SUSTAINABLE DEVELOPMENT ON RURAL WOMEN EMPOWER OF DIGITAL LITERACY

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ABSTRACT

The ability to use a computer, a smartphone, the internet, e banking, a website, operating through an e commerce site, as well as basic operating systems and software applications, can be considered digitally literate. In addition to higher education, digital and internet literacy is an essential and important tool that makes women truly employable and empowered. Women's access and literacy to digital technologies and the Internet can enable them to become more productive and career-oriented. The importance of providing women with basic knowledge and the proper exposure to the Internet and digital technologies allows them to start their own businesses, fight for their rights, and become financially independent, thus benefitting society and the country in the long run. researcher taken the sample is 30 of the respondents are used this study based on the convenient sampling technique. Statistical tools for Regression and Reliability test is applied with the help of SPSS. The results,for it infers that the Likert's five point scale used for women's are Empower in Digital Literacy is considered Reliable. Hence, the null hypothesis is rejected and it is concluded that there is a significant relationship between the Digital literacy and the Women empowerment. The result of regression analysis displays that, Digital literacy is the best predictor of Women empowerment with a beta weight of 0.710 (71.0%).

Keywords: Women Empowerment, Digital Literacy, Digital technology, Women Knowledge etc.

1. INTRODUCTION

The term "digital literacy" describes a broad set of abilities required for people to participate successfully and meaningfully in a world that is increasingly connected by technology. It

encompasses more than just technical competence and includes the capacity to use digital platforms and devices to access, assess, understand, and generate information. Fundamentally, digital literacy allows people to effectively interact across a variety of digital media, navigate the enormous digital world, separate reliable information from false information, and use technology to solve issues and create. It includes proficiency with digital tools, knowledge of digital citizenship, online safety and privacy, critical analysis of digital content, and technology adaptation. People that are digitally literate are able to fully engage in the digital age. The broad range of technologies used for data management, information processing, and communication is referred to as ICT. It includes all of the digital platforms, networking, hardware, and software that make data generation, storing, retrieval, transmission, and modification possible. In addition to software programs, internet services, social media platforms, cloud computing, and communication networks, this also encompasses hardware such as PCs, cellphones, and tablets. ICT is the cornerstone of modern connectedness, allowing people to access, share, and effectively use huge amounts of data while also facilitating the global interchange of information. Encouraging digital literacy and ICT activities among women in Tamil Nādu is crucial for promoting gender equality and socioeconomic advancement. Having access to technology gives women the power to break through obstacles that have traditionally prevented them from participating fully in a variety of fields. Through the acquisition of fundamental digital skills, access to educational materials, and pursuit of online learning possibilities, it improves their employability and financial prospects. Women who are digitally literate can speak up more, fight for their rights, and participate actively in decision-making. The empowerment of women through technology plays a key role in achieving sustainable development and inclusive communities by bridging the digital gap.[1]

2. REVIEW OF LITERATURE

Chuepan, A, etal[4] (2022), This research to analyze the current level of Digital Literacy Skills in Thailand and the factors influencing the development of Digital Literacy Skills in Thailand according to the Thailand 4.0 policy. This research is a quantitative research, in which the sample

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[1] Asmita Debbarma, and Ajay Sharma Chinnadurai, (2023),"Empowering Women through Digital Literacy and Access to ICT in Tripura," *International Research Journal of Advanced Engineering and Science, Volume 9 (1), pp. 5-9, ISSN (Online): 2455-9024.*

group was obtained from people of early working age (18-29 years for Thailand) in Bangkok and the suburban areas. According to the Krejcie & Morgan table, a total of 384 people were sampled through stratified sampling, using the provinces as criteria for classification. The results of the study are as follows: The current level of Digital Literacy Skills of Thai people is high, the specific skills which were at a very high level included the skill of choosing the appropriate technology and the skill involving relationships between digital social groups. The level of influence of all 4 factors associated with the development of Digital Literacy Skills in Thailand was found to have a very high level of influence. This comprised of the following factors: the development of workforce towards the digital age, uplifting the economy in the digital age, driving the community towards a digital society, and infrastructure development to support the digital society. All 4 factors influencing the development of Digital Literacy Skills in Thailand according to the Thailand 4.0 policy[2]

Social Welfare & Women Empowerment Department Goverment of Tamilnadu, India (2024), Tamil Nadu is witnessing a vibrant development phase, with the state government giving special emphasis for the development of the women and children addressing their concern in a multi phased manner through the social welfare and nutritious programme department. The Social Welfare and Women Empowerment Department of the Government of Tamil Nadu under the able guidance of the Honble Chief Minister of Tamil Nadu had always ensured the welfare of the poor, the downtrodden, Women, Children, Senior Citizens and transgenders.[3]

P. Geetha Jeevan, (THE HINDU, January 23, 2024), A State-level committee headed by Chief Secretaries and district-level committees headed by Collectors will be constituted to monitor the implementation of the policy and to address any issues of discrimination She said the policy aimed at holistic development of women, by focussing on empowering them through education, economic independence and power sharing. changes were incorporated in the draft policy based on the feedback received from the civil society and discussions with other departments. She

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[2] Vichian Puncreobutr, Somjate Waiyakarn, Wannee Tapaneeyakorn, and Apichaya Chuepan, (2022), "Factors Influencing The Development Of Digital Literacy Skills In Thailand According To The Thailand 4.0 Policy", *Webology, Volume 19(2), ISSN: 1735-188X.*

[3] Social Welfare & Women Empowerment Department Goverment of Tamilnadu, India
https://www.tnsocialwelfare.tn.gov.in/en

pointed out the State has formulated a new policy 23 years after the national-level policy was released in 2001.[4]

3. WOMEN EMPOWERMENT IN TAMIL NADU

Women's empowerment can be said to encompass five aspects: improving women's sense of self-worth; their right to have and determine choices in matters that concern them; their right to have access to opportunities and resources; their right to have the power to control their own lives, both within and outside the home; and their ability to influence their environment to ensure social justice and create an equitable social and economic order. The State shall take up programming for synergy, combining multiple strategies and interventions at the individual, interpersonal, community and societal levels for sustained impact. The State shall build on on-going initiatives, integrating prevention activities into existing health, development and other existing sectoral programmes. Vision of Tamil Nadu would provide all women with access to all services and entitlements in an equitable manner, reduce discrimination and eliminate all forms of violence against women and provide them with equal opportunities for realizing their potential and aspirations and Mission of Tamil Nadu would provide a safe, secure, healthy and aspirational environment to empower 3.2 crore women population in the State, through an operational convergence amongst departments thus bringing improvement in the development outcomes for women involving both the genders to work towards the common goal.

4. STATEMENT OF THE PROBLEM

As science and technology have progressed, it is all but certain that tech skills will become even more essential. It is no longer sufficient to be literate to be successful in today's world. You can make contributions to society with minimal digital skills even though you lack the wholesome literacy that's required. The importance of digital literacy happens to be the same for both genders. Digital education for women in general, should be separated from education for men in general for many reasons. In India, where 130 crores (1.3 Billion) people are out there, with almost 50% of them women, we cannot overlook the need to educate half of society. Despite being a developing country, many women still live miserable lives in many parts of India. India has a much lower percent of women who are literate than most other countries. Indian women lack education, but

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[4] https://www.thehindu.com/news/national/tamil-nadu/tn-cabinet-approves-state-new-policy-for-women/article67768710.ece

they also lack in the social, economic, political, and moral aspects of their lives. If these millions of women were to be educated and given access to digital literacy, they could stop many mindless societal rituals that are prevalent in Indian society. Women's participation in all sectors of the economy and in our own economy can be expanded greatly. This will lead to a more stable social order, which will benefit all of us, since these individuals can become more confident and independent. The study analyze the women empowerment in digitally literacy and what are the ways aware.

5. OBJECTIVES

1. To study theoretical concept of the Digital literacy
2. To analyze the relationship of digital literacy and women empowerment is reliable.
3. To offer valuable suggestion and findings of the study.

6. HYPOTHESIS

There is no significant relationship between Digital Literacy and Women empowerment

7. METHODOLOGY

The studies are both quantitative and descriptive study. The data are collected from primary data and secondary data. Primary data collected from well structured questionnaire and secondary data collected from magazine, books, Government reports, article, media, internet etc., the researcher taken the sample is 30 of the respondents are used this study based on the convenient sampling technique. Statistical tools for Regression and Reliability test is applied with the help of SPSS.

8. RESULTS AND DISCUSSION

The women empower from the Digital financial literacy empowers rural women to manage their finances independently, fostering confidence in handling money matters and enabling them to contribute to household decisions. Armed with financial knowledge, women are better equipped to explore entrepreneurial opportunities. In this study digital knowledge is empower the women position its develop and independently take decision .

8.1.RELIABILITY

The concept of reliability is sometimes approached in an absolute way where the structure either is or isn't reliable. In accordance with this approach, the positive statement is understood as the

structure will never fail. Reliability is a measure of the stability or consistency of test scores. The researcher has used Cronbach's Alpha Test to test the reliability of data.

Alpha is developed by Lee Cronbach in 1951 "to provide a measure of the internal consistency of a test or scale" and it is expressed as a number between 0 to 1. Internal consistency describes the extent to which all the items in a test measure the same concept or construct and hence, it is connected to the inter-relatedness of the items within test Various kinds of reliability coefficients, with values ranging between 0.00 (much error) and 1.00 (no error) are usually used to indicate the amount of error in the scores. George and Mallery provide the following rules of thumb: where variables greater than 0.9 is termed as "Excellent", variables greater than 0.8 is labelled as "Good", variables greater than 0.7 is termed as "Acceptable", variables greater than 0.6 is termed as "Questionable", variables greater than 0.5 is considered as "poor" and variables less than 0.5 is termed as "unacceptable". For testing the reliability Likert's Five point scale used for women's empower in Digital Literacy. The table 1 shows the results of Cronbach's Alpha Test.

Table 1
Cronbach's Alpha (A) Test for the Women's are Empower in Digital Literacy

	Cronbach's Alpha	**N of Items**
Digital Literacy	0.613	5
Women Empowerment	0.843	8
Digital Literacy and Women empowerment	0.715	2

Source: Computed Data

The Cronbach's Alpha value of Digital Literacy is 0.613 the value is questionable and women empowerment value is 0.843 is the value Good and Both factors of variable value is 0.715 is the value is acceptable, it infers that the Likert's five point scale used for women's are Empower in Digital Literacy is considered **Reliable.**

8.2.REGRESSION:

Relationship Between the Digital Literacy And Women Empowerment

In order to find out the relationship between the digital literacy and women empowerment, the following null Hypothesis has been formulated. **"There is no significant relationship between the digital literacy and the women empowerment".** The regression analysis has been applied to examine null hypothesis by using SPSS and the computed results are given in the following

Table 2. Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710[a]	.504	.486	2.18719

Source: Computed Data

Table 2 indicates that, the multiple R shows a substantial correlation between the predictors of Digital literacy and the dependent variable namely the women empowerment (R=0.710). The value of R^2 is 0.504 which indicates that 50.4 percent of the variations in the women empowerment is explained by the predictors of Digital literacy. Further, it has been found that the predictor variables, this predictor influence the women empowerment.

8.3.ANOVA – between the digital literacy and the women empowerment

The fitness of this model of regression analysis are examined and the result of ANOVA are presented

Table 2.1 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.920	1	135.920	28.413	.000[b]
	Residual	133.946	28	4.784		
	Total	269.867	29			

a. Dependent Variable: empowerment

b. Predictors: (Constant), digitalliteracy

Source: Computed Data

Table 2.1 demonstrates that, the significance level for the F value is less than 0.05. Hence, the null hypothesis is **rejected** and it is concluded that there is a significant relationship between the Digital literacy and the Women empowerment.

Relationship Between the Digital Literacy and Women Empowerment

The results of multiple regression analysis with regard to the relationship between the Digital literacy and the women empowerment are displayed in Table 6.9.

Table 2.2 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	7.204	1.528		4.714	.000	4.073	10.334
	digitalliteracy	.344	.065	.710	5.330	.000	.212	.476

a. Dependent Variable: empowerment

Source: Computed Data

The result of regression analysis displays that, Digital literacy is the best predictor of Women empowerment with a beta weight of 0.710 (71.0%).

9. SUGGESTION AND CONCLUSION

People need a basic understanding of and ability to use digital media to work effectively in today's society and use technologies in a meaningful and multiple way. The ability to use a computer, a smartphone, the internet, e banking, a website, operating through an e commerce site, as well as basic operating systems and software applications, can be considered digitally literate. In addition to higher education, digital and internet literacy is an essential and important tool that makes women truly employable and empowered. Women's access and literacy to digital technologies and the Internet can enable them to become more productive and career-oriented. The importance of providing women with basic knowledge and the proper exposure to the Internet and digital technologies allows them to start their own businesses, fight for their rights, and become financially independent, thus benefitting society and the country in the long run.

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