

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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**ROLE OF WOMEN IN IT: TODAY & TOMORROW**

**DR. KIRAN ARORA**  
**PRINCIPAL**  
**PCM S.D. COLLEGE FOR WOMEN**  
**JALANDHAR**

**ABSTRACT**

*IT has brought a tremendous change in position of women and has uplifted their status in the society and has ended their socio-economic imprisonment besides making them aware of their rights. But a lot need to be done to empower women and technology has to be made women friendly that more and more women be freed from the fetters of slavery. There is also a need to bridge the gulf between urban and rural women.*

**KEYWORDS**

Role of women, IT.

**INTRODUCTION**

Women have been suffering since time immemorial. Every age was a dark age for the Fair-sex. Be it stone,vedic or modern. They have been exploited and their aspirations have been crushed under weight of customs and traditions. Their situation has not improved yet. They are still being exploited on one pretext or other. The patriarchal society has been responsible for the sorry state of affairs of women till date. They have always borne the brunt of war,riots,communal frenzy and natural calamities. Women have suffered in every age. Even the great writers have tried to run down women. This prejudice is deep rooted in the male psyche which considers women inferior to men. This male ego syndrome has still not recognized the strength of women and has not accorded the status they deserve. They are still being physically, sexually and mentally harassed. They are still on the margins of society and have not been able to create a niche for themselves in the male determined world. Their role is still confined to further the progeny, satisfy the base passion of men and look after the kids besides doing kitchen and household chores and if a woman dares break the male bastions, she is often mocked at besides being attacked for blowing the centuries old tradition to smitherns. Such a daring woman is either ostracized or killed in the name of family's honours. Khap panchayat s perpetuates what is called Honour Killings.

**IT AND ECONOMIC RESURGENCE OF WOMEN**

But now the world has changed. Now, well educated urban women have successfully barged into the male bastion without facing much resistance from the opposite sex. IT has empowered women and has strengthened their social, economic and political status in the society. This has transformed and strengthened their socio, economic and political status in the society. This has transformed their dull and harsh life and has given wings to their aspirations. IT has made them economically self-reliant as it has opened vast vistas of job opportunity in the banking, commerce , trade ,retail and many other sectors that were hitherto supposed to be domain of men. This has given an economic boost to women and has empowered them in the family, society and outside anti-women world besides recognizing their talent in giving impetus to the economy of the country. Now the old and obsolete concept, that the women are intellectually orphan and cannot handle issues/jobs that call for mathematical and logical abilities, has got a big blow in the age of IT. Women have made their presence felt in every technology driven-sector be it banks, financial institutions, call centres, BPOs, KPOs and MNCs. Mrs. Nooi is the CEO of Pepsico and Mrs. Kochhar heads ICICI bank. Both these organisations are driven by beauty and brain. Kalpana Chawla and Sunita Williams are two other names whom technology gives much needed edge to create a niche for themselves. The liberalization of Indian economy coupled with IT revolution has opened floods of job opportunities for women. Now little and smart fingers run on mouse to tame the lion--- the lion of their economy. Now they run Banks, share market kiosks, internet café, tourism industry. This has built up their confidence and now they walk with their heads held high. Economic resurgence of women by IT has empowered women in social sector also.

**IT AND SOCIAL EMPOWERMENT**

IT has enabled women to network themselves socially on sites that espouse the cause of women besides giving them an opportunity to share their feelings with their gender through blogs, emails, chatting , sms etc. This exercise has made women aware of their rights and has strengthened them with the weapon of knowledge to stop injustice against them their class. Bharkha Dutt—the editor of NDTV writes blogs to sensitize masses towards issues concerning them and their country. Many women get linked to NGOs through technology to work for the welfare of others. Internet has brought women across the globe to talk about problems faced by their gender. This has made women aware of their physical, sexual and intellectual rights. IT has enabled the women to break the centuries old myths that women are for hearth and are inferior to men. Now a woman ceases to be the Eve of Milton's Paradise Lost that can be easily seduced by Satan. Now she is a knowledgeable smart human being with a sharp brain to understand the machinations of evils forces. The credit goes to IT. IT has virtually ended social castration of women and has given a big blow to gender stereo type besides pushing the status of women up upper rung of social structure. Now women compete with men: rather surpass them. Many educated women farmers exploit technology to the hilt to know the annual weather forecast before sowing the seeds. They also used modern technology to get engaged in cooperative farming. The fashion designers surf internet to create new and innovative designs. Ritu Wears is an example of women's success story.

**IT AND WOMEN AWARENESS**

The information galore has made women aware of a whole lot of issues the ignorance of which earlier played havoc with their lives. This includes right to conception, pregnancy, adoption and surrogacy. IT has thus made women politically strong and vigilant. Now they seek information from Internet and use the same against their exploiters. Now a contractor cannot exploit labours as technology comes to their aid. The use of technology in army has empowered women to rub shoulder with their male companions in combat zone, though their role is confined to logistics only. An educated Sarpanch these days rely on IT to introduce government schemes in her villages. The success of MNEGRA is a case in point. SMS is another mode that women use to espouse a cause.Women began an sms campaign against a cop who abused a budding teenager and drove her to death.

**IT AND WOMEN DIGNITY**

But there is another side of story also. IT has empowered urban and well educated women only. IT has so far not touched the lives of rural women. They still suffer. They are still being exploited. Another ugly aspect pf IT is that it has made women scape goats as female infanticide is a direct fallout of advanced technology. Another gory aspect of IT is that it has virtually put women body to public gaze. Pornography has gained momentum. So, is trafficking. IT has added a highly negative dimension to aspect of women's personality. And this concerns development of scientific temper. They exploit technology to know what their zodiac signs say. This can mar their intellectual growth and put impediments in their way to success and emancipation. Last but not the least, it is imperative to mention here that IT has revolutionized the lives of women and has given a fillip to their structure. But a lot need to be done to bridge the gap between urban and rural women to free them from centuries old shackles.



**CONCLUSION**

It can be logically concluded that IT has brought a tremendous change in position of women and has uplifted their status in the society and has ended their socio-economic imprisonment besides making them aware of their rights. But a lot need to be done to empower women and technology has to be made women friendly that more and more women be freed from the fetters of slavery. There is also a need to bridge the gulf between urban and rural women.

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