

# The Crucial Role of Information Technology in The Enhancement of Women Empowerment in India

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## Abstract

The women of the modern world are able to move to their preferences namely the “domestic and the public world”. It is very natural that human beings are born with equal social and living rights but the social system and mental narrowness have made women’s rights restricted and bound by male dominance activities. In this modern era, high technologies enable us to connect each other from “education of employment, politics to creativity”. It has been noticed that a “global technology revolution” has taken place and in this situation, if women are not being a part of it based on their rights, the future of women’s rights also will be desolated. Thus the government has launched several laws and acts for stabilizing the women’s rights that has been not implemented properly. Information technology has become one of the vital parts of the world to run every day technological devices. Accompanied by the development of internet access, the acts and laws against women’s rights can be unlocked for all.

Different methods are used for gaining knowledge about the concepts of information technology and women’s rights. The information and data collected from reviewed articles are evaluated in literature review. The significant role of information technology in making the future of women’s human rights is discussed in this article.

**Keywords:** Information technology, women’s rights, discrimination, human nature, gender bias, equality, innovation, development.

## INTRODUCTION

### BACKGROUND OF THE STUDY

Information technology is considered as the study of telecommunications and computers which makes an individual capable of retrieving, sending, storing and transmitting data (Muchran and Ahmar, 2019). The use of “information technology” in different factors has improved our lifestyle. There is a meaningful connection between IT and women empowerment which is discussed in this article. Information technology” has been playing a crucial role in changing social norms and attitudes which has influenced women’s rights.<sup>1</sup>

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<sup>1</sup> [www.grossarchieve.com](http://www.grossarchieve.com)

### AIM AND OBJECTIVES:

The study aims to elaborate the connection between “information technology” and women rights in India. Specific goals and objectives of this article are:

1. To identify the factors that has been influencing women empowerment and women rights in India.
2. To demonstrate the role of “information technology” in social change in India.
3. To examine in the contribution of “information technology” in establishing women empowerment throughout these centuries.
4. To understand the crucial role of “information technology “in the enhancement of women employment in India.<sup>2</sup>

### LITERATURE REVIEW

#### FACTORS THAT INFLUENCING WOMEN EMPOWERMENT AND WOMEN RIGHTS

Women empowerment refers to the establishment of women in society as equal as men and women rights are a part of women empowerment. There are different factors that has been influencing women empowerment in India such as education, women development programmes, employment, eliminating gender discrimination and social norms (Kokane and Shinde,2020). In the history of India women were not allowed to be educated but now there are different programmes and policies for supporting women education. The women literacy rate is lower than men literacy rate in India but a huge development in women education is identified throughout these centuries which have been positively influencing women empowerment in the country. Considering these potential actions are taken by the Indian Government and women were given several rights to be equal as men.

Along with education employment was also not allowed for women in history but the percentage of women employment has also increased in India. Due to the enhancement of women’s education they became able to be employed and that has a positive influence towards that increase of women employment in India (Samad and Zhang, 2019). Apart from that gender discrimination is one of the crucial social norms that had a negative impact on women empowerment. There are different policies in programs against gender discrimination but this social norm is not completely eliminated from the society of India and that is influencing women empowerment.

#### ROLE OF “INFORMATION TECHNOLOGY” IN SOCIAL CHANGE

“Information technology” is a significant factor that contributes to social change in different ways. A great influence of IT in changing the perspective and attitude of society towards women is identified. Use of “Information technology” helps to create a psychological comfort for women as it enhances additional skills and knowledge for them. These skills and knowledge build psychological empowerment among women which is important for social change. This psychological empowerment includes personal empowerment, social empowerment and organisational empowerment (Samosir et al.2020). In the history of India, it is identified that lack of education knowledge and skills have been the barriers in social changes regarding women empowerment. Different information technologies such a as mobile phones, television, internet, radio , computers and others are providing different information about real incidence across the world which enhances skills for tackling situations.

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<sup>2</sup>“Arab Women And The Media In Changing Landscapes” ,Springer Science And Business Media LLC,2017

On the other hand, different shows through television and radio that talk about women empowerment and its importance for social development have a great influence towards the changes of social norms. In short, “information technology” has been establishing a great communication between women and society which is contributing to social change in a positive way. Along with that, IT has improved the education system for women which is another factor that is contributing to social change (Mackey and Petrucka,2021). It is identified in the history of India that women were believed in different superstitions and due to that they used to avoid education. Hence, time changed and along with that the state of women in society has changed in which IT has a great contribution. Women’s education has enhanced due to IT and that is making changes in the attitude and norms of society.

### **ROLE OF NGO’S**

**Smile** (Savitri Marketing Institution For Ladies Empowerment) organizes IT seminars in collaboration with IT companies. NIIT has launched SWIFT JYYOTI programme for IT education for women. The programme is designed to provide computer literacy to females from six years to sixty years. It provides functional literacy on the one hand and benefits women in seeking and receiving information useful in their daily life. The duration of SWIFTT JYOTI programme is 18 hours.

**SEWA** (Self Employed Women’s Association) has launched IT programme to increase efficiency of rural micro enterprises.

**Ujjas Innovation:** It is an initiative to empower women by bringing out their own newsletter called “ujjas”. The newsletter went on air in All India Radio Bhuj Station in Gujarat. The newsletter provides a medium to express views against female infanticide, dowry and other relevant issues.

### **CONTRIBUTION OF “INFORMATION TECHNOLOGY” IN WOMEN EMPOWERMENT**

IT has an effective impact on all the factors that influence women empowerment in Indian society. Education is one of the first factors that influence women empowerment and use of IT has changed the way of education for women. They do not need any proper class for education now, women can get different information about anything through information technologies such as mobiles, internet and others. Literacy rate among women has enhanced in India through these years. In 2010 about 80.35% women in India were educated whereas about 91.96% women were educated in 2021 which is a noticeable growth. Women can learn from anywhere anytime and enhance their knowledge and skills by the use of “information technology”. On the other hand, it has impacted employment of women in India as well. Due to the enhancement in farms. Labour force participation rate of women was 20.53% in 2018 which changed to 21.18% in 2019. Along with that “information technology” is helpful to reduce gender discrimination from the society. Different programs through “information technology” is such as television social media and others regarding the negative impacts of gender discrimination can change the perspective of individuals. Thus, in this way IT is contributing in women empowerment and women rights which is important for social development.

### **WOMEN’S EDUCATION HAS IMPROVED DUE TO THE SPREAD OF INFORMATION**

“Women’s education has improved due to the spread of information technology was the statement for getting responses from the respondents. Over 80% of the responses were positive as 34% of the women

agreed<sup>3</sup> and 52% of women “strongly agreed” with the statement. Besides 6% among the respondents have disagreed and 4% of the respondents have “strongly disagreed” with the same statement as well as about 4% women among all respondents did not provide any specific opinion on the statement<sup>4</sup>. A large percentage of positive opinion indicates that “information technology” has been contributing in the improvement of women’s education.

## **Conclusion:**

It can be concluded that “information technology” is playing a remarkable character in the establishment of women rights in India. Several factors are identified which has been influencing women empowerment such as education, gender discrimination, employment and others. All of these factors are developing day by day in which “information technology” has a great contribution and that is empowering women and their rights in society. It can be stated that there is a meaningful and great connection between “information technology” and women rights. In regard to, these primary sources are used for gathering relevant data for use in this article and due to that a survey was conducted among some women. Their opinions were also positive regarding the influence of “information technology” in empowering women in Indian society.

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<sup>3</sup> Vc.bridgew.edu

<sup>4</sup> Submitted to MAHSA University