

Digitization as a catalyst for the socio-economic transformation of rural women in Tamilnadu with special reference to Digital India scheme



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Name of the Funding Agency

Indian Council for Social Sciences and
Research (ICSSR)

Name of the Scheme

Minor and Major Project

Sanctioned Amount (in Rupees)

Rs. 15,00,000

Duration of the Project (years)

3

Project Description

Digital India is a transformative initiative launched by the Government of India with the aim of building the nation as a digitally empowered society and knowledge economy. Its vision is to empower citizens by leveraging digital technologies to bridge the digital divide and enhance access to various services. Digital India initiative can play a vital role in achieving financial inclusion, spreading awareness, and providing support (Chakraborty, 2019). The goal is to improve living standards, enhance incomes, expand beyond agriculture, and strengthen healthcare, education, and financial stability (Kaur & Mir, 2022). This study explores how Digital India initiatives have been a catalyst in the socio-economic transformation of rural women in Tamil Nadu. Researchers explore the key factors influencing the socio-economic growth as well as the factors determining the socio-economic transformation of the women in rural areas of Tamilnadu. This study is empirical in nature in which descriptive research design will be used to measure the socio-economic transformation of the women living in the rural areas of Tamilnadu. A structure questionnaire will be developed to capture the responses. The content testing, pre-testing and pilot testing of the questionnaire will be carried out to establish the content validity and reliability. Sample size of the study will be 500 respondents (women in the areas of Tamilnadu State). Exploratory Factor Analysis and Confirmatory Factor Analysis will be applied to explore the factors of digitization and subsequently to establish the relationship between impact of Digital India initiatives on overall social and economic transformation, multiple regression will be applied through Structural Equation Modelling.