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IMPACT OF DIGITAL LITERACY ON WORKING WOMEN IN ORGANIZED SECTOR: OPPORTUNITIES AND CHALLENGES

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ABSTRACT

Digital literacy has emerged as a crucial determinant of employability, productivity, and career advancement in the contemporary world of work. In the organized sector, working women increasingly rely on digital skills to access information, perform job-related tasks, communicate effectively, and adapt to technological changes. This study examines the impact of digital literacy on working women in the organized sector, with a specific focus on the opportunities it creates and the challenges it presents. The research analyzes how digital competence enhances professional efficiency, job performance, career growth, and economic empowerment among women employees. At the same time, it highlights persistent challenges such as unequal access to digital resources, gaps in advanced technical skills, work–life balance issues arising from digitalization, and variations in digital proficiency across age, education, and work experience. The study is based on primary data collected from working women across different sectors and regions, supported by relevant secondary sources. The findings underscore that higher levels of digital literacy significantly contribute to improved workplace participation and confidence among women, while also revealing the need for targeted training programs and supportive organizational policies. The study concludes that strengthening digital literacy among working women is essential for inclusive growth, gender equality, and sustainable development in the organized sector.

KEYWORDS: *Digital Literacy, Working Women, Organized Sector, Opportunities, Challenges.*

INTRODUCTION

The rapid growth of information and communication technologies has significantly transformed the functioning of the organized sector, making digital literacy an essential skill for employees. Working women, who constitute a growing share of the organized workforce, increasingly depend on digital tools for communication, task management, and professional development. Digital literacy enhances their efficiency, employability and career advancement while enabling access to online training and flexible work opportunities. It also plays a key role in promoting economic empowerment and workplace confidence among women. However, disparities in access to digital resources, limited advanced technical skills, and challenges related to work–life balance continue to affect women's effective use of digital technologies. Differences in age, education, and work experience further influence digital proficiency levels. In this context, the present study examines the impact of digital literacy on working women in the organized sector, focusing on the opportunities it creates and the challenges it presents. The study aims to provide insights for policy formulation and organizational strategies to promote digital inclusion and gender equality.

REVIEW OF LITERATURE

Several studies have shown that digital literacy plays an important role in improving the work performance and career opportunities of women in the organized sector. Researchers have pointed out that digital skills help working women use computers, mobile devices, and online platforms effectively for communication, data management, and decision-making. Many studies highlight that digitally literate women are more confident, productive, and better able to adapt

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to technological changes at the workplace. At the same time, literature also reveals the existence of a digital divide, where women face challenges such as limited access to digital devices, lack of proper training, time constraints due to family responsibilities, and differences in education and age. Studies further emphasize that organizational support, training programs, and supportive policies can significantly enhance digital literacy among working women. Overall, the reviewed literature suggests that while digital literacy creates significant opportunities for working women in the organized sector, addressing existing barriers is essential to ensure equal participation and empowerment.

RESEARCH METHODOLOGY

The study is based on primary data collected to analyze the impact of digital literacy on working women in the organized sector. A descriptive research design was adopted, and data were gathered through a structured questionnaire administered to women employed in various organized sector institutions. The questionnaire covered aspects such as socio-economic profile, level of digital literacy, use of digital tools, opportunities gained, and challenges faced at the workplace. Respondents were selected using an appropriate sampling technique to ensure representation across age, education, and work experience. The collected data were coded, tabulated, and analyzed using simple statistical tools such as percentages and averages to draw meaningful conclusions.

OBJECTIVES

1. To study the level of digital literacy among working women in the organized sector.
2. To examine the impact of digital literacy on the work performance of women employees.
3. To identify the opportunities created by digital literacy for working women.
4. To analyze the challenges faced by working women in using digital technologies at the workplace.

HYPOTHESIS

H_0: There is no significant relationship between digital literacy and the work performance of working women in the organized sector.

H_1: There is a significant relationship between digital literacy and the work performance of working women in the organized sector.

DIGITAL LITERACY AND WORKING WOMEN

Digital literacy refers to the ability to use digital tools, technologies, and platforms effectively for communication, information access, and work-related tasks. For working women, especially in the organized sector, digital literacy has become a key skill that enhances job performance, efficiency, and career growth. It enables women to handle digital applications, participate in online training, manage tasks remotely, and stay updated with technological changes. Greater digital competence also empowers women to take on challenging roles, improves workplace confidence, and supports economic independence. However, access to digital resources, skill gaps, and balancing work with household responsibilities can influence the level of digital literacy among women. Overall, digital literacy plays a crucial role in enabling working women to succeed and progress in the modern workplace.

DATA ANALYSIS AND INTERPRETATION

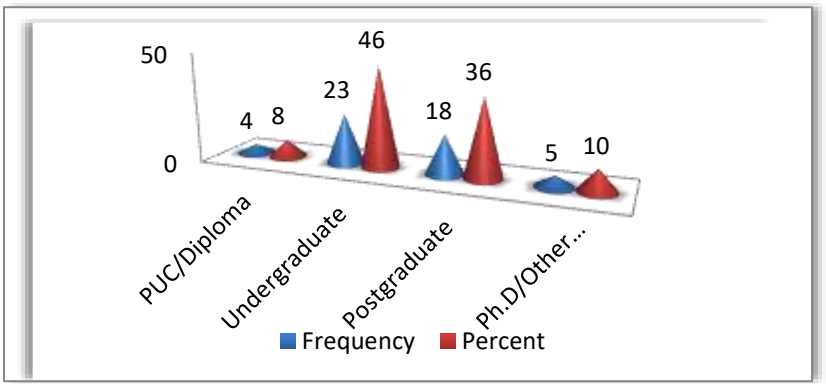
Data analysis and interpretation involve examining collected data to identify patterns, trends, and relationships. It helps transform raw information into meaningful insights that support conclusions and decision-making.

Table.1 Educational Qualification of the Respondents

Educational Qualification	Frequency	Percent
PUC/Diploma	4	8.0
Undergraduate	23	46.0
Postgraduate	18	36.0
Ph.D/Other Course	5	10.0
Total	50	100.0

Source : Field Survey

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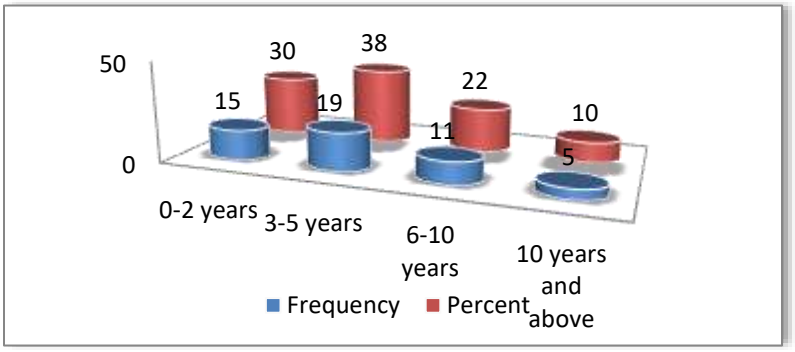


The table.1 presents the educational qualifications of 50 respondents. Nearly half of the respondents (46%) are undergraduates, while 36% have completed postgraduate studies. A smaller proportion, 8%, hold PUC or diploma qualifications, and 10% have pursued a Ph.D. or other courses. This indicates that the majority of respondents have higher education, with a significant focus on undergraduate and postgraduate levels. Overall, the sample reflects a well-educated group.

Table.2 Work Experience of the Respondents.

Work Experience	Frequency	Percent
0-2 years	15	30.0
3-5 years	19	38.0
6-10 years	11	22.0
10 years and above	5	10.0
Total	50	100.0

Source : Field Survey



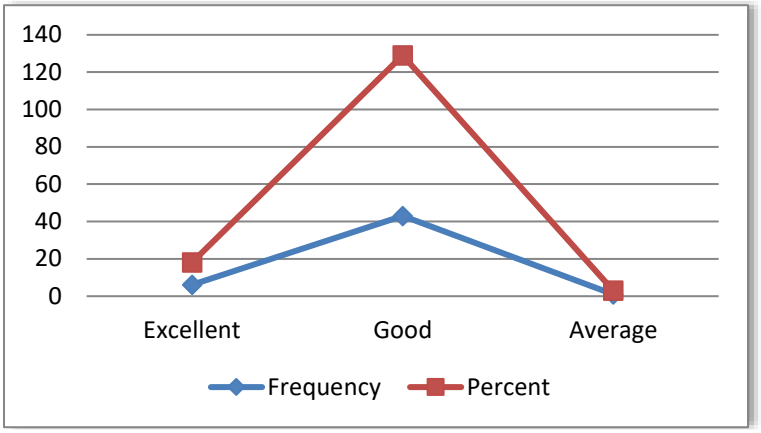
The table.2 shows the work experience distribution of the 50 respondents. The largest group, 38%, has 3–5 years of experience, followed by 30% with 0–2 years. Respondents with 6–10 years of experience account for 22%, while only 10% have over 10 years of work experience. This indicates that the majority of respondents are relatively early to mid-career professionals, with fewer long-term experienced individuals in the sample.

Table.3 How would you rate your overall digital literacy?

Digital Literacy Rate	Frequency	Percent
Excellent	6	12.0
Good	43	86.0
Average	1	2.0
Total	50	100.0

Source : Field Survey

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The table.3 presents the digital literacy levels of the 50 respondents. A majority, 86%, have a good level of digital literacy, while 12% demonstrate excellent skills, and only 2% are at an average level. This indicates that most respondents are proficient in using digital tools and technology.

Results of Testing Hypothesis

One Sample Test

	N	Mean	Std. Deviation	Std. Error Mean
Educational Qualification of the Respondents	50	3.4800	.78870	.11154
How would you rate overall digital literacy	50	1.9000	.36422	.05151
How would you rate the importance of digital literacy in workplaces?	50	2.0200	.51468	.07279

One Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Educational Qualification of the Respondents	31.200	49	.000	3.48000	3.2559	3.7041
How would you rate overall digital literacy	36.888	49	.000	1.90000	1.7965	2.0035
How would you rate the importance of digital literacy in workplaces?	27.752	49	.000	2.02000	1.8737	2.1663

The one-sample t-test was conducted to examine the impact of digital literacy on the work performance of working women in the organized sector. The null hypothesis stated that digital literacy does not affect work performance, while the alternative hypothesis stated that it does. The results show that for educational qualification ($t = 31.200$, $p = 0.000$), overall digital literacy rating ($t = 36.888$, $p = 0.000$), and the importance of digital literacy in workplaces ($t = 27.752$, $p = 0.000$), all p-values are less than 0.05. This indicates that the null hypothesis is rejected and the alternative hypothesis is accepted, meaning that digital literacy significantly affects the work performance of working women.

The positive mean differences and confidence intervals suggest that higher levels of digital literacy are associated with improved efficiency, better work performance, and greater recognition of its importance in the workplace.

OPPORTUNITIES

1. Enhanced Career Growth: Digital literacy enables women to efficiently use modern tools and software, increasing their productivity and opening up opportunities for promotions and leadership roles.
2. Access to Online Learning: Women can continuously upgrade their skills through online courses, webinars, and training programs, enhancing their professional competence.
3. Improved Communication: Digital skills allow women to communicate effectively through emails, video conferencing, and collaborative platforms, fostering better workplace integration.
4. Entrepreneurial Opportunities: Digital literacy empowers women to explore online business, freelancing, and remote work, expanding their income sources and economic independence.
5. Efficient Work Management: Knowledge of digital tools aids in managing tasks, data, and schedules effectively, leading to increased efficiency and a better work-life balance.

CHALLENGES

- Many women may not have personal devices, high-speed internet, or access to advanced software, limiting their ability to fully utilize digital tools.
- Some women may lack the necessary digital skills or confidence to use new technologies effectively, requiring additional training and support.
- Without proper knowledge, women may be exposed to online scams, identity theft, or misuse of personal and professional data.
- Constant connectivity through digital tools can blur the line between work and personal life, leading to stress and burnout.
- Frequent updates and new software require continuous learning, which can be overwhelming and time-consuming.
- Some employees may feel hesitant or anxious about adopting new digital tools, affecting their performance and confidence.
- Socio-economic factors can create disparities in access to technology, leaving some women at a disadvantage compared to peers.

CONCLUSION

Digital literacy has a significant impact on working women in the organized sector by providing numerous opportunities for career growth, skill enhancement, effective communication, and entrepreneurial ventures. Women with digital skills are better equipped to manage their work efficiently and balance professional and personal responsibilities. However, challenges such as limited access to technology, skill gaps, cyber security risks, and rapid technological changes cannot be overlooked. Addressing these challenges through training, support, and equitable access can further empower women and enhance their participation in the workforce. Overall, digital literacy serves as a key tool for professional development, economic independence, and greater workplace inclusion for women.

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