

# Effect of Digital India on Political Empowerment of rural women and urban women

**Dr.Venkateswararao.Podile<sup>1</sup>, Dr.Meda Srinivasa Rao<sup>2</sup>,Dr.K.Sudha Rani<sup>3</sup>, Dr.Subramanian Shanmugam<sup>4</sup>**

<sup>1,2</sup>Professor, K.L.Business School, Koneru Lakshmaiah Education Foundation, India

<sup>3</sup>Principial S.D.M.Siddhartha Mahila Kalasala, Andhra Pradesh, India

<sup>4</sup>Associate Professor, School of Management, Central University of South Bihar

Email: <sup>1</sup>vraopodile@kluniversity.in, <sup>2</sup>msrinivasarao@kluniversity.in, <sup>3</sup> sudharaniguduru@gmail.com, <sup>4</sup>subramaniyan@cusb.ac.in

## ABSTRACT

Digital India programme is based upon nine pillars. The nine pillars include creating Broadband Highways for providing connectivity to citizens, Providing Mobile connectivity to all, Internet Access Programme for Public, E-Governance by using Technology, Electronic Delivery of Services through e-Kranti, Provision of Information to everyone, achieving Net Zero imports in manufacturing Electronics, using Information Technology for employment and some early Harvest Programmes. In this direction, Government of India had introduced one Hundred and fifteen Digital India initiatives. Andhra Pradesh is the seventh largest Indian state in terms of area. As per 2011 census, Women population in the state is 2, 47, 46, 590. Digital India initiatives are being implemented with efficacy in Andhra Pradesh. In this Context, Current Research is done, to explore Digital India effect on political empowerment of rural and urban women and to undertake parallel analysis of impact of digital India on Political empowerment of rural and urban women in the state of Andhra Pradesh. Present Research is empirical in nature. This study mainly hanged on primary data.

## Keywords

Digital India, Political Empowerment, Rural women, Urban Women

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## Introduction

Digital India programme is based upon nine pillars. The nine pillars include creating Broadband Highways for providing connectivity to citizens, Providing Mobile connectivity to all, Internet Access Programme for Public, E-Governance by using Technology, Electronic Delivery of Services through e-Kranti, Provision of Information to everyone, achieving Net Zero imports in manufacturing Electronics, using Information Technology for employment and some early Harvest Programmes. In this direction, Government of India had introduced one Hundred and fifteen Digital India initiatives. Andhra Pradesh is the seventh largest Indian state in terms of area. As per 2011 census, Women population in the state is 2, 47, 46, 590. Digital India initiatives are being implemented with efficacy in Andhra Pradesh. In this Context, Current Research is done.

## Review of literature

Jani and Girish Tere (2015) had expressed the view that Digital India campaign is a welcome step in shaping an India of the 21st century. Dr. Amrit Patel (2016) highlighted the imperative need to facilitate small, marginal and women farmers, easy, authentic and accurate access to agricultural information. Bharat Bhagtani (2016) had analysed the feasibility of business model of e-library through primary research. Venkateswararao. Podile (2018) dealt with the important digital India initiatives which empower women. Review reveals that current research is unique in terms of concept and coverage.

## Objectives

The eminent objectives of current research include

1. To explore Digital India effect on political empowerment of rural and urban women in the state of Andhra Pradesh.
2. To undertake parallel analysis of impact of digital India on Political empowerment of rural and urban women in the state of Andhra Pradesh.
3. To probe into issues and challenges come across while implementing Digital India

## Hypotheses

Observed differences in the effect of Digital India on rural and urban women Political empowerment, are not statistically significant in Andhra Pradesh

## Methodology

Current Research is empirical in nature. Primary data is leading source for current study. Primary data was collected using structured schedule. Sample of 4160 is used. For drawing sample, Two phase stratified random sampling technique is used. women Population in the state was divided into thirteen strata in the first phase in view of thirteen districts in the state. Each stratum in the second phase was divided in to urban women sub strata and rural women sub strata. From each district 320 women were taken in to sample as per proportionate weightage given to urban and rural women population in each district. Simple random

sampling technique is utilised for creating sub sample. Hypothesis was tested with Chi-square.

### Data Analysis

**Table-1:** Digital India enables the women to understand the constitutional safeguards and provisions

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	806	27.2	350	29.3	1156	27.8
2	Agree	1226	41.3	480	40.2	1706	41.0
3	Neither Agree Nor Disagree	627	21.1	334	27.9	961	23.1
4	Disagree	200	6.7	31	2.6	231	5.6
5	Strongly Disagree	106	3.7	0	0	106	2.5
Total		2965	100	1195	100	4160	100

It is found that 68.8 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to understand the constitutional safeguards and provisions. It is found that 68.5 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to understand the constitutional safeguards and provisions

#### Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.866	4	.000
Likelihood Ratio	120.492	4	.000
Linear-by-Linear Association	18.589	1	.000
N of Valid Cases	4160		

H<sub>0</sub> is rejected

**Table-2:** Digital India enables the women to understand the activities of women's commission

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	881	29.7	322	26.9	1203	28.9
2	Agree	1082	36.5	655	54.8	1737	41.8
3	Neither Agree Nor Disagree	662	22.3	186	15.6	848	20.4
4	Disagree	293	9.9	32	2.7	325	7.8
5	Strongly Disagree	47	1.6	0	0	47	1.1
Total		2965	100	1195	100	4160	100

It is found that 70.7 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to understand the activities of women's commission. It is found that 66.2 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to understand the activities of women's commission. It is also found that 81.7 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to understand the activities of women's commission.

#### Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	165.343	4	.000
Likelihood Ratio	188.381	4	.000
Linear-by-Linear Association	50.956	1	.000
N of Valid Cases	4160		

H<sub>0</sub> is rejected

**Table-3:** Digital India enables the women to gain the benefit of women's political reservation

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	765	25.8	328	27.4	1093	26.2
2	Agree	1198	40.4	523	43.8	1721	41.4
3	Neither Agree Nor Disagree	668	22.5	233	19.5	901	21.7
4	Disagree	213	7.2	90	7.5	303	7.3
5	Strongly Disagree	121	4.1	21	1.8	142	3.4
Total		2965	100	1195	100	4160	100

It is found that 67.6 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to gain the benefit of women's political reservation. It is found that 66.2 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to gain the benefit of women's political reservation. It is also found that 71.2 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to gain the benefit of women's political reservation.

#### Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.871	4	.000
Likelihood Ratio	29.514	4	.000
Linear-by-Linear Association	9.182	1	.002
N of Valid Cases	4160		

H<sub>0</sub> is rejected.

**Table-4:** Digital India enables the women to understand the significance of adult franchise

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	544	18.3	303	25.4	847	20.3
2	Agree	974	32.8	422	35.3	1396	33.6
3	Neither Agree Nor Disagree	1000	33.7	326	27.3	1326	31.9
4	Disagree	352	11.9	134	11.2	486	11.7
5	Strongly Disagree	95	3.3	10	0.8	105	2.5
Total		2965	100	1195	100	4160	100

It is found that only 53.9 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to understand the significance of adult franchise. It is found that only 51.1 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to understand the significance of adult franchise. It is also found that 60.7 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to understand the significance of adult franchise.

#### Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.742	4	.000
Likelihood Ratio	65.147	4	.000
Linear-by-Linear Association	37.762	1	.000
N of Valid Cases	4160		

$H_0$  is rejected.

**Table-5:** Digital India enables the women to acquire leadership development opportunities

S. N	Opinion	Rural Women		Urban Women		Total	
		Freq. uency	Perce nt	Freq. uency	Perce nt	Freq. uency	Per cent
1	Strongly Agree	736	24.8	318	26.6	1054	25.3
2	Agree	1078	36.4	473	39.6	1551	37.3
3	Neither Agree Nor Disagree	776	26.2	248	20.8	1024	24.6
4	Disagree	216	7.3	87	7.3	303	7.3
5	Strongly Disagree	159	5.3	69	5.7	228	5.5
Total		2965	100	1195	100	4160	100

It is found that 62.6 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to acquire leadership development opportunities. It is found that 61.2 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to acquire leadership development opportunities. It is also found that 66.2 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to acquire leadership development opportunities.

#### Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.873	4	.008
Likelihood Ratio	14.184	4	.007
Linear-by-Linear Association	2.555	1	.110
N of Valid Cases	4160		

$H_0$  is rejected.

**Table-6:** Digital India enables the women to actively participate in the political activities

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	677	22.8	292	24.4	969	23.3
2	Agree	1008	34.0	488	40.8	1496	36.0
3	Neither Agree Nor Disagree	611	20.6	255	21.3	866	20.8
4	Disagree	485	16.4	72	6.0	557	13.4
5	Strongly Disagree	184	6.2	88	7.5	272	6.5
Total		2965	100	1195	100	4160	100

It is found that only 59.3 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to actively participate in the political activities. It is found that only 56.8 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to actively participate in the political activities. It is also found that 65.2 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to actively participate in the political activities.

#### Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	81.898	4	.000
Likelihood Ratio	92.888	4	.000
Linear-by-Linear Association	20.240	1	.000
N of Valid Cases	4160		

$H_0$  is rejected..

**Table-7:** Digital India enables the women to improve their political bargaining power

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
1	Strongly Agree	606	20.4	250	20.9	856	20.6
2	Agree	876	29.5	373	31.2	1249	30.0
3	Neither Agree Nor Disagree	884	29.8	337	28.2	1221	29.4
4	Disagree	441	14.9	156	13.1	597	14.4
5	Strongly Disagree	158	5.4	79	6.6	237	5.6
Total		2965	100	1195	100	4160	100

It is found that only 50.6 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to improve their political bargaining power. It is found that only 49.9 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to improve their political bargaining power. It is also found that only 52.1 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to improve their political bargaining power.

**Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.063	4	.194
Likelihood Ratio	6.029	4	.197
Linear-by-Linear Association	.236	1	.627
N of Valid Cases	4160		

$H_0$  is accepted

**Table-8:** Digital India enables the women to enhance their political status

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	623	21.0	242	20.3	865	20.8
2	Agree	988	33.3	443	37.1	1431	34.4
3	Neither Agree Nor Disagree	799	26.9	295	24.7	1094	26.3
4	Disagree	402	13.6	164	13.7	566	13.6
5	Strongly Disagree	153	5.2	51	4.2	204	4.9
Total		2965	100	1195	100	4160	100

It is found that only 55.2 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to enhance their political status. It is found that only 54.3 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to enhance their political status. It is also found that only 57.4 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to enhance their political status.

**Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.984	4	.076
Likelihood Ratio	12.707	4	.026
Linear-by-Linear Association	4.357	1	.037
N of Valid Cases	4160		

$H_0$  is accepted

**Table-9:** Digital India enables the women to achieve the goal of political equality

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	659	22.2	301	25.2	960	23.1
2	Agree	1034	34.9	457	38.2	1491	35.8
3	Neither Agree Nor Disagree	861	29.0	249	20.8	1110	26.7
4	Disagree	304	10.3	148	12.4	452	10.9
5	Strongly Disagree	107	3.6	40	3.4	147	3.5
Total		2965	100	1195	100	4160	100

It is found that only 58.9 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to achieve the goal of political equality. It is found that only 57.1 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to achieve the goal of political equality. It is also found that 63.4 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to achieve the goal of political equality.

**Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.138	4	.000
Likelihood Ratio	32.044	4	.000
Linear-by-Linear Association	4.486	1	.034
N of Valid Cases	4160		

$H_0$  is rejected

**Table-10:** Digital India enables the women to participate actively in political movements

S. N	Opinion	Rural Women		Urban Women		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Strongly Agree	697	23.5	197	16.5	894	21.5
2	Agree	979	33.0	578	48.4	1557	37.4
3	Neither Agree Nor Disagree	716	24.1	280	23.4	996	23.9
4	Disagree	396	13.4	90	7.5	486	11.7
5	Strongly Disagree	177	6.0	50	4.2	227	5.5
Total		2965	100	1195	100	4160	100

It is found that only 58.9 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to participate actively in political movements. It is found that only 56.5 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to participate actively in political movements. It is also found that 64.9 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to participate actively in political movements.

**Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	103.052	4	.000
Likelihood Ratio	104.014	4	.000
Linear-by-Linear Association	7.897	1	.005
N of Valid Cases	4160		

$H_0$  is rejected.

**Table-11:** Digital India enables the women to participate actively in elections

S. N	Opinion	Rural Women		Urban Women		Total	
		Freq uency	Perce nt	Freq uency	Perc ent	Freq uency	Perc ent
1	Strongly Agree	789	26.6	394	33.0	1183	28.4
2	Agree	1109	37.4	416	34.8	1525	36.7
3	Neither Agree Nor Disagree	618	20.8	256	21.4	874	21.0
4	Disagree	329	11.1	79	6.6	408	9.8
5	Strongly Disagree	120	4.1	50	4.2	170	4.1
Total		2965	100	1195	100	4160	100

It is found that 65.1 percent of women in Andhra Pradesh agreed to the statement that Digital India enables the women to participate actively in elections. It is found that 64.0 percent of rural women in Andhra Pradesh agreed to the statement that Digital India enables the women to participate actively in elections. It is also found that 67.8 percent of urban women in Andhra Pradesh agreed to the statement that Digital India enables the women to participate actively in elections.

**Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.322	4	.000
Likelihood Ratio	32.411	4	.000
Linear-by-Linear Association	14.657	1	.000
N of Valid Cases	4160		

$H_0$  is rejected

**Table-12:** Digital India sensitize women to demand their rights and privileges

S. N	Opinion	Rural Women		Urban Women		Total	
		Freq uency	Perce nt	Freq uency	Perc ent	Freq uency	Per cent
1	Strongly Agree	821	27.7	434	36.3	1255	30.2
2	Agree	1141	38.5	439	36.7	1580	38.0
3	Neither Agree Nor Disagree	664	22.4	222	18.6	886	21.3
4	Disagree	274	9.2	70	5.9	344	8.3
5	Strongly Disagree	65	2.2	30	2.5	95	2.3
Total		2965	100	1195	100	4160	100

It is found that 68.2 percent of women in Andhra Pradesh agreed to the statement that Digital India sensitize women to demand their rights and privileges. It is found that 66.2 percent of rural women in Andhra Pradesh agreed to the statement that Digital India sensitize women to demand their rights and privileges. It is also found that 73.0 percent of urban women in Andhra Pradesh agreed to the statement that Digital India sensitize women to demand their rights and privileges.

**Chi-Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.697	4	.000
Likelihood Ratio	39.940	4	.000
Linear-by-Linear Association	27.561	1	.000
N of Valid Cases	4160		

$H_0$  is rejected.

## Conclusion

Majority of rural women in Andhra Pradesh felt that Digital India initiatives enable women to understand the constitutional safeguards and provisions (68.5%), to understand the activities of women commission (66.2%), to gain the benefit of women political reservation (66.2%), to understand the significance of adult franchise (51.1%), to acquire leadership development opportunities (61.2%), to actively participate in political activities (56.8%), to improve their political bargaining power (49.9%), to enhance their political status (54.3%), to achieve the goal of political equality (57.1%), to participate actively in political movements (56.5%), to participate actively in elections (64%) and to demand their rights and privileges (66.2%). The views expressed by rural women in Andhra Pradesh drives to the conclusion that Digital India initiatives lead to the political empowerment of rural women in Andhra Pradesh. Majority of urban women in Andhra Pradesh felt that Digital India initiatives enable women to understand the constitutional safeguards and provisions (69.5%), to understand the activities of women commission (81.7%), to gain the benefit of women political reservation (71.2%), to understand the significance of adult franchise (60.7%), to acquire leadership development opportunities (66.2%), to actively participate in political activities (65.2%), to improve their political bargaining power (52.1%), to enhance their political status (57.4%), to achieve the goal of political equality (63.4%), to participate actively in political movements (64.9%), to participate actively in elections (67.8%) and to demand their rights and privileges (73%). The views expressed by urban women in Andhra Pradesh drives to the conclusion that Digital India initiatives lead to the political empowerment of urban women in Andhra Pradesh.

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