

## **Digital Literacy Among Women: Bridging the Technology Gap**

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### **Abstract**

Digital literacy is indispensable in the digital age, playing a vital role in education, employment, and access to services. However, gender disparities in digital literacy remain a significant barrier to women's empowerment. This paper explores the challenges women face in becoming digitally literate, the role of government and private initiatives, and the transformative impact of digital skills on women's lives. Case studies from rural India highlight the success of digital programs in bridging the technology gap. Recommendations are provided to ensure sustainable digital inclusion, thereby fostering gender equality and socio-economic development.

**Keywords:** Digital literacy, gender gap, women empowerment, digital inclusion, socio-economic development, ICT.

### **Introduction**

The rapid growth of digital technologies has reshaped economies and societies, making digital literacy a cornerstone of modern living. However, the benefits of the digital revolution are not equitably distributed. Women, particularly in developing countries, face barriers to accessing and using digital tools. Even today so many women don't even know the basic knowledge about technology. Its a sad reality for us Indians that even so much awareness created still women of India are not benefitted by it. Globally, women are 23% less likely than men to use mobile internet. This digital gender divide has far-reaching implications for women's socio-economic empowerment. Empowerment of women is not possible without educating them about the basic technology use.

**Objective:** This paper tries to examine the barriers to digital literacy for women, evaluates existing initiatives, and provides strategies to bridge the gap.

### **Barriers to Digital Literacy Among Women**

- Socio-Cultural Factors

Patriarchal norms often restrict women's mobility and access to education, limiting opportunities for digital learning (UNESCO, 2022). Gender stereotypes discourage women from using technology, perpetuating their exclusion from digital spaces. Men being the decision maker for women, often try to limit their potential. Women are mostly engaged in household and religious practices. Men are considered the breadwinner and women work is still limited to taking care of children and old people at home. Even education is different for men and women.

- Economic Challenges

Economic constraints hinder women's access to digital devices and internet services. A 2019 study by the National Sample Survey Office (NSSO) revealed that only 14.9% of rural Indian households had internet access, with women disproportionately affected. Economically women are not self-sufficient. They are depended on their father or brother before marriage and after marriage they are depended on husband for financial support. Women need to know about the advantage of digital literacy and the benefit which comes with it. With digital literacy women can earn for themselves and support their family as well.

- Educational Disparities

Low literacy rates among women (70% compared to 84% for men in India) pose significant barriers to learning digital skills. Additionally, a lack of female role models in technology discourages girls from pursuing digital education (Kapoor & Bansal, 2020). Education is still considered to be important for boys as they will grow and will take care of their family. Girls are considered as a burden for the family as they have to go other house. So parents are not very much interested in educating girls. In 21<sup>st</sup> centuries people have started educating girls but only so that they can be married. Even curriculum and subjects are different for different genders.

## **Initiatives to Promote Digital Literacy**

### **Government Programs Include:**

- **Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA):** Targets rural households, with a special focus on empowering women through digital training (MeitY, 2017).
- **Digital India Mission:** Provides infrastructure and services to improve digital inclusion nationwide.

### **NGO Efforts:**

- **Self-Employed Women's Association (SEWA):** Offers digital literacy training, enabling women to access online markets.
- **Barefoot College:** Trains rural women in using solar technologies and digital tools, fostering community leadership.

### **Private Sector Initiatives:**

- **Google's Internet Saathi:** Reached over 30 million rural women, teaching them basic digital skills.
- **Facebook's GOAL Initiative:** Focuses on mentoring tribal women in digital literacy and leadership.

## **Impact of Digital Literacy on Women**

- **Economic Empowerment:**

Digital literacy enables women to access online job opportunities, start businesses, and participate in the digital economy. Platforms like Meesho and Etsy have empowered women entrepreneurs in rural India (World Bank, 2021). Apps like Apna help women to get work from home easily which gives them a stable income.

- **Access to Education and Healthcare**

Online learning platforms like Coursera and health apps have improved women's access to quality education and healthcare services (UNESCO, 2022).

- **Social and Political Participation**

Social media platforms have allowed women to raise awareness about gender issues, participate in governance, and advocate for rights. It has given strength to women to use their potential to earn good money.

### **Case Studies**

- **Internet Saathi Program**

Rural women's in Uttar Pradesh learned to use a smartphone, started small digital payment business, and became a community trainer, empowering other women.

- **Barefoot College**

In Rajasthan, women were trained in digital skills and solar technologies, improving community energy access and creating livelihoods.

- **E-Commerce Empowerment**

Women entrepreneurs in rural areas leveraged platforms like Meesho to expand their businesses, increasing family income and gaining financial independence.

### **Recommendations**

#### **Educational Integration:**

- Include digital literacy in school curricula for girls to build a strong foundation.
- Conduct awareness campaigns to reduce stigma around women using technology.

#### **Financial Support:**

- Subsidize the cost of smartphones and internet connections for women.
- Expand public Wi-Fi networks in underserved areas.

#### **Community-Led Initiatives:**

- Train local women as digital literacy ambassadors to ensure community-level outreach.
- Collaborate with NGOs and private organizations for localized training programs.

- Encourage public-private partnerships to scale successful digital inclusion initiatives.

### **Conclusion**

Digital literacy is not just a skill but a pathway to women's empowerment and societal transformation. Bridging the digital gender divide requires a multifaceted approach, involving governments, private sectors, and communities. By investing in digital literacy for women, societies can unlock untapped potential and foster inclusive development.

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