

Impact of Digital India on Economic Empowerment of Urban and Rural women

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ABSTRACT

DIGITAL INDIA IS A CROWN JEWEL PROGRAMME INTRODUCED BY INDIAN GOVERNMENT. DIGITAL INDIA PROGRAMME CONSISTS OF THREE VISION AREAS. FIRST VISION AREA IS PROVIDING DIGITAL INFRASTRUCTURE AS UTILITY FOR EVERY INDIVIDUAL, SECOND VISION AREA IS PROVIDING SERVICES AND GOVERNANCE FOR EACH INDIVIDUAL OF THE NATION ON DEMAND AND THIRD VISION AREA DEALS WITH EMPOWERING CITIZENS DIGITALLY. IN TERMS OF POPULATION, ANDHRA PRADESH STATE STOOD IN TENTH PLACE IN INDIA. AS PER 2011 CENSUS, ANDHRA PRADESH FEMALE POPULATION IS 2, 47, 46, 590. ANDHRA PRADESH STATE'S RURAL WOMEN ARE 1, 74, 28,445 AND THE URBAN WOMEN ARE 73, 18, 145. ANDHRA PRADESH STATE GOVERNMENT IN PARALLEL WITH THE CENTRAL GOVERNMENT PUT MANY EFFORTS IN EMPOWERING WOMEN IN ANDHRA PRADESH THROUGH DIGITAL INDIA PROGRAMME. IN THIS PAPER, AN ATTEMPT IS MADE TO IDENTIFY THE IMPACT OF DIGITAL INDIA ON ECONOMIC EMPOWERMENT OF URBAN AND ANDHRA PRADESH STATE'S RURAL WOMEN, TO MAKE COMPARATIVE INVESTIGATION OF THE IMPACT OF DIGITAL INDIA ON ECONOMIC EMPOWERMENT OF URBAN AND RURAL WOMEN OF THE SELECTED STATE AND TO PICK OUT THE CHALLENGES AND AFFAIRS ENCOUNTERED WHILE EXECUTING DIGITAL INDIA FOR ECONOMIC EMPOWERMENT OF WOMEN IN THE STATE.

KEY WORDS: DIGITAL INDIA, ECONOMIC EMPOWERMENT, RURAL WOMEN, URBAN WOMEN.

1. INTRODUCTION

Digital India is a crown jewel programme introduced by Indian Government. Digital India Programme consists of three vision areas. First vision area is providing Digital Infrastructure as utility for every individual, second vision area is providing services and Governance for each individual of the Nation on

Demand and third vision area deals with empowering citizens digitally. In terms of population, Andhra Pradesh state stood in tenth place in India. As per 2011 census, Andhra Pradesh female population is 2, 47, 46, 590. Andhra Pradesh state's rural women are 1, 74, 28,445 and the urban women are 73, 18, 145. Andhra Pradesh state government in parallel with the central government put many efforts in empowering women in Andhra Pradesh through Digital India programme. In this context, this study namely "Impact of Digital India on Economic Empowerment of Urban and Rural women" is done.

2. REVIEW OF LITERATURE

Amartya Sen and Grown (1988) explained that the feminist empowerment paradigm is firmly rooted the earliest micro finance programmes in India. Aloysius P Fernandez (2003) had done a study on the effect of Self Help Groups on social empowerment of Indian women. A. K.Roy (2017) found that the Digital India Programme targets to change India into a digitally empowered country by using IT as a growth engine of new India. Alka Rai and Dr. Arvind Kumar Sharma (2018) attempted to take a deeper look to the data of internet users in South Asia with a special focus on gender perspective. Podile.Venkateswararao (2018) elaborated the prominent digital India initiatives which empower women. There was no research on impact of digital India on Economic Empowerment of urban and rural women especially in Andhra Pradesh.

3. Objectives

The important objectives include

- 1) To identify the impact of Digital India on Economic empowerment of urban and Andhra Pradesh state's rural women
- 2) To make comparative investigation of the impact of digital India on Economic empowerment of urban and rural women of the selected state.
- 3) To pick out the challenges and affairs encountered while executing digital India for Economic empowerment of women in the state.

Hypotheses

Null Hypothesis: There is no difference in impact of Digital India on urban women and women Economic empowerment in Andhra Pradesh

Alternative Hypothesis: There is difference in impact of Digital India on urban women and rural women Economic empowerment in Andhra Pradesh

4. Methodology

Total urban women and rural women residing in the thirteen districts of Andhra Pradesh constitutes universe for this Research. It includes all the women that were indirectly or directly influenced by Digital India Programme. The study is an empirical study. This study is primarily depended on primary data which was gathered by structured schedule from the sample. The sample size is 4160. Two phase stratified random sampling method is used for forming sample from the universe. In the first stage, population is divided into 13 strata as there are 13 districts in Andhra Pradesh. In the second stage, each stratum is divided into two sub strata namely sub strata of urban women sub strata of rural women. Three hundred and twenty women are taken in to sample consisting of urban women and rural women as per proportionate weights given. Within the sample simple random sampling is applied. Data is analyzed by applying statistical techniques. Chi- square tests were conducted to find the statistical significance of the results.

Data Analysis

Table: 1- Digital India Programme allows women to gain control over their economic assets and achieve financial independence

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	971	32.7	466	39.0	1437	34.5
2	Agree	1122	37.8	465	38.9	1587	38.1
3	Neither Agree Nor Disagree	490	16.5	167	14.0	657	15.8
4	Disagree	312	10.5	77	6.4	389	9.4
5	Strongly Disagree	70	2.5	20	1.7	90	2.2
Total		2965	100	1195	100	4160	100

It is noticed that 72.6 % of women concurred with the affirmation that Digital India allows the women to gain control over their economic assets and achieve financial independence. It is found that 70.5 % of Andhra Pradesh state’s rural women concurred with the affirmation that Digital India allows the women to gain control over their economic assets and achieve financial independence. 77.9 % of Andhra Pradesh state’s urban women concurred with the affirmation that Digital India allows the women to gain control over their economic assets and achieve financial independence.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.405	4	.000
Likelihood Ratio	31.524	4	.000
Linear-by-Linear Association	28.840	1	.000
N of Valid Cases	4160		

H₀ is rejected.

Table: 2- Digital India allows the women to gain equal property rights

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	968	32.6	482	40.3	1450	34.9
2	Agree	1211	40.8	416	34.8	1627	39.1
3	Neither Agree Nor Disagree	388	13.1	153	12.8	541	13.0
4	Disagree	312	10.5	115	9.6	427	10.3
5	Strongly Disagree	86	3.0	29	2.5	115	2.7
Total		2965	100	1195	100	4160	100

It is noticed that 74.0 % of women concurred with the affirmation that Digital India allows the women to gain equal property rights. It is found that 73.4 % of Andhra Pradesh state’s rural women concurred with the affirmation that Digital India allows the women to gain equal property rights. 75.1 % of Andhra Pradesh state’s urban women concurred with the affirmation that Digital India allows the women to gain equal property rights.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.777	4	.000
Likelihood Ratio	23.580	4	.000
Linear-by-Linear Association	9.409	1	.002
N of Valid Cases	4160		

H₀ is rejected.

Table: 3- Digital India allows the women to achieve family infrastructural development

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	786	26.5	288	24.1	1074	25.8
2	Agree	1114	37.6	561	46.9	1675	40.3
3	Neither Agree Nor Disagree	679	22.9	248	20.8	927	22.3
4	Disagree	272	9.2	98	8.2	370	8.9
5	Strongly Disagree	114	3.8	0	0	114	2.7
Total		2965	100	1195	100	4160	100

It is noticed that 66.1 % of women concurred with the affirmation that Digital India allows the women to achieve family infrastructural development. It is found that 64.1 % of Andhra Pradesh state’s rural women concurred with the affirmation that Digital India allows the women to achieve family infrastructural development. 71.0 % of Andhra Pradesh state’s urban women concurred with the affirmation that Digital India allows the women to achieve family infrastructural development.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	69.117	4	.000
Likelihood Ratio	99.892	4	.000
Linear-by-Linear Association	14.405	1	.000
N of Valid Cases	4160		

H₀ is rejected.

Table: 4- Digital India allows the women to gain self – employment opportunities

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	992	33.5	561	46.9	1553	37.3
2	Agree	1235	41.7	432	36.2	1667	40.1
3	Neither Agree Nor Disagree	460	15.5	143	12.0	603	14.5
4	Disagree	215	7.3	49	4.1	264	6.3
5	Strongly Disagree	63	2.0	10	0.8	73	1.8
Total		2965	100	1195	100	4160	100

It is noticed that 77.4 % of women concurred with the affirmation that Digital India allows the women to gain self – employment opportunities. It is found that 75.2 % of Andhra Pradesh state’s rural women concurred with the affirmation that Digital India allows the women to gain self – employment opportunities. 83.1 % of Andhra Pradesh state’s urban women concurred with the affirmation that Digital India allows the women to gain self – employment opportunities.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	76.716	4	.000
Likelihood Ratio	77.765	4	.000
Linear-by-Linear Association	67.921	1	.000
N of Valid Cases	4160		

H₀ is rejected.

Table:5- Digital India allows the women to improve production and productivity

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	621	20.9	441	36.9	1062	25.5
2	Agree	1032	34.8	498	41.7	1530	36.8
3	Neither Agree Nor Disagree	829	28.0	208	17.4	1037	24.9
4	Disagree	398	13.4	38	3.2	436	10.5
5	Strongly Disagree	85	2.9	10	0.8	95	2.3
Total		2965	100	1195	100	4160	100

It is noticed that 62.3 % of women concurred with the affirmation that Digital India allows the women to improve production and productivity. It is found that only 55.7 % of Andhra Pradesh state’s rural women concurred with the affirmation that Digital India allows the women to improve production and productivity. 78.6 % of Andhra Pradesh state’s urban women concurred with the affirmation that Digital India allows the women to improve production and productivity.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	234.593	4	.000
Likelihood Ratio	255.612	4	.000
Linear-by-Linear Association	227.430	1	.000
N of Valid Cases	4160		

H₀ is rejected.

Table: 6- Digital India allows the women to work for business promotion

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	524	17.7	318	26.6	842	20.2
2	Agree	1168	39.4	516	43.2	1684	40.5
3	Neither Agree Nor Disagree	648	21.9	269	22.5	917	22.0
4	Disagree	446	15.0	80	6.7	526	12.6
5	Strongly Disagree	179	6.0	12	1.0	191	4.7
Total		2965	100	1195	100	4160	100

It is noticed that 60.7 % of women concurred with the affirmation that Digital India allows the women to work for business promotion. It is found that only 57.1 % of Andhra Pradesh state’s rural women concurred with the affirmation that Digital India allows the women to work for business promotion. 69.8 % of Andhra Pradesh state’s urban women concurred with the affirmation that Digital India allows the women to work for business promotion.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	130.729	4	.000
Likelihood Ratio	149.697	4	.000
Linear-by-Linear Association	116.412	1	.000
N of Valid Cases	4160		

H₀ is rejected.

Table: 7- Digital India allows the women to improve their economic bargaining power

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	678	22.9	385	32.2	1063	25.6
2	Agree	910	30.7	419	35.1	1329	31.9
3	Neither Agree Nor Disagree	771	26.0	293	24.5	1064	25.6
4	Disagree	433	14.6	71	5.9	504	12.1
5	Strongly Disagree	173	5.8	27	2.3	200	4.8
Total		2965	100	1195	100	4160	100

It is noticed that only 57.5 % of women concurred with the affirmation that Digital India allows the women to improve their economic bargaining power. It is found that only 53.6 % of Andhra Pradesh state's rural women concurred with the affirmation that Digital India allows the women to improve their economic bargaining power. 67.3 % of Andhra Pradesh state's urban women concurred with the affirmation that Digital India allows the women to improve their economic bargaining power.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	110.370	4	.000
Likelihood Ratio	120.397	4	.000
Linear-by-Linear Association	100.671	1	.000
N of Valid Cases	4160		

H₀ is rejected.

Table:8- Digital India allows the women to develop professional skill and competence

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	882	29.7	507	42.4	1389	33.4
2	Agree	1080	36.4	482	40.3	1562	37.5
3	Neither Agree Nor Disagree	489	16.5	97	8.1	586	14.1
4	Disagree	415	14.0	109	9.2	524	12.6
5	Strongly Disagree	99	3.4	0	0	99	2.4
Total		2965	100	1195	100	4160	100

It is noticed that 70.9 % of women concurred with the affirmation that Digital India allows the women to develop professional skill and competence. It is found that 66.1 % of Andhra Pradesh state's rural women concurred with the affirmation that Digital India allows the women to develop professional skill and competence. 82.7 % of Andhra Pradesh state's urban women concurred with the affirmation that Digital India allows the women to develop professional skill and competence.

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.864	4	.000
Likelihood Ratio	174.014	4	.000
Linear-by-Linear Association	120.685	1	.000
N of Valid Cases	4160		

H₀ is rejected.

Table: 9- Digital India allows the women to improve their saving ability

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	723	24.4	480	40.2	1203	28.9
2	Agree	1205	40.6	472	39.5	1677	40.3
3	Neither Agree Nor Disagree	650	21.9	181	15.1	831	20.0
4	Disagree	311	10.5	42	3.5	353	8.5
5	Strongly Disagree	76	2.6	20	1.7	96	2.3
Total		2965	100	1195	100	4160	100

It is noticed that 69.2 % of women concurred with the affirmation that Digital India allows the women to improve their saving ability. It is found that 65.0 % of Andhra Pradesh state’s rural women concurred with the affirmation that Digital India allows the women to improve their saving ability. 79.7 % of Andhra Pradesh state’s urban women concurred with the affirmation that Digital India allows the women to improve their saving ability.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	144.964	4	.000
Likelihood Ratio	150.735	4	.000
Linear-by-Linear Association	128.924	1	.000
N of Valid Cases	4160		

H₀ is rejected.

Table: 10- Digital India allows the women to sell their services and goods

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	728	24.6	444	37.2	1172	28.2
2	Agree	1010	34.1	454	38.0	1464	35.2
3	Neither Agree Nor Disagree	877	29.6	240	20.1	1117	26.9
4	Disagree	272	9.3	47	3.9	319	7.7
5	Strongly Disagree	67	2.4	10	0.8	77	2.0
Total		2965	100	1195	100	4160	100

It is noticed that 63.4 % of women concurred with the affirmation that Digital India allows the women to sell their services and goods. It is found that only 58.7 % of Andhra Pradesh state's rural women concurred with the affirmation that Digital India allows the women to sell their services and goods. 75.2 % of Andhra Pradesh state's urban women concurred with the affirmation that Digital India allows the women to sell their services and goods.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	124.593	4	.000
Likelihood Ratio	132.528	4	.000
Linear-by-Linear Association	41.842	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table: 11- Digital India allows the women to avail the benefits of development projects

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	545	18.4	343	28.7	888	21.3
2	Agree	954	32.2	433	36.2	1387	33.3
3	Neither Agree Nor Disagree	810	27.3	268	22.4	1078	25.9
4	Disagree	514	17.3	111	9.3	625	15.0
5	Strongly Disagree	142	4.8	40	3.4	182	4.5
Total		2965	100	1195	100	4160	100

It is noticed that only 54.6 % of women concurred with the affirmation that Digital India allows the women to avail the benefits of development projects. It is found that only 50.6 % of Andhra Pradesh state's rural women concurred with the affirmation that Digital India allows the women to avail the benefits of development projects.

64.9 % of Andhra Pradesh state's urban women concurred with the affirmation that Digital India allows the women to avail the benefits of development projects.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	95.341	4	.000
Likelihood Ratio	97.009	4	.000
Linear-by-Linear Association	87.236	1	.000
N of Valid Cases	4160		

H_0 is rejected.

Table: 12-Digital India allows the women to participate actively in the development projects

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	598	20.2	272	22.8	870	20.9
2	Agree	984	33.2	477	39.9	1461	35.1
3	Neither Agree Nor Disagree	661	22.3	273	22.8	934	22.5
4	Disagree	613	20.7	124	10.4	737	17.7
5	Strongly Disagree	109	3.6	49	4.1	158	3.8
	Total	2965	100	1195	100	4160	100

It is noticed that only 56.0 % of women concurred with the affirmation that Digital India allows the women to participate actively in the development projects. It is found that only 53.4 % of Andhra Pradesh state's rural women concurred with the affirmation that Digital India allows the women to participate actively in the development projects. 62.7 % of Andhra Pradesh state's urban women concurred with the affirmation that Digital India allows the women to participate actively in the development projects.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.222	4	.000
Likelihood Ratio	70.561	4	.000
Linear-by-Linear Association	31.088	1	.000
N of Valid Cases	4160		

H_0 is rejected

Table: 13- Digital India allows the women to achieve the goal of economic self-sufficiency

S.N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	611	20.6	304	25.4	915	22.0
2	Agree	1020	34.4	438	36.7	1458	35.0
3	Neither Agree Nor Disagree	735	24.8	263	22.0	998	24.0
4	Disagree	405	13.7	169	14.1	574	13.8
5	Strongly Disagree	194	6.5	21	1.8	215	5.2
Total		2965	100	1195	100	4160	100

It is noticed that only 57.0 % of women concurred with the affirmation that Digital India allows the women to achieve the goal of economic self-sufficiency. It is found that only 55.0 % of Andhra Pradesh state’s rural women concurred with the affirmation that Digital India allows the women to achieve the goal of economic self-sufficiency. 62.1 % of Andhra Pradesh state’s urban women concurred with the affirmation that Digital India allows the women to achieve the goal of economic self-sufficiency.

Test Results

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.907	4	.000
Likelihood Ratio	59.149	4	.000
Linear-by-Linear Association	29.498	1	.000
N of Valid Cases	4160		

H₀ is rejected.

5. Conclusion

Majority of Andhra Pradesh state’s rural women felt that Digital India initiatives enable women to gain control over their economic assets and achieve financial independence (70.5%), to gain equal property rights (73.4%), to achieve family infrastructural development (64.1%), to gain self employment opportunities (75.2%), to improve production and productivity (55.7%), to work for business promotion (57.1%), to improve their economic bargaining power (53.6%), to develop professional skill and competence (66.1%), to improve their saving ability (65%), to sell their services and goods (58.7%), to avail benefits of development projects (50.6%), to participate in the development projects (53.4%) and to achieve the goal of economic self sufficiency (55%). The views expressed by Andhra Pradesh state’s rural women drives to the conclusion that Digital India initiatives lead to the economic empowerment of Andhra Pradesh state’s rural women.

Majority of Andhra Pradesh state’s urban women felt that Digital India initiatives enable women to gain control over their economic assets and achieve financial independence (77.9%), to gain equal property rights (75.1%), to achieve family infrastructural development (71%), to gain self employment opportunities (83.1%), to improve production and productivity (78.6%), to work for business promotion (69.8%), to improve their economic bargaining power (67.3%), to develop professional skill and competence (82.7%), to improve their saving ability (79.7%), to sell their services and goods (75.2%), to

avail benefits of development projects (64.9%), to participate in the development projects (62.7%) and to achieve the goal of economic self sufficiency (62.1%). The views expressed by Andhra Pradesh state's urban women drives to the conclusion that Digital India initiatives lead to the economic empowerment of Andhra Pradesh state's urban women.

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