

Impact of Digital India on Women: A literature review

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ABSTRACT

A literature review is a search and evaluation of the available literature in your given subject or chosen topic area. The present study is intended to know the impact of digital India on women.

1. Introduction

A literature review may consist of simply a summary of key sources, but in the social sciences, a literature review usually has an organizational pattern and combines both summary and synthesis, often within specific conceptual categories. Digital India is a flagship programme of the Government of India with a vision to transform India to digitally empowerment society and knowledge economy. The present study was taken up to have an understanding of impact of digital India on women.

2. Literature review

Jaggi Deepak S. (2019) reveals that digital India is nothing but paper less information freely available at any time anywhere. From computing to communication, entertainment to education, from printing documents to printing products, and, now to internet of things, it's been a long journey in a short time. It's helping people transfer money on phone. It has made reaching small island states no longer a journey of adventure, but a convenient click of a mouse. The growth of digitalization and the changes faced in the present era due to changing technology. Digitalization is very much evident in different spheres of businesses. Education, Entertainment, Online business, documentation etc.

Vijayan Aiswarya (2019) examined that the countries embracing technology for the benefit of citizens have recorded a radical change in all aspects which triggers GDP growth and leads to high national and per capita income. It is the obligation of the government to improve the living standards of citizen through initiating programmes which accelerates the economic growth. The Digitalization was propelled by the force 'Technology', which was the crucial part in 'Digital India Programme'. India has emerged as one of the country whereby government have initiated this development programme to stimulate economic development as well as to provide employment to young generations.

Vijaya, C.S. and Seethalakshmi, S. (2019) indicates that finance is an important domain of Indian women. Indian Women participate in the administration of the family. Finance,

right from managing everyday expenses, to determining investment decisions of the family. Needless to say, the Digitalization of Economy will have tremendous impact on the activities of the Indian women. In general they observe that women are able to accept the change in the present environment. The growth in female literacy rate (65% in 2017-18) across the country has also created a positive impact on digital adaptation of the women. The tech sector is the second largest sector with women employees after agriculture. This shows how women have carved a place for themselves in Technology related fields also.

Jadhav Amardeep D. (2018) examines that digitalization or digital transformation is more than just adopting cloud, social, mobile or big data technologies. It is about using technology to create new values or change the business model. Digitally transformed businesses typically create an ecosystem where all market participants and consumers participate. The campaign aimed to connect rural areas with high speed internet network and to improve the digital literacy. Indian economy is growing at a fast pace that requires the people to be financial literate to take judicious decisions. After this digitalization, the financial transactions have to be done through internet. So, Digital financial literacy is gaining importance.

Luvy (2018) stated that the Digital India program has been propelled with an aim of changing the nation into a digitally enabled society and learning economy. The Digital India program would guarantee that Government administrations are easily accessible to citizens electronically reducing the paperwork. It would as well bring responsibility and transparency through the mandated delivery of services electronically; a Unique ID and e-Pramaan in view of credible and standard based interoperable and incorporated government applications and information basis. This research endeavours to feature the effect of Digital India by 2019. It also expounds on the diverse possibilities of the program for the general population of the nation.

Ritu and Khurana Anil (2018) indicate that the new drive on promoting mobile connectivity and internet can help India

will make huge growth in the digital world. The aim of this paper is to understand the concept and advantage of Digital India, service launched through Digital India and future scope of Digital India and to find out the limitations in implementing the digital India program. The expectation of India from the digital India programme is to improve the Information Technology interface for getting the maximum coverage with the help of e-Governance and e-Service in the world. A Digital interface is convenient to both the government as well as the public also. The main agenda of this scheme is that the government of India wants to build every family and every human being digitally empowered.

Vij Dimpal (2018) stated that Indian villages look far behind in comparison to urban India. The coming age is of knowledge economy. With increasing use of smart phone, it is possible now to provide different services with one click. This paper is a modest attempt to find out the impact of Digital India in empowering rural India, its challenges and what other initiatives can be taken in it to make it more effective so that urban-rural digital divide may be filled and our villages may also develop and reap the benefits of digital revolution that is taking place all around the world.

Gurumurthy Anita and Chami Nandini (2018) examined that, this research paper seeks to analyse Digital India from a gender perspective, evaluating its implications for women's empowerment and gender equality. Digital India, as a commonplace terminology has attained the status of a boundary object: a concept that is highly plastic, allowing diverse interpretations, but still recognisable to actors from very different socio-structural locations for a certain common core. In the different discursive universes of public policy, political performance and mainstream public debate, the idea of Digital India occurs frequently. For policymakers, it is a flagship programme; for members of the political class, it is emblematic of a resurgent Indian nation that is transforming into a powerhouse in the global digital economy; while for citizens, it may be an inspirational ideal of upward social mobility or a paradigm shift in transacting with the state.

Podile Venkateswararao (2018) indicates that the Digital India programme was started with a broad vision to convert India into a digitally empowered society and knowledge economy. One of the three important areas of Digital India is forming digital infrastructure as a utility for every citizen. The second important area of digital India is providing governance and services on demand. The ultimate objective was to make all government services accessible to the common man in his locality, through common service delivery outlets, and ensure efficiency, transparency, and reliability of such services at affordable costs. The third important area in digital India is digital Empowerment of Citizens. This also places emphasis on universal digital literacy and availability of digital resources or services in Indian languages. In this direction, Government of India had introduced 115 digital India initiatives. Out of all the initiatives there are certain digital India initiatives which empower rural women and urban women in particular. In this paper an attempt is made to present some of the important digital India initiatives which empower women.

Madhale Paul D (2018) stated that, Digital India is the result of numerous advancements and innovative headways. These change the lives of individuals from numerous points of view and will engage the general public in a superior way. Digital India is a program to convert India in to a digitally empowered society, and knowledge economy. This project is delivering good governance to people and coordinated with both State and Central Government. Henceforth, an endeavour has been made in this paper to comprehend Digital India as a crusade where advancements and network will meet up to have an effect on all parts of administration and enhance the personal satisfaction of nationals.

Khillare Prakash and Sonawane Madhulika (2018) Examines that more than seventy percent population of the country lives in rural part of the nation. Due to illiteracy and stay away from urbanization, most of the labours in this labour force are not able to connect with the new and modern technology and techniques. Government of India is started to promote and to create the awareness programme towards the cashless and paperless transactions through digital payment system. One of the important parts of the labour force is the huge pool of women domestic workers which are still so far away from adopting and accepting new type of digital payment system.

Sivapriya, Subhashini and Preetha (2018) examines that digital India has been influencing the economy in various ways by creating more job opportunity, better delivery services, technological sectors. It will always help in better Governance. Digital India" initiative has been an area of interest of numerous researches from various disciplines because of its great significance and influence on the economy as a whole and particularly the technological sector.

Thilagavathi P. (2017) reveals that digital India initiative is a step-in right direction which will achieve the fore set goals. Certain challenges associated with the implementation of this advancement. Thus, it requires some pre-requisites. This is one of the most ambitious projects launched by the Indian government. Traditional, India always had ambitious projects and plans, but implementation and execution has been sluggish. Good thing is there's a lot of positively around the Digital India initiative. Digital education could be one of the segments that can be best benefited from the initiative.

Kumar Tukesh, Prdhi Shwati, Bisen Abhay (2017) indicates that the world has transformed from knowledge savvy to techno knowledge savvy. The things should be available on one click. The Digital India programme comprises of various initiatives each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and coordinated engagement of the entire government. Digital indicates to electronic technology which generates stores and processes data. It is stored in a virtual central repository that can be accessed anytime, anywhere, through established protocols. Digital Technologies include Cloud Computing and Mobile Applications. Digital India is one of the steps by the government to motivate and connect Indian Economy to a knowledge savvy world. The overall programme is focused to develop India for a knowledgeable future by developing central technology for allowing revolution

which covers many departments under one umbrella programme.

Arpita and Nilu (2017) in their research article they reported that government services are accessible by the citizens electronically by improving online infrastructure as well as internet connectivity. The vision of digital India is the development in the field of including electronics services, products, manufacturing and job oriented schemes etc. Digital technologies including mobile application and cloud computing is causes an important role in rapid development for economic growth and digitally empowered Indian citizen across the world. This paper overviews the concept of Digital India and its impact on Indian Society.

Srivastava Shekhar (2017) indicates that digital India programme is necessary to address certain challenges in the way of its successful implementation like digital illiteracy, poor infrastructure, low internet speed, lack of coordination among various departments, issue pertaining to taxation etc. If implemented properly, it will open various new opportunities for the citizens of the country and therefore it requires a lot of efforts and dedication from all departments of government as well as private sector considering the current status of the programme.

Boro Madan Chandra (2017) examined that, the long waited 'Digital India' mission initiated by Prime Minister Mr. Narendra Modi. Earlier it was launched as National E-governance Plan (NeGP). The objective of the mission is to build participative, transparent and responsive governance to reach out the citizens in support of service of electronically and promote digital literacy in India with the help of digital technologies which includes the concept of cloud computing and mobile applications have emerged as the catalysts for express economic growth and citizen empowerment. Thus, the paper aims to find out the concept of digital India, initiatives of government of India, its impact, and find out some suitable solutions. The historical and observation method has been applied in this study. The data used in this study are secondary. Scholarly views, debates, writings in various magazines and journals have been used to conceptual description. The primary focus is to clear the concept of digital India, its application and the impact on Indian economy.

Dua Seema (2017) stated that digital India is the initiative will enable people to get engaged in the innovation process which is needed by the economy to move forward. But to implement this is a great challenge. There are many roadblocks in the way of its successful implementation like digital illiteracy ,poor infrastructure, low internet speed, lack of coordination among various departments, issue pertaining to taxation etc . These challenges need to be addressed in order to realize the full potential of this programme. It requires a lot of efforts and dedication from all departments of government as

well as private sector. If implemented properly, it will open various new opportunities for the citizens of the country.

Sheokand Karamvir and Gupta Neha (2017) stated that digitalisation improves effectiveness and efficiency of work being done. Digitalisation of governance activities, i.e., e-governance, enhances quality of life of its citizenry by increased transparency in Government departments and easing service delivery. It increases speed and reduces time duration requirements for performing various activities and functions. Cutting of costs and increased market span enhances profit margins and hence can accentuate returns in the sectors. Automation of agricultural sector reduces uncertainties in the sector and better utilisation of available resources. Automation of industry leads to better product designs and increased profit margins thereby leading to healthy competition and growth of the sector. Digitalisation of services will lead to enhanced customer satisfaction and improved service quality by timely and wider reach of service delivery. Also, digitalisation of the service sector throws open wide scope and arenas for development and growth of the sector. Digitalisation also impacts the employment scenario in the country. To shift Indian Economy from developing economies to developed economies, a lot of work need be done; enhancing and promoting digitalisation in the country is one step towards that goal. Various steps need to be taken to remove obstacles and hindrances from the path of digitalisation. Proper implementation of digital India programme will lead to better agricultural return per capita, better cost output ratio of industrial produce and better service quality. It enables transparency in all the systems and processes thereby improving quality of life.

Parihar Jyoti (2017) examines that the digital technology has revolutionized the world. Post 1990s, with the advent of the Information and Communication Technology (ICT) in India, enumerable benefits have accrued to all because of the synergy of knowledge and ICT but these benefits need not be restricted to only some. Digital technology has proved to be a non-discriminating medium which provides equal help and opportunities to people, cutting across gender barriers. The digital technology has been used most efficiently and effectively by the government and the civil society alike to bridge the gender gap in India.

3. Conclusion

The review of literature examines that the digital India project creating a huge opportunity to the Indian citizens. This project helps in improving our social and economic conditions of people who are living in rural areas by providing access to education, health and economical services in their life.

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