

URBAN WOMEN'S PERCEPTION AND USAGE TOWARDS INFORMATION AND COMMUNICATION TECHNOLOGY IN COIMBATORE CITY

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ABSTRACT

ICT device comprise a complex and heterogeneous set of goods, applications and services used to produce, distribute process and transform information. In that object we made a study to depict the urban women satisfaction and problems while using ICT. We collect 200 random samples with questionnaire. Percentage analysis, average score analysis and average rank analysis are the tools used in study. In conclusion of the study we will find the problems face by urban women while using ICT device.

Key Words: ICT, Women, Urban

INTRODUCTION

Information and Communication Technology (ICT) has become a powerful power in changing social, financial, and political life all inclusive. Without its fuse into the data age, there is minimal possibility for nations or areas to create. Increasingly more concern is being appeared about the effect of those left on the opposite side of the computerized isolate the division between the data "haves" and "the poor." Most ladies inside creating nations are in the most profound piece of the separation further expelled from the data age than the men whose destitution they share. In any case, it's anything but a decision among one and the other. ICT can be a significant instrument in meeting ladies' essential needs and can give the entrance to assets to lead ladies out of neediness. Ladies work 66% of the world's all out working hours spending for the most part on developing food, cooking, bringing up kids, thinking about the old, keeping up a house, pulling water, and so forth., which is all around agreed low status and without pay.

DEFINITION AND SCOPE OF ICT

Information and Communication Technology (ICT) contain an unpredictable and heterogeneous arrangement of merchandise, applications and administrations used to create, disseminate process and change data. The ICT division comprises of fragments as various as media communications, TV and radio telecom, PC equipment and programming, PC administrations and electronic media (e.g., the Internet, electronic mail, electronic business and PC games) just as the substance of these media.

STATEMENT OF PROBLEM

The development of urban women generally refers to the process of improving the quality of life. Education, entrepreneurship, physical infrastructure and social infrastructure all plays an important role in developing women in urban regions. Access to communication is essential for the development of Urban areas. The researcher proposes to study the urban women's perception, usage and satisfaction level towards information and communication technology in Coimbatorecity.

OBJECTIVES OF THE STUDY

1. To study the growth and development of women in urbanareas
2. To study the awareness of women towards ICT device and usage oftechnology
3. To analyze the usage of ICT among women for their security measures in urbanareas
4. To examine the factors influencing ICT in improving their knowledge andskills
5. To depict the women satisfaction and problems while usingICT

RESEARCH METHODOLOGY

Area of the study

Coimbatore is a district of Kongu region in the state of Tamil Nadu. It is one of the most famous industrialized district, which is well known for textile, industrial, commercial, educational, information technology, healthcare and manufacturing sectors in Tamil Nadu. Coimbatore is divided into Eleven Taluks, with a total population of 34,58,045 among which women population is 17,28,748.

Source of data

The study has used primary data that are collected from 200 Women respondents in urban areas of Coimbatore. Interview Schedule has been prepared in such a way that the respondents were able to express their opinion freely and frankly.

Sample Design

For the purpose of the study, Convenient sampling techniques has been administered in the study among the respondents

Period of the Study

The entire study has been done for three months starting from December 2019 to March 2020.

Limitations

The research is geographically restricted in the Urban areas of Coimbatore. The data have been collected from 200 Women respondents in CoimbatoreCity.

II. REVIEW OF LITERATURE

Rahman et al., (2013)²⁸ A number of aspects come together in rural women to make them more vulnerable and increase the difficulties of full inclusion in the labor market and socialization. Then, the risk of exclusion of labor market increases dramatically because of addition of rural work. Many developing countries have not adopted Information and Communication Technologies (ICTs) to the fullest possible extent as a means of achieving increased socio-economic development by entering the knowledge economy

Rao (2014)³³ Proposed a framework of e government data mining application and presented a case study on common and departments specific application of e-government. The eGDMA is divided into two categories first common application that include grievance management, citizens ID, HRM and project management and second is departments specific that include agriculture, health, law transport, education and police. This paper also examined various issues and challenges using Data Mining techniques for decision making within the government organization.

Yimer, (2015)³⁴ Developing countries are now aware of the benefits derived through adoption and use of ICTs but there are many serious challenges which must be addressed and chief among them are: Inadequate communications and power infrastructure, Shortage of ICT facilities and ICTs skills, Inadequate institutional arrangements, Limited financial resources, Inadequate public private partnership, Limited data management capacity, Inadequate horizontal and vertical communication, Inadequate bandwidth nationally and on the Gateway. Some of the above challenges can be addressed through public-private smart partnerships ICT infrastructure by itself is not sufficient for the dissemination of knowledge and information to occur through it. Access to ICT infrastructure must be accompanied by access to ICT services. In this respect, the other challenge is how to make ICT services both affordable and available in venues or modes that are convenient to smallholder farmers.

Pramanik, Sankar and Kandar (2017)³⁵confines that Information and Communication Technology (ICT) can be thought of as an umbrella under which there reside communication system, device and application. Need of ICT in the rural area is on its ability to provide greater access to information and communication to the rural populations and the equality of service provided irrespective of the technological backbone required. Rural development includes economic betterment of people as well as greater social transformation to eliminate poverty, ignorance and inequality of opportunities. Rural development programs is necessary in developing countries as most of the population reside in rural areas. For which contribution of ICT is very much needed for the socioeconomic development of the rural areas. The rural development includes rural education, agriculture health care facility, disaster and emergency response and E – Governancesfacility.

III. OVERVIEW OF THE STUDY

Importance of ICT

- ❖ ICT plays vital role in day to day life. For example, online articles and it helps to stay connected with people through mail, messenger, call conference, or videoconference.
- ❖ Digital computer and networking has changed our economy concept to the economy with no boundary in time and space because of ICT. It brings a lot of advantages for economic development enabling millions of transactions to happen in an easy and fastway.
- ❖ ICT is one of the economic development pillars to gain national competitive advantage. It can improve the quality of human life because it can be used as a learning and education media, the mass communication media in promoting and campaigning practical and important issues, such as the health and social area. It provides wider knowledge and can help in gaining and accessing information.
- ❖ ICT has become an integral part of everyday life for many people. It increases its importance in people's lives and it is expected that this trend will continue, to the extent that ICT literacy will become a functional requirement for people's work, social, and personallives.
- ❖ The use of ICT in education add value in teaching and learning, by enhancing the effectiveness of learning, or by adding a dimension to learning that was not previously available. ICT may also be a significant motivational factor in students' learning, and can support students' engagement with collaborative learning.

- ❖ Information and Communications Technology (ICT) is basically our society's efforts to teach its current and emerging citizens valuable knowledge and skills around computing and communications devices, software that operates them, applications that run on them and systems that are built with them.

Advantages of ICT

- Communication
- Globalization
- Costeffectiveness
- Greateravailability
- Bridging the culturegap
- Creation of newjob
- Education
- Complexstructure

Disadvantages of ICT

- Lack of jobSecurity
- Overridingcultures
- Privacy
- Computerviruses
- Lack ofexperience

Types of Women Safety Applications

- Mobile SOS
- Tamilnadu Kavalan SOS
- Vodafone Sakhi
- WomenSafety
- BSafe

FACTORS INFLUENCING WOMEN TO USE ICT

The factors that are influencing women to use Information and Communication Technology are as follows

- ICT are mostly used to gather information
- ICT's helps us to update with the technology
- Time is saved through using ICT's
- We can able to use ICT at any time and at any place
- It is very convenient to everyone touse
- Entertainment is the major factor that influences women to use ICT's
- ICT's helps in Government Regulation

SATISFACTION LEVEL TOWARDS THE GROWTH AND DEVELOPMENT OF URBAN WOMEN THROUGH ICT USAGE.

The satisfaction level toward the growth and development of urban women through ICT usage is classified into three levels, they are as follows: -

- Opportunity Level
- Capacity Level
- Understanding Level

TOOLS USED FOR ANALYSIS

- Percentage Analysis
- Average Score Analysis
- Average Rank Analysis

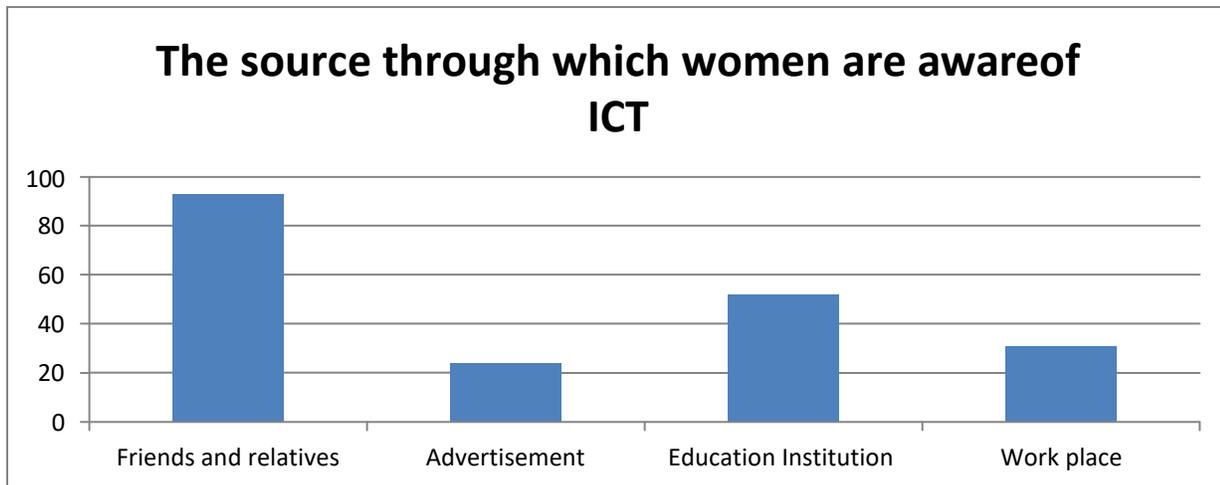
IV. FINDINGS OF THE STUDY

The source through which women are aware of ICT

The source through which women are aware of ICT	Frequency	Percentage
Friends and relatives	93	46.5
Advertisement	24	12
Education Institution	52	26
Work place	31	15.5
Total	200	100

Interpretation:

The above table depicts that among the taken for the study, 46.5% of respondents are aware of ICT through Friends and Relatives, 12% of the respondents are aware of ICT through Advertisement, 26% of the respondents are aware of ICT through Education Institution, 15.5% are aware of ICT through Workplace.

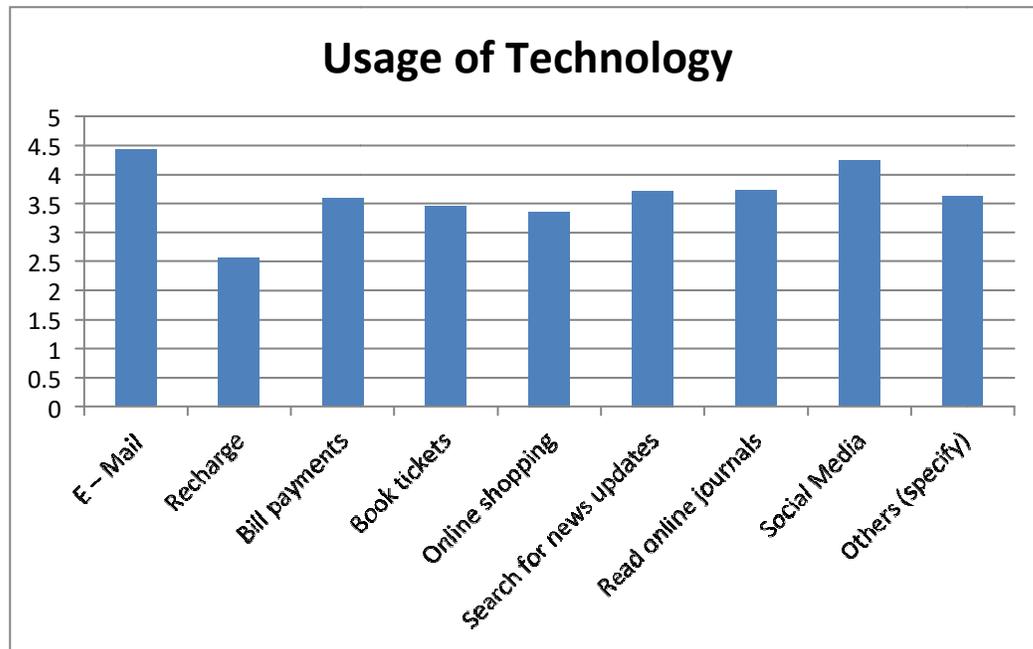


Respondents usage of technology

Description	Count and Score	Most Often	Often	Sometimes	Rarely	Never	Total	Weighted Average Score
E – Mail	Count	115	62	18	5	0	200	4.43
	Score	575	248	54	10	0	887	
Recharge	Count	70	85	35	10	0	200	2.57
	Score	350	40	105	20	0	515	
Bill payments	Count	40	48	107	0	5	200	3.59
	Score	200	192	321	0	5	718	
Book tickets	Count	45	43	77	30	5	200	3.46
	Score	225	172	231	60	5	693	
Online shopping	Count	52	22	86	26	14	200	3.36
	Score	260	88	258	52	14	672	
Search for news updates	Count	63	54	57	16	10	200	3.72
	Score	315	216	171	32	10	744	
Read online journals	Count	59	50	75	11	5	200	3.73
	Score	295	200	225	22	5	747	
Social Media	Count	107	52	31	5	5	200	4.25
	Score	535	208	93	10	5	851	
Others (specify)	Count	43	36	97	14	10	200	3.62
	Score	251	144	291	28	10	724	

INTERPERTATION:

The above table depicts that among the taken for the study, usage level of respondents about top technology are as follows 4.43 points for E-Mail, 2.57 points for 2.57 points for recharge, 3.59 points for bill payments, 3.46 points for booking tickets, 3.36 points for online shopping, 3.72 points for searching for news updates, 3.73 points for read online journals, 4.25 points for social media and 3.62 points for others

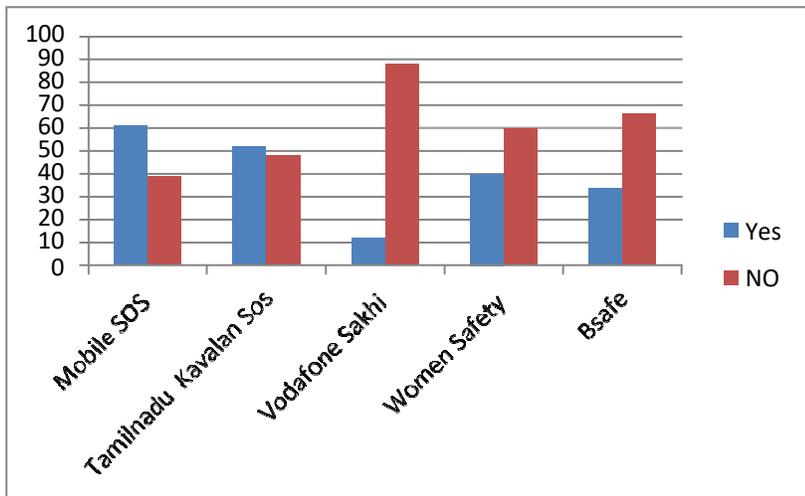


Respondents usage of security applications

Security applications	Frequency & Percentage	Yes	No	Total
Mobile SOS	Frequency	122	78	200
	Percentage	61	39	100
Tamilnadu Kavalan SOS	Frequency	104	96	200
	Percentage	52	48	100
Vodafone Sakhi	Frequency	24	176	200
	Percentage	12	88	100
Women Safety	Frequency	80	120	200
	Percentage	40	60	100
Bsafe	Frequency	67	133	200
	Percentage	33.5	66.5	100

Interpretation:

The above table depicts that among the taken for the study, 61% of respondents are using Mobile SOS, 52% of respondents are using Tamilnadu Kavalan SOS, 12% of respondents are using Vodafone Sakhi, 40% of respondents are using Women safety and 33.5% of respondents are using Bsafe.

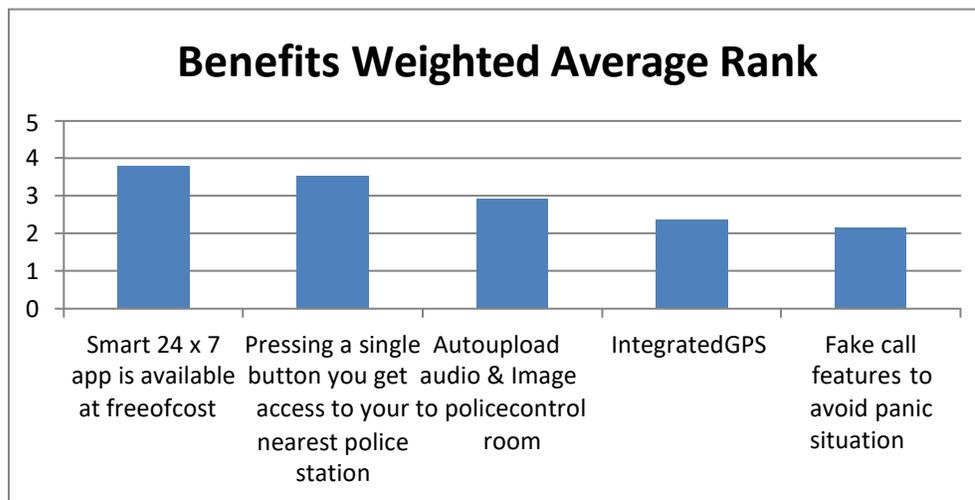


Benefits for respondents using women safety application

Benefits	Count and Score	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Weighted Average Rank	Rank
Smart 24 x 7 app is available at free of cost	Count	115	22	9	18	36	200	3.81	1
	Score	575	88	27	36	36	762		
Pressing a single button you get access to your nearest police station	Count	12	115	43	27	3	200	3.53	2
	Score	60	460	129	54	3	706		
Auto upload audio & Image to police control room	Count	5	29	127	23	16	200	2.92	3
	Score	25	116	381	46	16	584		
Integrated GPS	Count	27	22	13	116	22	200	2.36	4
	Score	135	44	39	232	22	472		
Fake call features to avoid panic situation	Count	41	12	8	16	123	200	2.16	5
	Score	205	48	24	32	123	432		

Interpretation:

The above table depicts that among the taken for the study, benefits for respondents using women safety applications are as follows, 3.81 points for smart 24*7 app is available at free cost, 3.53 points for pressing a single button you get access to your nearest police station, 2.92 points for auto upload audio & image to police control room, 2.36 points for integrated GPS and 2.16 points for fake call features to avoid panic situation.



V. RECOMMENDATIONS OF THE STUDY

1. Encourage new innovative ideas
2. Learning Basics of computer and smartphones
3. Application oriented focused on practical application
4. Cyber crime and safety
5. Usage of ICT device for Growth and development

VI. CONCLUSION

Even from the dawn of Indian civilization women have held a very high status in society. At present there has occurred a change in the status of women. Besides, the role of playing a mother and a wife, a new role in the economic activity of public affairs has also been added for the woman in modern times. Hence, they have shown a considerable reformation in education and social awareness. Realising the importance of women entrepreneurship development, the Government of India as well as the State Government have launched many schemes and established many institutions in order to

encourage and promote women entrepreneurship. The overall impact of ICT on women's empowerment as revealed through this research as reflected in intended and unintended outcomes is to some extent positive and heartening. It is relevant to understand here that that information and communication technology is not a solution in itself and cannot solve all the problems women experience , but it could alleviate the gap by bringing new information resources and communication channels for marginalized communities like women. The analysis has revealed that the majority of women, whether in employment or not, did perceive a positive impact in terms of ability to gain economic empowerment.

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