Internet and Women: Myth and Reality

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ABSTRACT: The internet access will give the opportunity of employment in different sectors of the economy for the women. The Digital India Programme and the motivation towards the concept of empowering of citizens through digital mode have created the virtual world of opportunities. The present analysis highlighted the opportunities of employment, Advantages, Negative impact, Awareness and future prospects. Research paper is based on secondary sources.

KEY WORD: Women, Internet, Information, Self Confidence, Empowerment

Empowerment of women has a broader dimension and has a significant impact in the society. All those dimensions and impact are well emphasised by critics of women empowerment and feminist ideologist. The emphasis has been evolved through space and time in different ways. The forms of the society, political embraces and backdrops in economy have led the foundation stone of empowerment of women at a wide spectrum. The ability of a woman to find out her own ability in the gender biased society beyond patriarchal landscape and unfolding her inner qualities to hold herself, the family and the society in every situation is in true sense the 'empowerment'.   Internet is a universal platform of knowledge gathering, sharing and upgrading one's desirable field without and or with being in personal contact. The Digital India Initiatives had stated with the vision of 'Digital Infrastructure as a core Utility to Every Citizen. And 'Availability of High Speed Internet'. Though the Digital Empowerment of citizens was a major vision of the Digital India Programme. In the Bharatnet initiatives or the optical fibre has predominantly reached State capitals, districts and blocks (India, 2017). The project NOFN or the Baronet, the Wire-Line Broadband Schemes, and the Bharat Broadband Network Limited also incorporated in 2012 for connecting 2.50 lakh Gram Panchayets throughout the country (India, 2017). In this purview is can be stated that the wireless access of internet can give a real impulse to the employment generation not only the wave of knowledge sharing through internet. Women in our country still in the dark era of illiteracy, unemployment, superstations and social backwardness. It is only education and employment can produce a eventual egalitarian gender biased less society for all specifically for the women. In our country backwardness among women is due to lack of education. Women are uneducated not always for their social background but sometimes due to unavailability of   infrastructure. Illiteracy among women always been higher

because of social and cultural factors always laid constrains for their education and henceforth employment too. Though there are some legitimate causes behind higher unemployment among educated women and a higher rate of shadow and marginal employment among the not well educated women in India. Some recent work have been done about different aspects of Internet and their impact on women. Among them some have been mentioned. A relevant study on the topic has been depicted by Harcourt (2011). V, Maarten has explained that the Perspective of Internet in empowering women (2012). Ziccardi G nicely outlined the Digital activism of women in India (2012) The book entitled Internet Innovators (Salem press,2013) has also explained the role of internet in women's life . A similar elaborative work have been done by Mecaughey.M (2014) .The impact of Internet on society and specifically on women have been nicely depicted on the book named as 'Researching Society Online . The cyber-crime against Women has been elaborated by Halder.D (2017). Jain.G (2017) wonderfully explained the attribution bias and reasons behind Internet Infidelity in India. Key.K has drawn a good interpretation for women and their contribution to the internet comedy (2018). Biswas.A has laid down the availability of Legal resource for women in India (2018).

Internet is the source of information, source of knowledge, interfaces of public interaction, source of employment also. The internet provides all indivisuals a platform to flourish in his or her own way. The internet is the best option for those people living in remote areas. In this regard the question of employment for women is more important than for the males .The question of women empowerment is a cardinal factor as after more than a half century of our Independence we are still in the dark era of illiteracy, economic backwardness, and superstations and social constrains. The picture is more acute for the remote areas of our country. The level of illiteracy and social position of women in every part of our country is a matter of deep rooted cause intruded into our socio-cultural tradition and believes. The patriarchal society is somehow responsible for the devious place of women. It was only a few percentage of the female population who have enrolled themselves for higher education and among them a very few have the scope for further employment opportunities. There are a number of negative attitudes towards women for education and for employment also. As a focus of the present content some of the constrains have been mentioned – they are Illiteracy , Lack of Higher Education ,Restriction in the family , Traditional social values , Lack of training , Lack of information , Remote area and Early marriages

The major problem behind empowerment of women -

- Women have the responsibility priority of the family and kids. It is being taken as grated that it has to be a women who will serve the entire family by household work and by mental support also. It is also in most of the families that the kids are the sole responsibility of the mother hence they used to be impelled to be a complete housewife.
- Women in most of families are used to be trained since their tender age as a good homemaker but not to be self-sufficient and self-reliant. In such cases women face the problem of lack of self-confidence.

- The distance of the workplace is another hardship for women in India as a constraint of empowerment. As mentioned in earlier statement that due to larger accountability towards the family and kids or aged parents and in-laws, they prefer to cover least distance for employment. Even they leave job opportunities due to geographically restricted movement.
- It is assumed that the ability of a women to cope up with the critical situation is lesser in the work place due to their soft nature and the upbringing of the female child. Softness and kind hearted quality is being taken as the basic quality of a women.
- Most of women feel that they are physically weak hence they cannot carry out laborious jobs and stressful work. But this concept is absolutely wrong and it is medically not proven.
- Illiteracy and lack of professional degrees among women are responsible for their unemployment.
- Women always opted for secured job due to family background .Most of the women seek cosy jobs so that they can carry their family life as well .Women hardly ever opted for open business market or few have carried out the risk of a life as a entrepreneur.
- Women are inclined to some types of job like the teaching and most of them avoid administrative job, or other critical options of job opportunities.

The above all discussion have revealed that the employment for women is a matter of exception rather than general. The women who have crossed all hurdles of their life and have survived for employment are the lucky ones. But a few among the whole could have done that or among those few, fewer are actually from those families which are actually socially and economically downtrodden. Those who are really in employment, are blessed enough with their family support to cross any bar and they are basically from well-educated families. Hence the actual empowerment can be regularised through such a process or medium which is independent of any factor except preliminary knowledge in computer even that can be done with some persons of specialised experience. The Digital India Initiatives, Bharatnet , Digital Empowerment and E-kranti will hopefully can generate an eventual wireless connectivity throughout all rural and urban spaces . So the scope of empowerment of women is possible through computer education at school level and a wireless connectivity of internet connection. In the vision of digital India aims to transfer the country into a digitally empowered society with nine pillars of growth, among them the public internet access programme and broadband highways.

ADVANTAGES OF EMPLOYMENT THROUGH INTERNET:

- Irrespective of educational qualification: In all cases the educational qualification does play a little role in the employment option. So who are still illiterate also have can avail the opportunity but they need a person who will help to get into the internet.
- Irrespective of geographical location: This one also imperative one as the location factor plays a major role behind unemployment. So the factor of job availability irrespective of geographical space is most pressing among all.
- Irrespective of discrimination on caste creed and culture: It is another factor which has forwarded the employment through net so popular .The ability and will power are the factor for job through internet nothing else.

- ➤ Time independent: The time factor is a crucial factor for a women as she has to manage the home, kids and workplace as well hence the time boundary is not there in most of the employment opportunities in internet.
- ➤ Access of worldwide market or observer: The internet connectivity will provide women opening and the scope to visit throughout the world.
- ➤ Irrespective of age limit : Apart from structured job others are not at all limited to certain age hence females who got married earlier or became mother at the early stage can start their carrier late also .
- ➤ Equality in opportunities: The opportunities are equal for all and open to all.
- ➤ A broad option for employment: It definitely gives the opportunity of a broad range of employment options even women can make popular their own daily routine as a job option in the internet.

NEGATIVE IMPACT OF INTERNET EMPLOYMENT AMONG WOMEN:

- ➤ The user guide should have to follow vividly before the enrolment in internet for any kind of job. In some cases due to lack of knowledge women face fraud cases in online jobs and hence they have to go through to difficulties.
- ➤ Most women wish to have freedom of their movement hence except some lucrative job options employment through internet haven't that much application for those women who can move as well as wish to move . It is only few percentage of unskilled and of the total left behind for the employment options through internet.
- ➤ Some women use the internet facility as at wrong way for a motive to have fun only not to employ themselves. The selection of job and the selection of processes of enrolment is important one.
- ➤ Another negative impact aspect of this kind of employment is that internet can't provide a opportunity for all kind of jobs, it is confined within few types of employment. The administrative jobs and the some other job which needed physical presence is absolutely not possible through the internet. Certain other jobs which is based on field work is also not possible through internet.
- ➤ Some professional job and administrative, managerial jobs are also cannot be served through internet.
- ➤ The prospect of the self-regulated job options and their success, failure all can vary with the efficiency of the creator women.
- ➤ There are terms and conditions of online jobs and also for the creative channels so somewhere they are bound to certain regulations which may not be beneficial to their economy and employment status.

In rural areas the illiteracy is very high throughout India. The employment ratio is also not so significant for skilled women. The awareness is not eventual so that women could adopt internet as the base of their employment platform. Remote areas do have more serious situation where the need of empowerment is indeed a need. The statistics says that the percentage of participation to the workforce as main workers is not significant for these remote areas .The well-educated class of urban spaces are more concerned about these opportunities and most them are also adopted the internet as their source of income . The prospect of internet facility and employment should have to be propagated through more effective projects of the government. It is not only the access of internet could solve the entire problem of unemployment rate among women but at the

same time there is a need of simultaneous projects of elementary computer knowledge from school level.

CONCLUSION: The entire concentration of the of this current topic has raised the focus only on those jobs which can be done being at home but at the same time internet could be the good source of information for those who can opt for some challenging opportunities in different location of India . The approaches of women empowerment should not be restricted only being at home and they should not opt only for those services which can be provided being at home only. This a area which should be taken as another positive scope empowering women and specially for whom who are willing to be at home and at the same time wish to be the part of our economic boom .

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