be conceptualized as the end point of a journey that leads to women's empowerment. It refers to a state of “Equivalence in life outcomes for women and men, recognizing their different needs and interests, and requiring a redistribution of power and resources” (World Bank 2001a, cited in Malhotra, Schuler, and Boender 2002).

In a country like India, gender inequality is preventing women from fully benefiting from opportunities, but during the research and after doing content analysis of several digital platforms, it has been found that digitalization has given equal opportunity to women and men. Also, it creates a variety of opportunities for women entrepreneurs to ensure an equal participation by the female population in the growth of the nation. Women often find themselves encircled with nasty gender gaps which prove to be a hindrance in improving their situation but digital media has varied prospects for each woman, ensuring everyone's participation. The previously deterred women are now realizing that they may also be getting a chance to enhance their skills through digitalization. The lower female enrollment rates are increasing in higher education. Through the introduction of new digital technologies women are able to understand their ability in addressing the issue of gender imbalances.

Digitalization offers a variety of opportunities to both empower women and provide equitable representation in labor, financial and entrepreneurial markets. Women's superior social skills with advanced digital literacy are a complement. Such compliments could open a way for better pay management and can help to enhance their leadership skill for job's prospects. Due to the digital revolution, the participation of women in economic life has improved. Digital technology made it possible for women to go beyond the traditional cultural and mobility barriers. It appears to be extremely promising to provide women with greater access to new digital technologies in order to achieve the objectives.

1.4 THE AREAS OF WOMEN'S EMPOWERMENT IN INDIA

- 1.4.1. Politics of women
- 1.4.2. Social empowerment
- 1.4.3. Economic empowerment
- 1.4.4. Academically empowerment
- 1.4.5. Food security awareness

1.5 ENHANCEMENT OF CAPITAL

Women need to be educated to use their technological abilities to renegotiate their socio-economic status instead of just 'functioning' with them. (Pearce and Rice 2017, cited in Broadband Commission 2017). In order to encourage the inclusion of girls and women in advanced technology work policies involving integration of virtual skills in technical and

open education programs should be encouraged.

In this context, the Mahila eHaat initiative aims to become an effective instrument of public policy for widening the economic choices of women.

2.1. LITERATURE REVIEW

The literature review examines women's empowerment on the digital landscape as discourse. Methodologically, the review surveys published articles and books.

Unni, Jeemol & Uma (2004) have observed that not only does society's attitude toward women need to alter, but so does women's position and image. There is a need to raise knowledge among jobless rural women so that they might acquire self-esteem and confidence.

Dhruba Hazarika (2011) concluded that women are the country's future growth. In this competitive environment, empowering women will be the best strategy for success.

Vijaya & Lokhandha (2013) suggested that women's empowerment will be boosted by increased productivity and incomes as a result of skill development. They get the confidence to be more inventive as a result of their skills.

Kittur Praveen (2014) concluded, in order to encourage women to create businesses, a specific training program for women entrepreneurs should be established to help them develop their abilities

Mamta Mokta (2014) found that in this male-dominated world, women must forge their own path. Self-help organizations, NGOs, government programs, and microfinance institutions should all work to inspire them to expand and empower them.

Prasanna Kumar (2014) added that we must identify the areas where women continue to face challenges and lack access to resources, institutional knowledge, and basic education. Alina Sorgner & Christiane Krieger-Boden (2017) argued that a lack of sophisticated digital literacy can hinder women's present development (in G20 countries) and prevent them from taking advantage of numerous positive opportunities in the digital age.

2.2 OBJECTIVES

The objectives of the paper are:

1. To know the status of women's participation on digital platform
2. To determine the impact of skill development on women empowerment
3. To know the skills radius for women's digital platform growth
4. To identify the obstructions for women's advancement or women entrepreneurs

2.3 HYPOTHESIS

There is no hypothesis without conducting research.

2.3 RESEARCH METHODOLOGY

The study is carried out on the basis of existing literature as secondary and data collection of primary methods. The research is based on secondary data from various research papers, journals, media reports, articles and websites. In addition, the primary method of data collection is following:

1. Researchers have selected 300 respondents from different professions, college girls and homemakers of Noida on the basis of a number of variables that are age, caste, education, occupation and monthly income.
2. The research is done among the women involved in the virtual world directly or indirectly. They are posed close-ended questions.
3. Content analysis of My Gov portal and data.gov.in portal.
4. Key informant interviews with government officials, and civil society practitioners working on women's rights, livelihoods, and gender and governance, and researchers studying gender and digital economy. A list of important informants who were interviewed for this study is provided at Annexure 1.

Having passed through as my study, there was not enough work on my subject. So worked on the basis of grounded theory i.e. academic, content analysis, and face to face interview. After the study, researchers concluded the topic of status of women's skill development in the era of digital innovation.

2.4 DATA ANALYSIS

Following are the findings of the survey conducted among 300 respondents from different professions, college girls and homemakers of Noida on the basis of a number of variables that are age, caste, education, occupation and monthly income to understand their views on the Status of Women's Skill Development on Digital Platforms.

Social media encourages female participation in various business sectors.

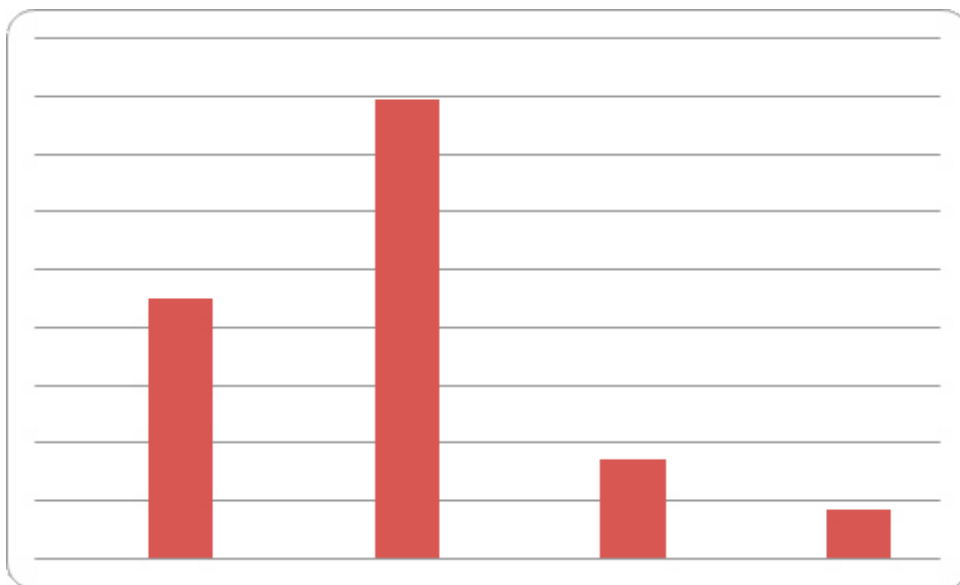


Diagram 2.1

The researcher decided to work on the status of women's skill development on a digital platform and has taken the area around in Noida (National Capital Region) for the purpose. The study on "Analyzing the status of women's skill development on digital platform" were selected for the study with help of purposive sampling from the total respondents, college girls where 100, 100 home makers 100 an 100 working women, selected for the study. To find out Social media encourages female participation in various business sectors, 90 respondents strongly agree, 159 are agree, 34 are Disagree and 17 are strongly agree. The total number of respondents is 300.

Social media impacts women across all financial spectrums in a similar manner.

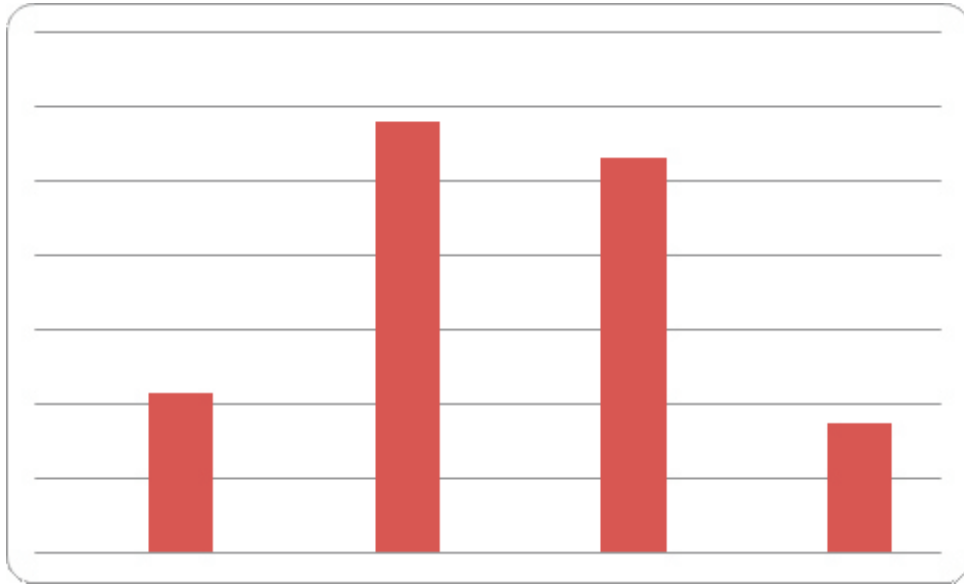


Diagram 2.2

To find out Social media impacts women across all financial spectrums in a similar manner, out of 300 respondents, 43 respondents strongly agree, 116 are agree, 106 are Disagree and 34 are strongly disagree.

Social media offers opportunities for skill development in women.

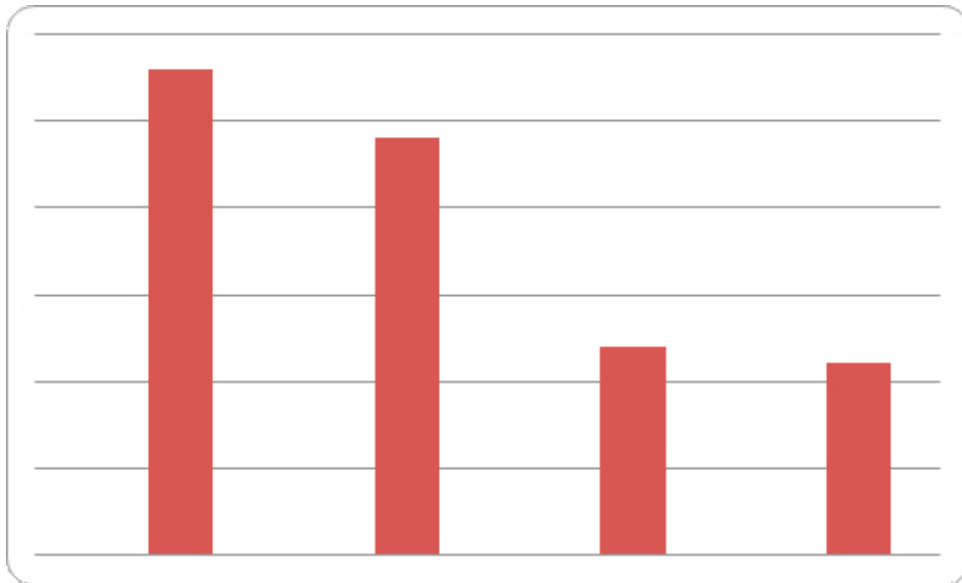


Diagram 2.3

To find out that Social media offers opportunities for skill development in women, out of 300 respondents, 102 respondents strongly agree, 112 are agree, 47 are Disagree and 39 are strongly disagree.

The status of women has increased with the advent of social media.

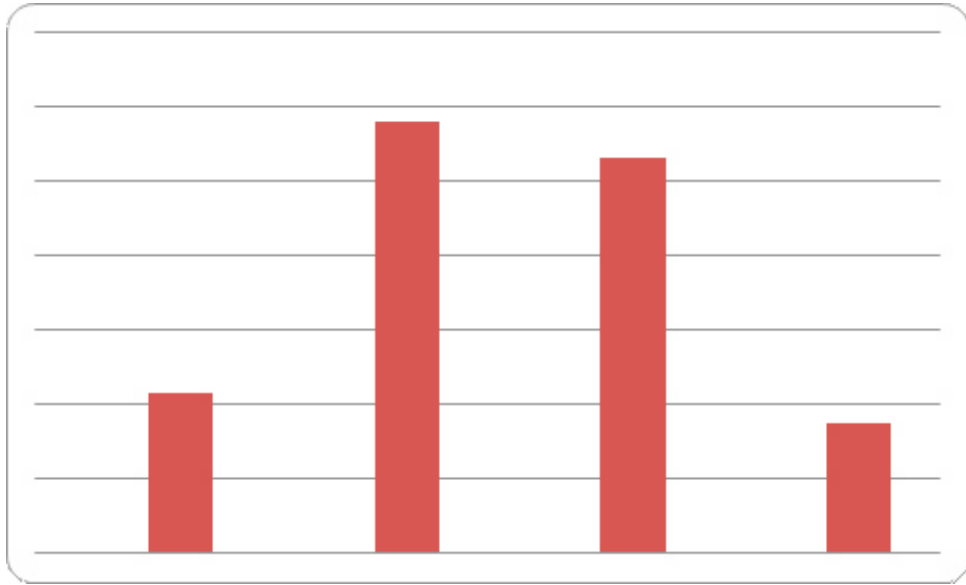


Diagram 2.4

To find out the status of women has increased with the advent of social media, out of 300 respondents, 112 respondents strongly agree, 96 are agree, 48 are Disagree and 44 are strongly agree.

Social media widens the social disparity between men and women.

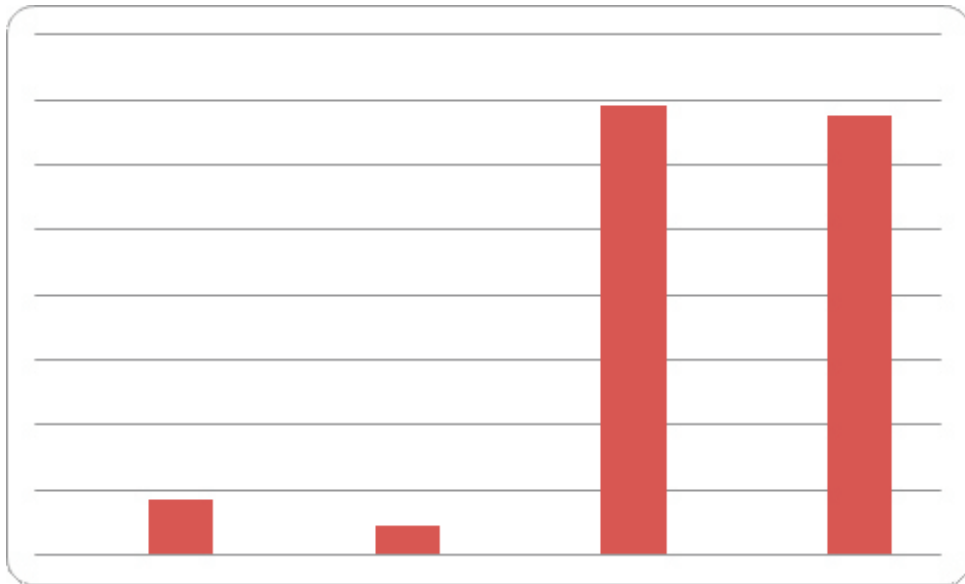


Diagram 2.5

To find out, Social media widens the social disparity between men and women, out of 300 respondents, 17 respondents strongly agree, 9 are agree, 138 are Disagree and 135 are strongly agree.

3.1 FINDINGS

The study found that the government has taken various initiatives and initiated various development programs for women's skill development. Now, skill development has been highly impacted by women and it has changed the image of women in employment.

The results of the research are:

There is a need to improve the status of women.

- Women should have been supported to take more participation in labour markets, financial markets, and entrepreneurship.
- Digital platforms can be a very effective platform for empowering women.
- Rural women should equally get advanced with digital literacy. Ince they live in rural areas, they should not be ignored. There should be expansion of training institutes.
- Digital media can be a platform where the gender disparity doesn't exist.
- There is a need to develop an understanding of local traditions & customs.
- The women of urban areas are still facing lots of challenges, so they need more attention.
- As all the sectors are being digitized, there are various fields where women can explore their skills for nation's development such as banking & financial services, Media industry, Telecom industry, Information Technology, Travel & Tourism, etc.

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ANNEXURE 1.

List of Key Informants:

1. Ms. Mohini Srivastava, Child Protection Officer and Children, Govt of NCT, Department of Women, Delhi Govt.
2. Ms. Pallavi Tyagi, News Anchor, ABP News Channel, Noida
3. Ms. Babita Pant, Deputy Editor, NDTV,
4. Dr. Asma Shora, PROGRAM LEAD - IT (MODI GROUP - JV PARTNER STRATFORD VIRGINIA, USA)
5. Preeti Teotia, 8+ years of total work experience in software development for Web based applications
6. Riddhi Srivastava, Associate Business Analyst at Conduent
7. Deepshikha Rai, Entrepreneur (Digital)
8. Srishti Jain, Entrepreneur, E-haat

ANNEXURE 2 .

