

Best Practice 1

1. Title of the Practice: Empowering Underprivileged Women Through Digital Literacy a Social Responsibility of Mangaldai Commerce College

2. The practice has the following aims and objectives:

- To make women digitally literate
- To make women digital citizenship
- To make women more creative, develop critical thinking and problem solver by using digital tools.
- To make women more informed choices in life and help to develop new skills and interests through better access to information.

Underlying Principles/Concept:

Only 30 percent of India's online users are women, considerably less than other developing countries such as China and Indonesia. The proportion of female internet users drops to 12 percent in rural India. Apprehending the current scenario, Mangaldai Commerce College has selected this practice as the best practice.

The Context:

With the help of a pilot survey the college has realized that very few women in the locality have access to internet and other digital devices. Realizing the fact, the college has decided to improve the digital literacy of the women in the locality in a planned and systematic approach and hence the best practice was implemented.

3. The Practice:

Digital literacy helps to become more efficient and things become more accessible that improves quality of life. The common digital literacy skills which every woman should possess are:

- **Information Literacy**
- **Photo visual literacy**
- **Socio-emotional literacy**
- **Branching literacy**
- **Reproduction literacy**



The following steps were undertaken to implement the best practice:

- 1. Spreading Awareness about User-friendly Digital Infrastructure**
- 2. Make Women Aware about the Digital Financial Solutions**
- 3. Provided Women with the required Digital Skills and Training**

4. Evidence of Success:

The success of the best practice is highlighted as follows:

- a) Through pilot survey/home visit programmes, the college has explored the need that very few women in the locality have access to the internet and other digital devices.
- b) A total five digital literacy programmes were organised to impart knowledge on digital literacy among the underprivileged women of the locality.
- c) The digital literacy programmes organised by the college benefited a total 172 underprivileged women of the locality.
- d) After attending the digital literacy programmes organised by the college seven women have started their own business on digital platform.
- e) After attending the digital literacy programmes the women become more informed about online shopping platform.

5. Problems Encountered and Resources Required:

The following problems were encountered while implementing the best practices. These are:

- a) The biggest challenge encountered in implementing the best practice is that the academic background of the target women is not satisfactory. The low level of academic background has created lots of challenges in executing the digital literacy programmes.
- b) The lack of self-confidence, low self-esteem, and averseness in use of modern technology on the part of target women was another challenge.
- c) To make the digital literacy programmes successful requires customized approach, continuous monitoring and review. But due to institutional responsibilities and assignments the faculty members remained eventful.

