

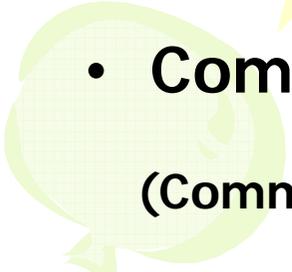


# ***Information & Communication Technology***

## ***Women's Empowerment***



***P.Mahalakshmi, D. Deboral Vimala,  
K.Krishnan***  
***Social Sciences Division***  
***Central Institute of Brckishwater***  
***Aquaculture***  
***Chennai.***



- **Communication**  
(Common understanding)

– **Information Technology**  
(Unmeet needs of Indian villagers)



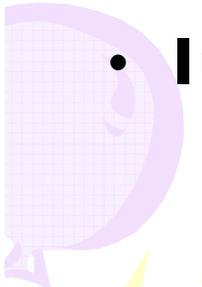
**Knowledge Society**

**Information & Communication Technology**  
(Sustainable community)



- **ICTs + Applications** → **Enhance the quality of human life**

- **Appropriate and relevant channels of communication** - rural women in coastal areas



- **ICT (Projects / facilities)** → **Empowerment of women**  
↓  
**Empowerment model / framework**



**ICTs as a Tool for**

**Women's Empowerment in Coastal Areas:**

**A Comprehensive Framework Approach**



**Objectives**

**Highlight the ICTs as a tool for women's empowerment in coastal areas**



**A comprehensive framework**

# Methodology

- Five Knowledge Centers
  - Women participants & volunteers (N= 70)
    - Veerampattnam (n=14)
    - Pannithitu (n=15)
    - Periyakalapet (n=14)
    - Ganapathychettikulam (n=15)
    - Murthykuppam (n=12)
  - In depth-interview and group meetings
  - Friedmann's (social, political, psychological) + Lennine (technical) + interviews and group meetings
- ↓ Comprehensive framework
- Analyzing**

# Results & Discussion

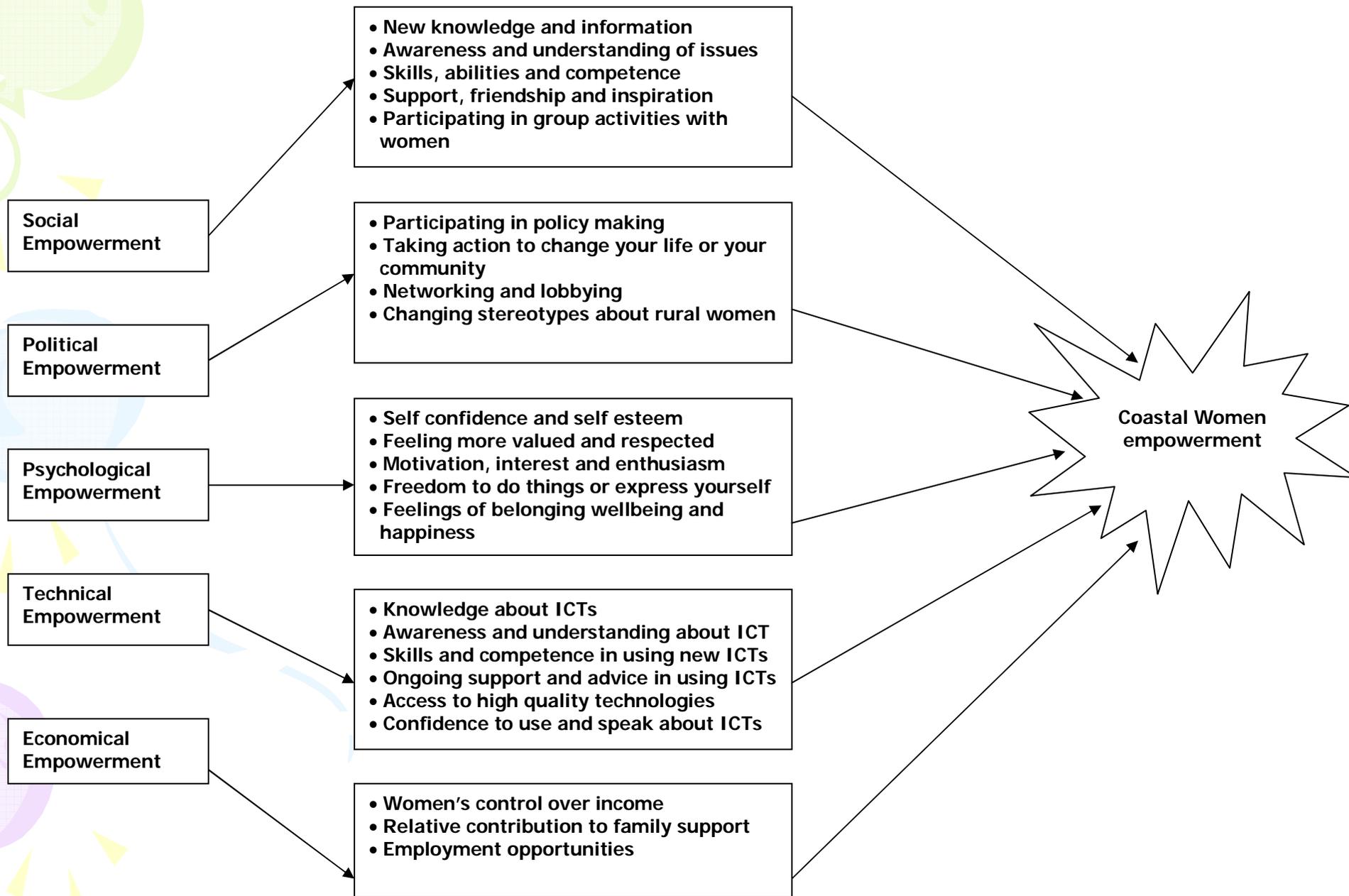
## Knowledge Centre – Background

- 1998 in Pondicherry, UT

S.No	Name of the Village	Year of inauguration	Major livelihood
1	Embalam	January, 1999	Agriculture
2	Kizhur	September, 1998	Agriculture
3	<b>Veerampattinam</b>	<b>April, 1999</b>	<b>Fisheries</b>
4	<b>Periykalapet</b>	<b>July, 2003</b>	<b>Fisheries</b>
5	<b>Moorthykuppam</b>	<b>November, 2003</b>	<b>Fisheries</b>
6	Kunichampet	January, 2001	Agriculture
7	Kalitheerthalkuppam	February, 2001	Agriculture
8	Poornankuppam	August, 2000	Agriculture / Horticulture
9	<b>Kanapathychettykulam</b>	<b>June, 2005</b>	<b>Fisheries</b>
10	<b>Panithittu</b>	<b>June, 2005</b>	<b>Fisheries</b>
11	Kurivinatham	November, 2005	Agriculture
12	Thirukanurpet	February, 2006	Agriculture
13	Thirukanchipet	December, 2000	Agriculture

- High end Information Technology facilities
- Hub & Spoke model

# Framework of women's empowerment



# ***Forms of women's empowerment experienced***

## ***Social Empowerment***

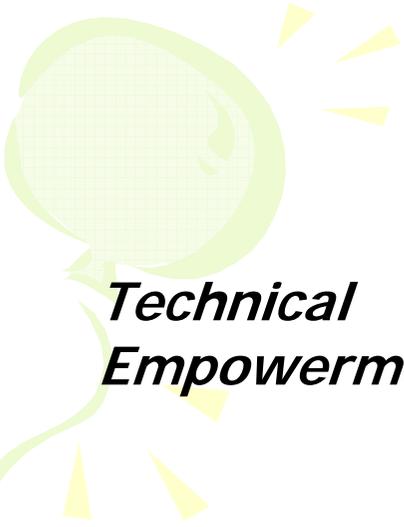
- Training programmes- knowledge and skills
- Communication facilities - support friendship
- Overall awareness

## ***Political Empowerment***

- Security benefits
- Offering counsel - Solving problems
- Regular meetings / discussions - Need based  
changes and various actions

## ***Psychological Empowerment***

- Gain self confidence / self esteem
- Own decisions and choices
- Interact with officials
- Respected at home / at community



***Technical  
Empowerment***

- **Healthy atmosphere - confidence and learning abilities**
- **Computer certificate courses - knowledge and skills;  
Confidence to use and speak**
- **Awareness about ICTs**



***Economic  
Empowerment***

- **Certificate courses - Earn income**
- **Value added training programmes - Contribute to  
household income**
- **Information in news paper - Earn income**



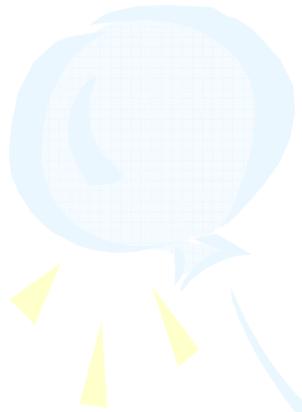
## Conclusions

- Empowerment of women <sup>dream</sup> → some coastal areas of India



ICT projects / facilities

- Study revealed that,
  - ICT projects are successful enough to disseminate the frequently changing information as well as empowering the coastal communities
  - Framework that comprises of five factors of women's empowerment is useful for analyzing the users of ICT project experiences in these forms of empowerment



**Thank You**