**Research Paper**

**Social Science**

# Women Entreprenuership: Importance of ICT Education

| | |
|---|---|
| **Dr. Ramaiah Bezawada** | Asst. Prof., Dept. of Commerce&management KBN (Autonomous), vijayawada. |

**ABSTRACT**

Education is the most powerful weapon which you can use to change the world. Information and communications are closely linked to power and the ability to affect change. ICT is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer etc. Socially the majorities of Indian women are still tradition bound and are in disadvantageous position. ICTs are emerging as a powerful tool for women empowerment in a developing country like India.

Educational level had significant effect on different variable of women empowerment like Self-confidence, self-awareness, Independence and Feeling of freedom. This kind of study can be used to create awareness among women for betterment of their live. And may be concluded that the information and communication technology empower a women in various areas like social, educational, personal, psychological, political, technological and economical.

**KEYWORDS :**

## INTRODUCTION

"India is a country of grand contradictions. While it is a global leader in the knowledge economy, it is also home to more than half the world's poor and illiterate people, most of whom are women." (Reddi&Sinha, 2004).

The sex ratio improved slightly from 933 in 2001 to 940 in 2011. The gender gap between male (82.14%) and female (65.4%) literacy rates remain high at 17.10 as per 2011 Census. It is an important fact that no society will progress satisfactorily unless women, who constitute almost half of their population are given equal opportunities. The first Prime Minister of India Pandit Jawaharlal Nehru once said, "To awaken the people, it is women who must be awaken; once she is on the move, the family moves, the village moves and the nation moves" (quoted in Pillai, 1995; p. 62). So there is a greater need for bringing women in to mainstream of development of India. ICT opens up a direct window for women to the outside world. Information now flows to them without distortion or any form of censoring, and they have access to same information as their male counterpart. ICT are closely linked to power and the ability to affect change. It can create new opportunities by expanding information flows and by making communications more accessible, people living in poverty can make better choices, voice their opinions, demand their rights and have more power over their own lives.

Information technology has become a potent force in transforming social, economic, and political life globally. More and more, development strategists see the need for developing countries to embrace information technology both as a way to avoid further economic and social marginalization as well as to offer opportunities for both growth and diversification of their economies. Women within developing countries are in the deepest part of the divide, further removed from the information age than are the men whose poverty they share. The gender gap in the digital divide is of increasing concern; if access to and use of these technologies is directly linked to social and economic development, then it is imperative to ensure that women in developing countries understand the significance of these technologies and use them. If not, lack of access to information and communication technologies becomes a significant factor in the further marginalization of women from the economic, social, and political mainstream of their countries and of the world. Without full participation in the use of information technology, women are left without the key to participation in the global world of the twenty-first century. ICT can be a powerful catalyst for political, social and types of empowerment of women, and the promotion of gender equality. The empowerment of women through enhancing their skills, knowledge, access to and use of information technologies. It also included a strategic objective: "Increase the participation and access of women to expression and decision making in and through the media and new technologies of communication".

Our Honorable President Dr. A P J Abdul Kalam calls this revolution of information as a nationwide movement to make India a superpower by using ICTs in both rural and urban areas. The development and proliferation of electronically communicated information has accelerated economic and social change across all areas of human activity worldwide – and it continues to do so at a rapid pace. While the use of information and communication technologies (ICTs) remains concentrated largely in the developed world, ICT diffusion is beginning to reach developing countries, including poor rural areas, bringing with it high hopes of positive development outcomes. Socially the majorities of Indian women are still tradition bound and are in a disadvantageous position. The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles. The Constitution not only grants equality to women, but also empowers the State to adopt measures of positive discrimination in favour of women. The GOI had maintained and support of women empowerment in plan and policy documents including Five years plans, the Panchayati raj, Acts and the National Policy for Women.

## ICT and Women

In the recent past, ICTs have been added to the women and gender equality debate. ICTs are being presented as a tool having potential to benefit women's 'empowerment' and a number of ICT projects that specifically target women have been established in several developed and underdeveloped countries. Before going to study the role of ICTs in women empowerment, is necessary to understand what is ICT.

Information and Communication Technologies (ICTs) are a diverse set of technological tools and resources to create, disseminate, store, bring value addition and manage information. The ICT sector consists of segments as diverse as telecommunications, television and radio broadcasting, computer hardware, software and services and electronic media, for example, the internet and electronic mail.

In India, as elsewhere in the developing world, women play a central role in family, community and social development. However, women often remain invisible and unheard. Women more than men have to balance the complexities of surviving in extreme poverty, yet these women are excluded from discussion because they are often illiterate, they lack confidence and they lack mobility. ICT offer the opportunities for direct, interactive communication even by those who lack skills, who are illiterate, lack mobility and have little self-confidence.

Here are some aspects of life which have a direct influence of ICT especially on women:

I. Women's increased access to job Market and improve entrepreneurship using ICT
II. Increase of average household income in villages
III. Women empowerment

IV. Shrinking Information Asymmetry through ICT.
V. Improved Governance
VI. Indigenous Knowledge
VII. Easy-Family communication
VIII. IncreaseSocialawareness

The Role of ICT education in the overall empowerment of rural women with reference to:

## Social empowerment
- Gaining access to new and useful knowledge, information and awareness about a range of issues, topics and activities of interest to women.
- Participating in various activities with other women and people in positions of influence where you can openly discuss issues, share concerns and experiences, and reflect on issues affecting you.

## Technological empowerment
- New knowledge, awareness and understanding about new ICTs and their potential benefits and impacts.
- The development of new skills, experience and greater confidence and competence in using new communication technologies.
- Advice and support in using email and the Internet, provided in ways that often met the participants' needs very well.

## Political empowerment
- Having a voice for their rights.
- Feel decision making capacity.
- Networking or meeting with people in government and industry and other women to discuss issues affecting women and women communities, and to organise various actions.

## Psychological empowerment
- An increase in self-confidence and self-esteem.
- Feeling more valued, respected.
- Greater motivation, inspiration, enthusiasm and interest to develop new skills and knowledge.
- Feeling much less isolated from others (particularly other supportive women) and, as a result, experiencing greater wellbeing, happiness and enjoyment of life.

## Educational empowerment
- ICT deliver information about whole world in a language they understand and a medium that they would be comfortable with.
- Wide knowledge of each area, understanding of new concepts.
- ICT help in non formal and adult women education.

## Economical empowerment
- ICT helps them to increase their monthly income.
- ICT provide jobs and opportunities to merge with large industries.
- ICT education makes women economically sound that is source of other all types of women empowerment.

## Disempowerment Forms
As with empowerment, there are clearly various degrees of disempowerment. The following provides a summary of these experiences.

## Forms of *social* disempowerment:
- Not obtaining the knowledge and information they wanted.
- Feeling uncomfortable participating in certain group activities or unable to talk about certain social or personal topics.

## Forms of technological disempowerment, includes:
- Not gaining new skills or experience in using ICTs due to lack of hands-on experience, or being unable to afford computer equipment and Internet services.
- Being unable to understand the technical information provided by computer or Internet service providers.
- A lack of confidence and competence in using computers, email and the Internet or in speaking about these technologies.
- An increase in concern or fear about the potentially negative social impacts of new ICTs.

## The political disempowerment includes:
- Feeling that your issues were not well understood or listened to by others.
- Being silenced or feeling restricted in talking about socially or politically controversial issues.

The economical disempowermentis when they fail to get appropriate job and in economically lose.

## The Psychological disempowerment includes:
- Feeling very nervous or lacking confidence to speak out.
- Feeling that you are not valued or respected by the people of your society.

## The Educational disempowerment includes:
- When ICT education not helpful to provide education in such a way in which they need.
- ICT education is costly to provide every one.

## CONCLUSION
In the recent years, through the implementation of various ICT related projects, the women are successful. There are many projects for the greater involvement of women. The main object is to make the women both economically and socially strong. The women can immensely benefit from the use of ICT. ICT has made a tremendous impact in imparting knowledge on modern technology and its uses. NGOs, SHGs working in the field, governmental agencies and other private agencies have also extended their help to promote ICT among the women. The ICT (information and communication technology) empower a woman in various areas like social, educational, psychological, political, technological and economical and well as few degree of disempowerment due to some internal and external reasons.

**REFERENCES** 1. Chapman, R. and Slaymaker, T. 2002. ICTs and rural development: Review of the literature, current interventions and opportunities for action'. ODI Working Paper No. 192. London: ODI. Available at: http://www.odi.org.uk/publications/ working_papers/wp192.pdf. (Accessed: 6th. November 2007). || 2. Nath, V 2001, Empowerment and governance through information and communication technologies: women's perspective, Retrieved on November 2, 2004 http://www.cddc.vt.edu/knownet/articles/womenandICT.htm (DA: 11/02/04) || 3. NidhiTandon, Oct 2006 Information and Communication Technologies in Bangladesh Trends, Opportunities and Options for Women Workers, Networked Intelligence for Development. |