

Use of ICT Tools among Graduate Housewives

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Abstract: Today's world belongs to the era of information explosion. With the information edge on hand, the world is getting much competitive. Information and Communication Technologies comprise a complex and heterogeneous set of goods, applications and services used to produce, process, distribute and transform information. It also consists of segments as diverse as telecommunications, television and radio broadcasting, computer hardware, software and services and electronic media, for example, the internet and electronic mail. Traditional technologies continue to be important for large numbers of people around the world, whether they are male or female, married or unmarried, young or adult. The objective of this paper is to analyze the use of ICT tools for different objectives among married females and who are all graduates and also are housewives. Primary data was gathered from different parts of Aurangabad city by using a structured questionnaire. There was no constraint on age. Convenient sampling technique was used and over 500 graduate housewives were analyzed. It was found from the analysis that the housewives use ICT tools for social networking, for learning, for financial purpose, they do online shopping using cash on delivery as a major payment option. It was also found that more than 80% of housewives use smartphones as a medium. It was concluded from the study that being so busy in the daily work the respondent takes out time for using ICT tools.

Keywords: Graduate Housewives, Information Communication and Technology (ICT).

I. INTRODUCTION

Can you imagine a world without information and communication technology? How would your life be like without ICT? No mobile phone, no television, even no internet for email and web browsing, a world without computers at all! You cannot live without all these even when you are miserable and bored. You might not use these tools only if you have been in the 18th century or you don't belong to this world. There are places and people in the world today that manage quite well without all the information and communication technology which can be taken as granted but they would find it impossible to run many aspects of their lives the way we do. But this is 21st century where you cannot live without ICT. We are dependent on ICT for power for lighting and transport and as a way of managing car engines, which our life would, as we know it, be impossible. ICT is everywhere, at our homes, at our schools and businesses and in the infrastructure that allows our society to work and function.

So when we talk all about these ICT tools, let us see what exactly ICT is? Information Communication Technology tools are digital infrastructures such as; computers, laptops, desktops, data projector, software programs, printer's scanners and Interactive teaching box.

More ICT Tools for Learning

Table 1. Different ICT Tools

Example of tool, Device, Infrastructure	Definition
Mobile delivery devices: The	

<i>digital backpack</i>	
Storage devices	Device for transferring electronic work between various devices and physical locations and to backup work, e.g. USB memory stick.
Personal Digital Entertainment Devices (PDEs) and MP3 Players	Enable user to download, store and play audio, photo and video files and in many cases, to take part in interactive activities.
Mobile phones	Increasingly these allow communication via photos, video as well as text messaging.
Laptops	A mobile computer that is operated with a battery away from power sources. Newer versions are now wireless and can connect to the Internet in wireless hotspots.
TabletPCs	A small screen (12") laptop PC in which data may be directly entered onto the screen with a special pen.
Gaming Devices	Consist of a gaming console (e.g. Gameboy) and games or a content delivery method.
<i>Content delivery methods</i>	

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Podcasts	Podcasting is a method of publishing audio files via the Internet, allowing users to subscribe to a feed to receive new files automatically.
Vodcasts	Video on demand is the same concept as podcasting but with video files.
Blogs	A web-based journal or log book. Logs are chronologically ordered web-postings by an author or group of authors. They may be personal, individual records, group collaborations or representative of an institution.
Wikis	A Wiki or wiki is a website (or other hypertext document collection) that allows users to add content, on an Internet forum, but also allows anyone to edit the content. "Wiki" also refers the collaborative software used to create such a website.
Voice over Internet Protocol (VoIP)	Enables transmission of voice across the Internet. Example: Skype
Digital TV	Similar to analogue TV but has the capacity to deliver rich multimedia learning experiences. It enables interactivity.
Other devices, concepts, and technologies	
Moblogs and Photoblogs	A combination of the words blog and mobile. It means the capacity to post items to a blog using a mobile phone or other mobile device.
Digital Cameras	Film is stored digitally.
Scanners	Enable the digitisation of analogue content. Digital items can then be manipulated by software on the computer and stored.
Swarming (also called	People with a common interest come together quickly to experience or

"meetups")	participate in an event. Mobile devices are often used to generate swarms. They may be used for educational, political or social reasons. Example: learning swarms – students come together for a learning event.
Peer-to-peer Networking and Technologies	A network that allows two or more computers to share their resources, such as hard drives, CD-Rom drives and printers. Enables students and teachers to share files locally and internationally.

Source: Adapted from Millea, Green & Putland (2005).

II REVIEW OF LITERATURE

There is less literature published in respect to the women's using ICT tools.

Pathak, S. S., & Gala, S. 2014 studies the extent of use of ICT and its tools among women, he observed that more than 50% of women uses internet as medium of Communication which according to him is shows substantial growth. 53 % women use email as medium of communication regularly and other 33 % sometimes show the change in communication media. The author also observed that SMS technology on mobile phones is used mostly by all regularly. So it was concluded that women uses ICT tools.

Adeola, A. O. 2014. Investigated the use of ICT among women of tertiary institution in Ekiti State of Nigeria. It was a descriptive study comprising of one. The study revealed that the women have enough knowledge of the ICT tools which will enhance their effectiveness, the usage of ICT was low among women and a number of challenges such as domestic pressure, erratic power failure, unavailability of the necessary tools, lack of adequate training and others were faced by women.

Loh-Ludher, L. L. 2007. – In this paper the author addresses key gender-specific issues of poor urban women homemaker and the effect of utilization of information and communication technologies (ICTs) in three sites in Malaysia -Penang, Ipoh and Klang Valley. A total of 90 urban impoverished women homeworkers and 40 sectoral stakeholders were interviewed. The author found that those supported by organisations have better access to training and utilize ICT tools in varying degrees for their work.

Agwu, A. E., & Ogbonah, E. E. 2014 – The author says that the working women mostly use ICT tools for their daily work. The author recommends establishment of functional ICT centers for staff in all states to help build their competency in the use of ICT tools for disseminating agricultural information to rural farmers

The objective of the study is to -

Study whether the graduate housewives uses ICT tools are not?

Analyze the major segment of ICT tools used.

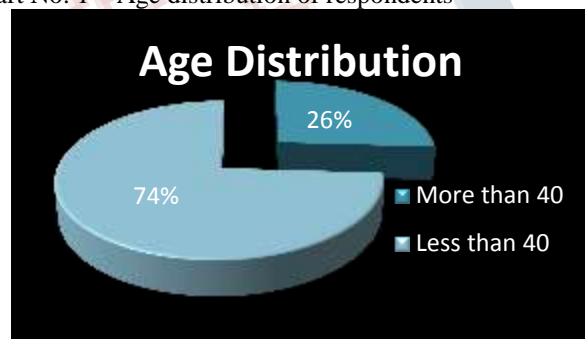
Know whether housewives who has married life of 10 years, uses ICT tools.

Study what is the use of ICT tools among housewives of different graduations.

Research Methodology

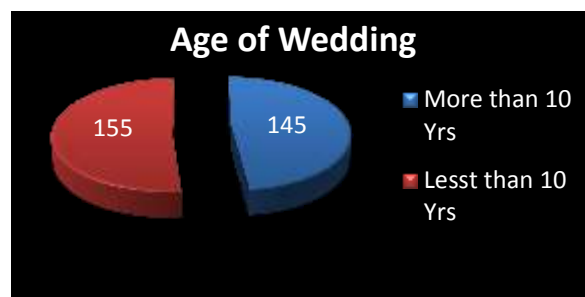
This paper is aimed at to study the use of ICT tools among Housewives in Aurangabad City. For the study Primary Data was collected from a structured questionnaire, which was sent to 350 respondents of which 300 respondents responded positively. Secondary data was collected from previous research papers, Books, Magazines, Articles and from websites. Convenient sampling method was used to draw the sample. Data was presented with simple analysis, graphical data analysis.

Chart No. 1 – Age distribution of respondents



Interpretation – It can be seen from the above chart that 26% of the respondents are above 40 years of age, and 74% are below 40 years of age.

Chart No. 2 – Age of Wedding

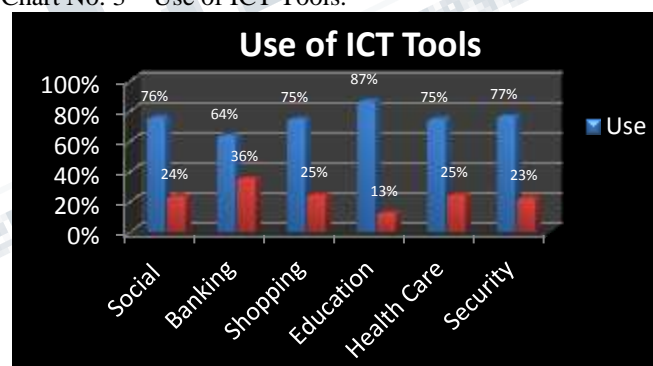


Interpretation – The above chart give the information that the age of wedding of the respondents. Here more than 50% of the respondents were having wedding age more than 10 years.

Table No. 2 – Use of ICT

Category	Use	Don't Use
Social Networking	76%	24%
Banking	64%	36%
Shopping	75%	25%
Education	87%	13%
Health Care	75%	25%
Security	77%	23%

Chart No. 3 – Use of ICT Tools.



Interpretation – From the above chat it can be seen that respondents uses ICT tools in different forms (for Social Networking, Banking, Shopping, Education, Health Care and Security)

III. DISCUSSION

The idea of gender equality is a common concern all over the Globe. It has now gained new dimensions with the beginning of Information and Communication Technology (ICT). Information and Communication Technology tools are widely used. The needs of Information for women in the advance environment are as diverse as the socio- economic scenario. Considering women, as a monolithic group will over simplify their information needs. Within women's group itself,

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globalization has generated the haves and the have not's i.e. those who are in a valuable position due to globalization and those relegated further into disadvantaged position under the new economic policy. The information needs will also vary accordingly. Within women's group itself, the needs fluctuate accordingly.

Women in India are no exception in this. ICT can be used for getting connected through social networking. It can be also used for banking related operations, for doing online shopping getting knowledge is also one of the uses of ICT. ICT tools nowadays are more used for security reasons. In this paper the above mentioned categories are considered.

Findings –

In spite of busy schedule at home housewives uses different types of ICT tools for their day to day operations. The entertainment area where the housewives uses the ICT tools is social networking sites, from the study it is found that 75% of the housewives uses ICT tools for social networking like Face book, WhatsApp, etc. interestingly even the housewives who are more than 40 years of age also connected through social networking sites.

.2. Online Banking is the another ICT tool, were housewives are interested, but it was found from the study that housewives who are more than 40 years of age are less motivated towards Online banking due to risk. But the housewives below 40 years of age are more educated in regards to online banking them uses online banking for fund transfer, payment of bills and other services.

The most favored area were housewives are interested is shopping. Now a day's every women shop online. From the study it was found that almost all segments of women shops online. But it was also found that majority (nearly 75%) of them uses cash on delivery (COD) as payment option.

It was also found from the study that housewives uses ICT tools for getting knowledge regarding food, education, study material, videos etc. Housewives uses ICT tools for security purpose also, they preferred phone calls for their security. Health care is one of the favoured area were most of the housewives uses ICT tools.

IV. CONCLUSION

ICTs are rising as a powerful tool for gender empowerment in India which is a developing country. There has been a rapid growth in the ICT sector since the late 1980s and the use of ICT has dramatically expanded since the 1990s. As compared to the working wives which are important part of community and makes lot of use of ICT tools in their daily use, house wives are less connected with ICT tools. But in spite of busy

schedule in taking care of their elderly and children's, cooking food, doing their daily work, they take out time for themselves. In this leisure time they uses ICT tools for doing online banking, education, health care and the most favored area is doing shopping. So it can be concluded that ICT is a integral part of any segment.

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