



## ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN EMPOWERMENT OF THE WOMEN STUDENTS IN MADURAI KAMARAJ UNIVERSITY AND MANONMANIAM SUNDARANAR UNIVERSITY: A STUDY

**Dr M. Ravichandran**, College Librarian, Sri Meenakshi Government Arts College for Women, Madurai, India Email: [ravee1172@gmail.com](mailto:ravee1172@gmail.com)

**Mr Sheik Maideen**, Research Scholar, Department of Library and Information Science, Madurai Kamaraj University, Madurai, India. Email: [sheikvnr@gmail.com](mailto:sheikvnr@gmail.com)

---

### Abstract

Information and Communication Technology is the most powerful weapon which one can use to change the world in present scenario. It is a key which improves the entire life of a person. Hilbert, M., (2011) said that Information and Communication Technology can be a powerful tool for women to overcome discrimination, achieve full equality, wellbeing and participation in decisions that determined their lives and future of their communities. As pointed out earlier, the main aim of the present study was to examine the role of Information and Communication Technology in the empowerment of the women students. For this data were collected from the women students of professional from the Madurai Kamaraj University and Manonmaniam Sundaranar University regions of Tamil Nadu by self constructed Information and Communication Technology usage scale and Women empowerment trough Information and Communication Technology scale. After the collection of data proper organization, calculation, administration of statistical operation and analysis of data are done to fulfill the objectives of research.

**KEYWORDS:** Information and Communication Technology, Madurai Kamaraj University, Manonmaniam Sundaranar University, Role of Information and Communication Technology and Empowerment of the Women.

---

### 1. INTRODUCTION

According to Diane Mariechild 'A woman is a full circle. Within her is the power to create, nature and transform', (Gulati, M and Torkos S(2011).

According to Swami Vivekanad 'There is no chance for the welfare of the society unless the condition of women improves. It is not possible for a bird to fly with only one wing', (Mandal R and Ete M (2010).

Information and Communication Technology and Women, 'Women must have the chance to learn digital skills to truly have equal opportunities and be able to follow their ambitions', writes Plan International CEO Anne Birgitte Albrechtsen (2017) on International Girls in Information and Communication Technology Day. In India, as elsewhere in the developing world, women play a central role in family, community and social development. However, women often remain invisible and unheard. Women more than men have to balance the complexities of surviving in extreme poverty, yet these women are excluded from discussion because they are often illiterate, they lack confidence and they lack mobility.

Information and Communication Technology offers the opportunities for direct, interactive communication even by those who lack skills, who are illiterate, lack mobility and have little self confidence. Here are some aspects of life which have a direct influence of Information and Communication Technology especially on women:

- ✓ Easy Family communication
- ✓ Improved Governance
- ✓ Increase of average household income in villages
- ✓ Increase Social awareness
- ✓ Indigenous Knowledge
- ✓ Shrinking Information Asymmetry through Information and Communication Technology
- ✓ Women empowerment
- ✓ Women increased access to job Market and improve entrepreneurship using Information and Communication Technology

## **2. INFORMATION AND COMMUNICATION TECHNOLOGY POWERFUL TOOL FOR WOMEN EMPOWERMENT**

Information and Communication Technology is most powerful tool for women empowerment. It is the need for development of the women in present scenario. Women have traditionally been excluded from the external information sphere, both purposely and in light of elements attempting to their hindrance, for example, absence of flexibility of development, lack of freedom of movement or low levels of education. Information and Communication Technology opens up an immediate window for women to the outside world. Information flows to them without any deformation. This leads to broadening of perspectives, greater understanding of their current situation and the causes of poverty and the initiation of interactive processes for information exchange (Jain, S 2019). For this information exchange, Information and Communication Technology plays an important role. Information and Communication Technology can provide effective tools for women to:

- ✓ Celebrate their successes and share their joys with each other and the world.
- ✓ Create, use and share information and knowledge actively for their own lives, with and for their families, in „women advising women“ models of solidarity, and in a broader community.
- ✓ Develop their ideas and creativity.
- ✓ Discuss, ask questions, and meet others with different experiences and points of view the internet enables interaction across a city, the entire country, or the whole world.
- ✓ Document and generate knowledge on local conditions in the city.
- ✓ Gain confidence in their own voices and their place within society, and speak out about their lives, needs and the issues they face.
- ✓ Pass on their new skills to their peers.
- ✓ Represent and share their experiences and their knowledge.
- ✓ Work through difficulties.

## **3. RELATED REVIEWS**

Nagamani T S and Veni G K (2016), in a study tried to explore women's empowerment through ICTs in rural area by IT sector. The objectives of the study were To investigate women's empowerment through ICTs in rural areas, To analyze the socio and economic inclusion of rural women by ICTs, To identify the barriers of usage of ICTs by women, To examine the role of the Government and the NGOs in promoting the IT sector for women's development, To suggest strategies to overcome barriers and offer some practical suggestions

for policy makers to improve women's access to ICT. The Data was collected from various sources such as journals, periodicals, articles, books, reports, websites etc. The author found technology as one of the developmental tools. The proper implementation of new technological inventions is need of the day.

Narayana A and Ahamad T (2016), conducted a study entitled Role of media in accelerating women empowerment. The objective of the study was, to increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. The author discussed that Media have a huge potential for the empowerment of women, however the overall use of this media by women is very low. The urban educated women need information mainly on the Employment/Job Prospects in India and Abroad, Research and Information, Educational opportunities, Career advancement facilities, Beauty and Fashion, Hair care, Health & Lifestyle, Apparel and accessories Matrimonial ads, Art and Entertainment, Music videos and films, Social Support system for working women.

Goswami A and Dutta S (2015) in a study declared that Entrepreneurship has emerged as an invaluable tool for economic empowerment of women. The survival of business organizations are largely depending on the effective and efficient use of ICTs in enhancing their competitive position. ICTs are providing women entrepreneurs with unique and vast opportunities to empower themselves in numerous way. ICT reduces business costs, improves productivity and strengthens the firm in the competitive market. Simultaneously, women entrepreneurs are being faced with lots of challenges in terms of ICT training, financing, social norms and linguistic issues.

#### **4. METHODOLOGY**

The researcher has employed the survey method of the descriptive research because in this study the collection of the data can be done elegantly through survey method. Descriptive survey method emphasizes on "gathering information" about a large number of people by interviewing a few of them". The importance of descriptive survey research depends upon sampling and the variables and procedures are described as accurately and completely as possible. Researcher has used survey method using standardized tools to collect the quantitative data for the study, due to requirement of the research work.

#### **5. EDUCATIONAL EMPOWERMENT**

Educational empowerment is concerned with access and attainment of educational opportunities. Information and Communication Technology covers the following areas of educational empowerment:

- ✓ Career advancement
- ✓ Knowledge and awareness about various educational and career opportunities
- ✓ Knowledge awareness and participation in various academic activities
- ✓ Knowledge up gradation
- ✓ Learning style & educational practices
- ✓ Lifelong learning and open education
- ✓ Wide knowledge of each area, understanding of new concepts

**Table – 1: Distribution of Questionnaire for the selected Women Student of the Two Universities under survey**

S.No	Name of the University	Respondents	Percentage	Cumulative Percentage
1.	Madurai Kamaraj University, Madurai	95	51.35	51.35
2.	Manonmaniam Sundaranar, University, Tirunelveli	90	48.65	100.00
<b>Total</b>		<b>185</b>	<b>100.00</b>	

Source: Primary Source

Among the total respondents, there are above fifty one (~51.35 percent) percent of the women student respondents were from Madurai Kamaraj University and more than forty eight (~48.65 percent) percent of the women student respondents were from Manonmaniam Sundaranar University for this study.

**Table – 2: Use of Gadget by the Women Student Respondents**

S.No	Items	Regularly	Percent	Occasionally	Percent	Never	Percent
1.	Smartphone	103	55.68	55	29.73	27	14.59
2.	Laptop/PC	83	44.86	66	35.68	36	19.46
3.	Tablet	63	34.05	59	31.89	63	34.05
4.	Television	73	39.46	68	36.76	44	23.78
5.	Telephone	59	31.89	51	27.57	75	40.54
6.	Radio	36	19.46	49	26.49	100	54.05

Source: Primary Source

The above table revealed that the use of gadget by the women student respondents of their education under study reported that they use Smartphone regularly while 55.68 percent, followed by 29.73 percent of the women students said that the use of Smartphone occasionally and 14.59 percent of the women students said that the use of Smartphone never of the reported. As regards the use of Laptop/PC, 44.86 percent of the women students said that they use it regularly, 35.68 percent of them reported that they use it occasionally and 19.46 percent of them admitted that they never use the Laptop/PC. When asked about the use of Tablet, among the 185 women students under this study 34.05 percent was found to have using it regularly while 31.89 percent of them reported that they use the Tablet occasionally.

**Table – 3: Use of Information Sharing Tool by the Women Student Respondents**

S.No	Items	Regularly	Percent	Occasionally	Percent	Never	Percent
1.	E-Mail	110	59.46	34	18.38	41	22.16
2.	Audio Call	105	56.76	39	21.08	41	22.16
3.	Video Call	98	52.97	65	35.14	22	11.89
4.	SMS	99	53.51	75	40.54	11	5.95
5.	Conferencing	57	30.81	55	29.73	73	39.46
6.	Helpline Numbers	28	15.14	16	8.65	141	76.22
7.	SHAREit	36	19.46	45	24.32	104	56.22
8.	Bluetooth	28	15.14	25	13.51	132	71.35

Source: Primary Source

The data of the above revealed that out of the 185 women students, there are 59.46 percent of the women student respondents use E-Mail regularly and 18.38 percent of them reported that the use it occasionally while 22.16 percent of them admitted that they never use the E-Mail. Followed by 56.76 percent of the women students said that they use of audio calls regularly, 21.08 percent of them reported that they use it occasionally and 22.16 percent of them admitted that they never use audio calls, 52.97 percent of the women students said that they use of video calls regularly, 35.14 percent of them reported that they use it occasionally and 11.89 percent of them admitted that they never use video calls and very less percentage, there are 15.14 percent of the women students said that they use of Bluetooth regularly, 13.51 percent of them reported that they use it occasionally.

**Table – 4: Use of Social Media by the Women Student Respondents**

S.No	Items	Respondents	Percent	Mean	SD
1.	WhatsApp	173	93.51	108	59.16668
2.	Facebook	169	91.35		
3.	YouTube	166	89.73		
4.	Instagram	121	65.41		
5.	Telegram	95	51.35		
6.	Twitter	59	31.89		
7.	Hike	43	23.24		
8.	Blog	29	15.68		

Source: Primary Source (Note: Respondents may have selected more than one option)

It is evident from the above table the Use of Social Media by the Women Student Respondents in the select women Students of Madurai Kamaraj University and Manonmaniam Sundaranar University. There are more than ninety three percent (~93.51) of the women students are use of WhatsApp regularly. Followed by above ninety one percent (~91.35) of the women students are uses of Facebook, above eighty nine percent (~89.73) of the women students are uses of YouTube and above sixty five percent (~65.41) of the women students are uses of Instagram for this study.

The observations of Use of Social Media by the Women Student Respondents in the select women Students of Madurai Kamaraj University and Manonmaniam Sundaranar University, the respondents had mean average of 108 with the standard deviation 59.16668 seems to lie within the normal distribution.

**Table – 5: Use of Website and Apps by the Women Student Respondents**

S.No	Items	Respondents	Percent	Mean	SD
1.	Education Related	159	85.95	109	32.2876
2.	Job Related	144	77.84		
3.	General Knowledge Related	136	73.51		
4.	Personal Safety Related	120	64.86		
5.	Shopping Related	115	62.16		
6.	News Related	103	55.68		
7.	Kitchen Related	95	51.35		
8.	Device Safety and Antivirus Related	85	45.95		
9.	Decoration Related	66	35.68		
10.	Beauty and Health Related	63	34.05		

Source: Primary Source (Note: Respondents may have selected more than one option)

The above table revealed that the Use of Website and Apps by the Women Student Respondents in the select women Students of Madurai Kamaraj University and Manonmaniam Sundaranar University. There are more than eighty five percent (~85.95) of the women students are use of Website and Apps regularly. Followed by above seventy seven percent (~77.84) of the women students are uses of Website and Apps, above seventy three percent (~73.51) of the women students are uses of Website and Apps and above sixty four percent (~64.86) of the women students are uses of Website and Apps for this study.

The observations of Use of Website and Apps by the Women Student Respondents in the select women Students of Madurai Kamaraj University and Manonmaniam Sundaranar University, the respondents had mean average of 109 with the standard deviation 32.2876 seems to lie within the normal distribution.

**Table – 6: Use of Print Media by the Women Student Respondents**

S.No	Items	Respondents	Percent	Mean	SD
1.	News Papers	149	80.54	127	26.5
2.	Books	131	70.81		
3.	Journals	123	66.49		
4.	Magazines	86	46.49		

Source: Primary Source (Note: Respondents may have selected more than one option)

There are more than eighty percent (~80.54) of the women students are use of Print Media regularly. Followed by above seventy percent (~70.81) of the women students are uses of Print Media, above sixty six seventy percent (~66.49) of the women students are uses of Print Media and above forty six percent (~46.49) of the women students are uses of Print Media for this study.

The observations of Use of Print Media by the Women Student Respondents in the select women Students of Madurai Kamaraj University and Manonmaniam Sundaranar University, the respondents had mean average of 127 with the standard deviation 26.5 seems to lie within the normal distribution.

**Table – 7: Satisfaction level of using Information and Communication Technology based Sources and Services by the Women Student Respondents**

S.No	Items	Respondents	Percent
1.	Strongly Agree	69	37.30
2.	Agree	55	29.73
3.	Neither Agree	38	20.53
4.	Disagree	13	7.03
5.	Strongly Disagree	10	5.41
<b>Total</b>		<b>185</b>	<b>100.00</b>

Source: Primary Source

The above table revealed that the Satisfaction level of using Information and Communication Technology based Sources and Services by the Women Student Respondents, among the total respondents, there are more than thirty seven percent (~37.30) of the women respondents strongly agree with the use of Information and Communication

Technology level of satisfaction, followed by above twenty nine percent (~29.73) of the women respondents agree with the use of Information and Communication Technology level of satisfaction, above twenty percent (~20.53) of the women respondents neither agree with the use of Information and Communication Technology level of satisfaction and above five percent (~5.41) of the women respondents strongly disagree with the use of Information and Communication Technology level of satisfaction.

## 6. FINDINGS

- ✓ More than thirty seven percent (~37.30) of the women respondents strongly agree with the use of Information and Communication Technology level of satisfaction, followed by above twenty nine percent (~29.73) of the women respondents agree with the use of Information and Communication Technology level of satisfaction.
- ✓ The use of Laptop/pc, 44.86 percent of the women students said that they use it regularly.
- ✓ The women student respondents of their education under study reported that they use Smartphone regularly while 55.68 percent.
- ✓ There are 29.73 percent of the women students said that the use of Smartphone occasionally.
- ✓ There are 56.76 percent of the women students said that they use of audio calls regularly and 2.97 percent of the women students said that they use of video calls regularly.
- ✓ There are 59.46 percent of the women student respondents uses E-Mail regularly.
- ✓ There are above fifty one (~51.35 percent) percent of the women student respondents were from Madurai Kamaraj University and more than forty eight (~48.65 percent) percent of the women student respondents were from Manonmaniam Sundaranar University for this study.
- ✓ There are more than eighty five percent (~85.95) of the women students are use of Website and Apps regularly. Followed by above seventy seven percent (~77.84) of the women students are uses of Website and Apps.
- ✓ There are more than eighty percent (~80.54) of the women students are use of Print Media regularly.
- ✓ There are more than ninety three percent (~93.51) of the women students are use of WhatsApp regularly.

## 7. CONCLUSION

The result of the study shows that the level of the use of Information and Communication Technology by women student in education is same as level of their empowerment through Information and Communication Technologies. The study also shows that most of the women students using Information and Communication Technologies at an average level and have average empowerment through Information and Communication Technologies. They are using various Information and Communication Technologies and it is helping in their personal, social, educational, psychological, economical, political and legal empowerment.

## 8. REFERENCE

1. Albrechtsen A B (2017), Girls must have the chance to learn digital skills to truly have equal opportunities and be able to follow their ambitions. Retrieved from <https://plan-international.org/blog/2017/04/gender-equality-impossible-without-digital-skills-girls>
2. Aravind .S, Ramesh Babu V.P., and Umamaheswari .D (2021), Usage of Social Media Network System Among the College Students of Arts And Science College in Madurai District – A Study, Emperor International Journal of Library and Information Technology Research. 1(10) Pp. 1-10.
3. Aravind S and Kavitha R (2020), Level of satisfaction of social networks site (SNS) usage among engineering college students: A case study, Indian Journal of Natural Sciences. 10(10), Pp 19503-19508.

4. Goswami A and Dutta S (2015), ICT in women entrepreneurial firms - A Literature Review, IOSR Journal of Business and Management, 17(2), pp.38-41.
5. Gulati M and Torkos S (2011), Saving women's hearts: How you can prevent and reverse heart disease with natural and convectional strategies, Mississauga Ontario, Canada, John Wiley & Sons Canada Ltd, pp.50.
6. Hilbert M (2011), Digital gender divides or technologically empowered women in developing countries? A typical case of lies, damned lies, and statistics, Women's Studies International Forum, 34(6), pp.479-489. Retrieved from <http://www.martinhilbert.net/DigitalGenderDivide.pdf>.
7. Jain S (2019), ICTs and Women's empowerment: some case studies from India, Retrieved from <http://unpan1.un.org/intradoc/groups/public/documents/apcity/unpan048355.pdf>
8. Mandal R and Ete M (2010), Women in North East India: Role and Status of Arunachal Women, New Delhi, Mittal Publications.
9. Nagamani T S and Veni G K (2016), ICTs for the empowerment of rural women: A review, IJCST, 7(2), pp.166-170.
10. Narayana A and Ahamad T (2016), Role of media in accelerating women empowerment, Retrieved from [https://www.researchgate.net/publication/303998838\\_Role\\_of\\_media\\_in\\_accelerating\\_women\\_empowerment](https://www.researchgate.net/publication/303998838_Role_of_media_in_accelerating_women_empowerment).

☺☺☺