

**ECONOMIC RIGHTS FOR WOMEN DEVELOPMENT AND
EMPOWERMENT THROUGH INFORMATION AND TECHNOLOGY**

Ms. POOJA S. TALAWAR

Research Scholar

Dept. of Sociology

Karnataka State Akkamahadevi Women's University

Vijayapur. Karnataka State.

Email: poojatalawar1996@gmail.com

Dr. M. P. BALIGAR

Dept. of Sociology

Karnataka State Akkamahadevi Women's University

Vijayapur. Karnataka State.

ABSTRACT:

In developing countries the range of women's economic activities is very broad. It includes formal and informal sectors of employment, as well as self-employment in forming, trading and crafts production. With increasing numbers of women entrepreneurs, who run small and medium scale enterprises; there are numerous possibilities to improve women's economic activities in these areas. The increased access to information is probably the greatest benefit that it can bring to economic development, since the principle access to use of information is precisely to those locations that have the least of both where the technologies could have the greatest impact.

Keywords: *women, IT (information technologies), economic activities, entrepreneurs.*

INTRODUCTION:

We often talk about human rights, human resource development, democracy and social capital. But can any political system and its mentors think about these

things by ignoring the welfare and presence of the feminine factor? “Freedom depends on the economic conditions even more than political. If a woman is not economically free and self-earning, she will have to depend on her husband or someone else and dependents are never free. On the technology side, an important direction for the future towards women’s economic empowerment is the creation of content and applications that will serve women’s interests.

ECONOMIC PERSPECTIVE OF EMPOWERMENT OF WOMEN:

Women’s participation in income generating activities is believed to enhance their status and decision making power with employment. The economic contribution is related to their status and role in the family and in the society. If a woman is not economically self dependent, she can never claim an equal status with a man. The problem of poverty cannot be tackled without providing opportunities of productive employment to women. Even where there is a male earner, women’s earnings form a major part of the income of poor households. Moreover women contribute a large share of household maintenance than men. This increase in women’s income transforms living and is directed into better child health, nutrition and family well-being.

IMPORTANCES OF ECONOMIC EMPOWERMENT:

- Women’s access and control over income.
- Relative contribution to family support.
- Employment Opportunities.
- ICT provide jobs and opportunities to merge with large industries.
- ICT help them to increase their monthly income.

Women’s access, control and use of resources (*human, physical, financial and productive assets, access to infrastructure and services*). ICT education makes women economically so sound that it is the source of all other types of women empowerment. Respect the dignity of women in all marketing and other company

matters. Provide equal opportunities for formal and informal networking and mentoring.

The prime aim of empowerment is to have self reliance. Women own fewer agricultural assets than men (land and livestock) and while women participate in household decision making. Empowerment is now increasingly seen as a process by which, the one's without power gain greater control over their lives. In contemporary scenario women empowerment has become a central theme for any development. To bring about changes in the family, society, class, religion, caste, politics, economy and to aimed education in media and law. Providing the economic independence and developing ability to think critically.

OBJECTIVES OF THE STUDY:

- To analyze the factors influencing the economic rights through empowerment of women through ICT.

LITERATURE REVIEW:

- **According to Nanavaty Reema (1992)**
Economic empowerment is the basis of social and political empowerment for the poor women. The process of liberation starts only when they are unable to survive the economic and ecological marginalisation through ongoing and local productive work. By their efforts and products, they are organized to penetrate and establish a foot holds in the main stream of the economy.
- **According to Abdul Rab (1998):**
Examined management of development in growth with equity and stated that the concept of empowerment places emphasis of women's freedom of choice and power to control their own lives at both the personal and social levels. Empowerment is simply gaining the power to make their choice heard to contribute to plans and decisions.
- **According to D' Silva (2001):**

Though women are organized into self help groups processing huge corps, contributing to socio-economic development of the district is very low hence, unable to take-up production activities on large scale.

- According to **Awasthi Petal (2002):**

Explored the working and impact of *Self Help Groups* on economic status of women in watershed areas and pointed out that the SHG members suffered from lack of motivation.

EMPOWERMENT THROUGH INTERNET AND E-COMMERCE:

The internet can offer great assistance to women entrepreneurs. It offers databases, put together by women's groups from which women can find relevant links, connections resources and information and develop partnerships not just for their services but also for financing, mentoring and business coaching.

It can even mitigate the effect of lack of access to capital. Support groups can be formed through electronic bulletin boards. Thus, the internet itself can help to organize and build solidarity with and between people working from home offices. It can break down isolation, aid job related concerted action or just increase information opportunities and interaction.

WOMEN AND KNOWLEDGE-BASED ECONOMY:

Many of the new jobs are in call centres providing customer services by telephone in geographical information systems and in software. As the IT jobs come to reflect the movement towards a knowledge base economy, the skill requirement advances as well many of the women working in medical transcription have degrees in pharmacy.

In India, women occupy nearly 20 percent of the professional jobs in the software industry with higher percentages found in Calcutta and Bengaluru. However, nowhere are these jobs the majority of those held by women in the work force nor are women the majority of workers in these occupations. The women working in these areas comprise small educated elite.

WOMEN AND E-COMMERCE:

In business-to-consumer e-commerce, the success factors are marketing unique products to consumers with disposable income and managing timely delivery of products. Since such customers are found largely in developed countries, the infrastructure for delivery of goods must be sufficient for the businesses to operate credibly. If the business deal in non-physical goods or if the goods can be delivered locally in a country, it would be so much better.

ECONOMIC RESERVATION:

Development gives us flexibility to approach and hold women and their support in great esteem, for they have been supportive share holders and partners and are committed to our future growth strategy. We are moving towards the next stage of consolidation and growth, and believe the timing could not have been better. Never rule out anything if circumstances change. A person is entitled to the right to life and women will not be a charity case any more. All humans are born equal that they are entitled to equality of opportunity and this principle should be practised and good governance that has right emphasis on social engagement and economic exchange will boost the economic condition of ordinary people. The development and future of the country is the responsibility of all of us. We will have to decide how we can carry everybody along and will make our voice heard.

In the past, employment of women was almost unthinkable. It was not liked by the society. If any woman dared take up a job, she was invariably a subject of social criticism and contempt and she was not considered a good woman.

ACTIVITIES OF WOMEN IN AGRICULTURE:

Agriculture plays a key role in the overall economic and social well-being of the rural community. Biological males and females have different physical structures but in rural economy, females play a greater role besides looking after family affairs. Women cultivate crops mainly in their own land besides their daily household activities. They are mainly engaged in growing small scale crops in small fields.

Often adjacent to their dwellings, women produce cash crops like potato, peas, mushroom, ginger etc., women take up vegetable growing which can be done in a remunerative way in small pieces of lands or on roofs of the houses in rural areas.

The harvest of these activities is often a bonus to families who mainly depend on the earnings of the male members of the family. Small farmers should be encouraged to adopt integrated farming so that multiple returns are ensured. Government institutions should now lay equal emphasis on the requirements of the small land holders so that every farmer progresses.

CHALLENGES AND PRACTICAL STRATEGIES:

Information and Communication Technologies (ICTs) provide a great development opportunity by contributing to information dissemination; providing an array of communication capabilities, increasing access to technology and knowledge, among others. However, access to and the cost of ICT continues to be a major development obstacle, particularly in the developing world.

Using and benefiting from ICT requires learning, training, affordable access to the technology, information relevant to the user and a great amount of support. The challenges are many and they fall in a few categories. Access to affordable services and availability of infrastructure is without a doubt a major requirement if ICT are to be used for women's economic empowerment.

As discussed, above it can be stated that economics rights of women development and information technology model are considered beneficial but on the other hand there are some issues related to the fallacies of human rights.

CONCLUSION:

There is growing recognition of role played by economic rights of women development and women empowerment model. Economic rights norms are undergoing metamorphosis to attract and retain talented women employees. The need to balance work-family balances is creating a talent crush is middle and top management. Women have to maintain a balance between professional and personal life to capitalize on the opportunities provided by Information technology. Family

members should support the women to utilize their talent and skills to establish their unique identity and for the economic welfare of the family in particular and nation as a whole.

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