

# **Digital Literacy Among Rural Women: A Study of Selected Districts in India**

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In today's world, technology occupies center stage in national as well as international aspect. New technologies are employed for improvement in knowledge generation as well as sharing nowadays. Information and communication technology (ICT) is one of the technologies which is contributing and enhancing nation's growth. The rapid adoption of information and communication technology (ICT) has enabled people to access information across the globe. But there is a widening gap between those with access to these tools and those without the ability or means to access them. In a digitally unequal world, we need to focus on bridging the gap between the digitally privileged and underprivileged community of rural India. This study is carried out to examine the digital awareness and digital literacy among rural women. Digital literacy is the ability to find, evaluate, utilize, share and create content using information technology and the internet. Digital literacy is the knowledge, skills and behaviours used in a broad range of digital devices such as smart phones, tablets, laptops and desktops, all of which are seen as network rather than computing devices. Ramanathapuram and Sivagangai districts were selected for this study. A simple random sampling technique is used for selecting sample. The total sample size is 140 respondents. The finding of the study reveals that 49.28% of the respondents use computer for personal work purpose. Majority of the respondents 34.28% using computer for less than one year. Most of the respondents use mobile for entertainment purpose, followed by educational and information purpose.

*Keywords:* Digital literacy, Social media, Internet, Computer, Mobile and user study.