Information & Communication Technology

Women’s Empowerment

P. Mahalakshmi, D. Deboraal Vimala, K. Krishnan
Social Sciences Division
Central Institute of Brckishwater Aquaculture
Chennai.
• Communication - Information Technology
  (Common understanding) (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
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)
  - Veerampattanam (n=14)
  - Pannithitu (n=15)
  - Periyakalapet (n=14)
  - Ganapathychettikulam (n=15)
  - Murthykuppam (n=12)

• In depth-interview and group meetings

• Friedmann’s + Lennine + interviews (social, political, psychological) (technical) and group meetings

Comprehensive framework

Analyzing
Results & Discussion
Knowledge Centre - Background
• 1998 in Pondicherry, UT

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Village</th>
<th>Year of inauguration</th>
<th>Major livelihood</th>
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<tbody>
<tr>
<td>1</td>
<td>Embalam</td>
<td>January, 1999</td>
<td>Agriculture</td>
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<td>Periykalapet</td>
<td>July, 2003</td>
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<td>Moorthykuppam</td>
<td>November, 2003</td>
<td>Fisheries</td>
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<td>6</td>
<td>Kunichampet</td>
<td>January, 2001</td>
<td>Agriculture</td>
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<td>Kalitheerthalkuppam</td>
<td>February, 2001</td>
<td>Agriculture</td>
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<td>8</td>
<td>Poornankuppam</td>
<td>August, 2000</td>
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<td>9</td>
<td>Kanapathychettykulam</td>
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<td>Kurivinatham</td>
<td>November, 2005</td>
<td>Agriculture</td>
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<td>12</td>
<td>Thirukanurpet</td>
<td>February, 2006</td>
<td>Agriculture</td>
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<td>13</td>
<td>Thirukanchipet</td>
<td>December, 2000</td>
<td>Agriculture</td>
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</table>

• High end Information Technology facilities
• Hub & Spoke model
Framework of women’s empowerment

Social Empowerment
- New knowledge and information
- Awareness and understanding of issues
- Skills, abilities and competence
- Support, friendship and inspiration
- Participating in group activities with women

Political Empowerment
- Participating in policy making
- Taking action to change your life or your community
- Networking and lobbying
- Changing stereotypes about rural women

Psychological Empowerment
- Self confidence and self esteem
- Feeling more valued and respected
- Motivation, interest and enthusiasm
- Freedom to do things or express yourself
- Feelings of belonging, wellbeing and happiness

Technical Empowerment
- Knowledge about ICTs
- Awareness and understanding about ICT
- Skills and competence in using new ICTs
- Ongoing support and advice in using ICTs
- Access to high quality technologies
- Confidence to use and speak about ICTs

Economical Empowerment
- Women’s control over income
- Relative contribution to family support
- Employment opportunities

Coastal Women 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 newspaper - Earn income
Conclusions

• Empowerment of women in 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