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DIGITALISATION IN DOMESTIC WORK SECTOR

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INTRODUCTION

Employment in unorganized sector is dominating in Indian economy. Majority of labour force is engaged in unorganized sector. Domestic workers especially women domestic workers are growing section of workers under unorganized sector. There is more demand for domestic workers in urban areas in recent years.

Digital economy is one of the new industrial branches and its typical characteristic is a frequent usage of digital technologies. In India, after Modi government's initiative towards digital India, digitalization is expanding in every sector. Digital economics is still developing in India. With growing digitalization, domestic workers are not away from the digital world. Today domestic workers are using mobile, internet and even they are active on social networking sites. In this research paper attempt has been made to study the ICT use by domestic workers in their daily life.

1. LITERATURE REVIEW

Martin Oelz and Uma Rani (2015) suggested some form of monitoring or inspection to ensure visibility and transparency in this sector through contract registration, time record pay slips or electronic payments, also training and skills development of domestic workers will help them to fetch higher pay for their work in labour market.

S. Lalitha (1990) suggested measures for improvement in low economic status of the servant maids like increasing the literacy rate, providing training in various skills through ICT, encouraging them to open bank accounts, take loans from the co-operative banks, etc

Lim, Sun Sun. (2011). This paper explores ICT use by Indian and Filipino female migrant workers who are employed as live-in maids in Singapore through ethnographic interviews with twenty women. Findings show that these women employ a variety of technologies for everyday communication, including letters, the mobile phone and the Internet, with the mobile phone being the most crucial communication device for most of them. Mobile communications enable them to foster emotional links with their friends and family, grow their social networks and afford them greater autonomy in seeking better job opportunities and the management of their personal matters.

Humanitarian Organisation for Migration Economics (Home) (2015), A poll of 670 maids in Singapore by the Humanitarian Organisation for Migration Economics (Home) showed that at least 70 per cent of them experienced communication restrictions, with more than 100 saying they have had their phones taken away. Mobile phones are increasingly causing rifts between domestic helpers and employers here. There are many families who do not want the housemaid to have a mobile phone. Also, it is dangerous if housemaids share information of what is going on in the employer's house

2. OBJECTIVES OF THE STUDY

1. To study awareness of digital India campaign among domestic workers.
2. To analyse the use of ICT for social networking by domestic workers.
3. To analyse the use of ICT for digital payment by domestic workers.
4. To study the impact of ICT use by domestic workers on their work.

3. RESEARCH METHODOLOGY

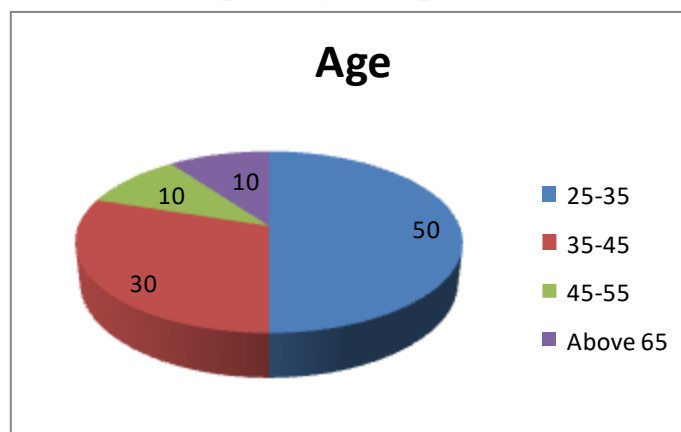
The population of the study covers the domestic workers in Powai area of Mumbai city. The study involved both primary and secondary data. The primary data was collected from 20 women domestic workers by having a structured questionnaire. The secondary data includes the publications in the form of books and journals. The relevant web-sites and unpublished information is used for the study.

4. LIMITATIONS OF THE STUDY

1. The area covered under the study is Powai in Mumbai city.
2. The sampling method of data collection is followed. Thus limitations of the same are present in the study.

5. DATA ANALYSIS AND INTRPRETATION:**Table-1: Age of respondents**

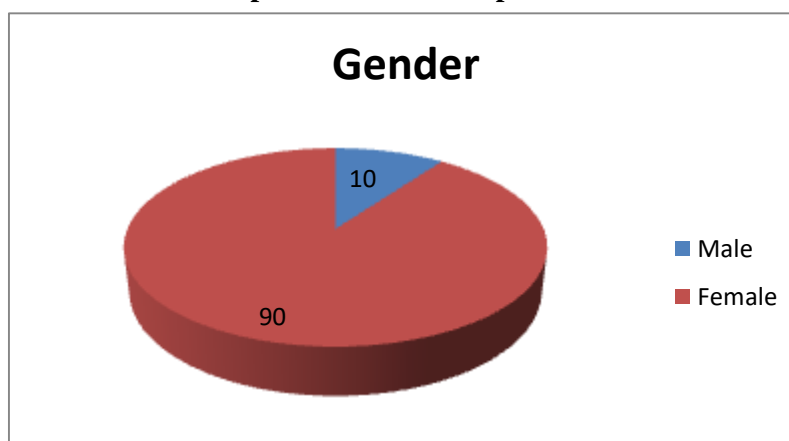
Age	Frequency	Percent
25-35	10	50.0
35-45	6	30.0
45-55	2	10.0
Above 65	2	10.0
Total	20	100.0

Graph 1: Age of respondents**Interpretation**

50 % of respondents are between age group of 25-35 and 30% of respondents are between age group of 35-45. It show that majorjoty of respondents are young.

Table 2: Gender of respondents

Age	Frequency	Percent
Male	2	10.0
Female	18	90.0
Total	20	100.0

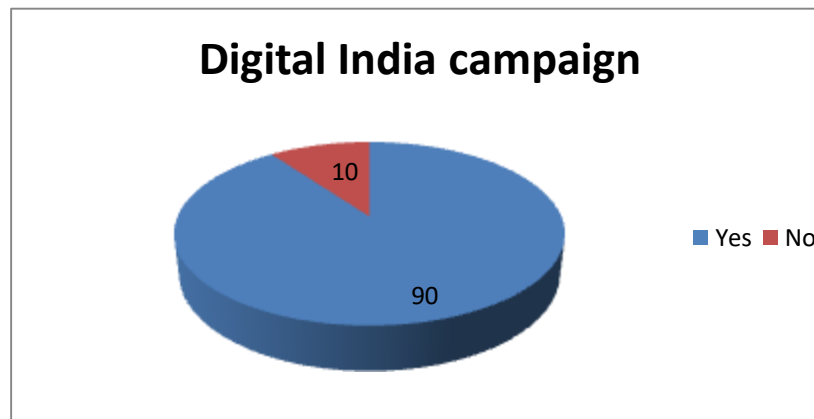
Graph-2: Gender of respondents**Interpretation**

90% of respondents were female and only 10% respondents were male. This indicates that majority of female workers are engaged in domestic work and Domestic work is predominantly female sector.

Table 3: Awareness on Digital India campaign

	Frequency	Percent
Yes	18	90.0
No	2	10.0
Total	20	100.0

Graph-3: Awareness on Digital India campaign



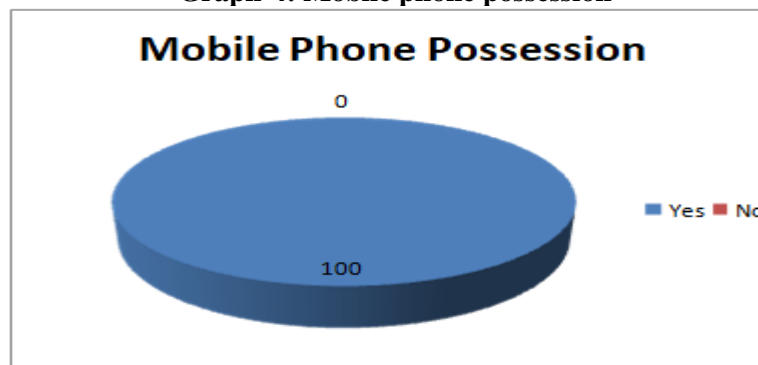
Interpretation

90% of respondents are not aware of Digital India campaign by Government of India. 10% said that they are aware of this campaign by government through news channels and local newspapers.

Table-4: Mobile phone possession

	Frequency	Percent
Yes	19	90.0
No	0	10.0
Total	20	100.0

Graph-4: Mobile phone possession



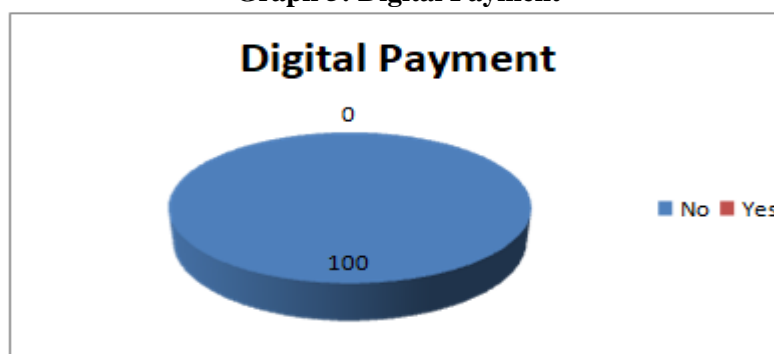
Interpretation

All respondents possess mobile phones. Since India is a huge market for mobile phone and mobile phones are available in cheaper rates, it is affordable to low income domestic workers.

Table 5: Digital Payment

	Frequency	Percent
Yes	0	0.0
No	20	100.0
Total	20	100.0

Graph 5: Digital Payment

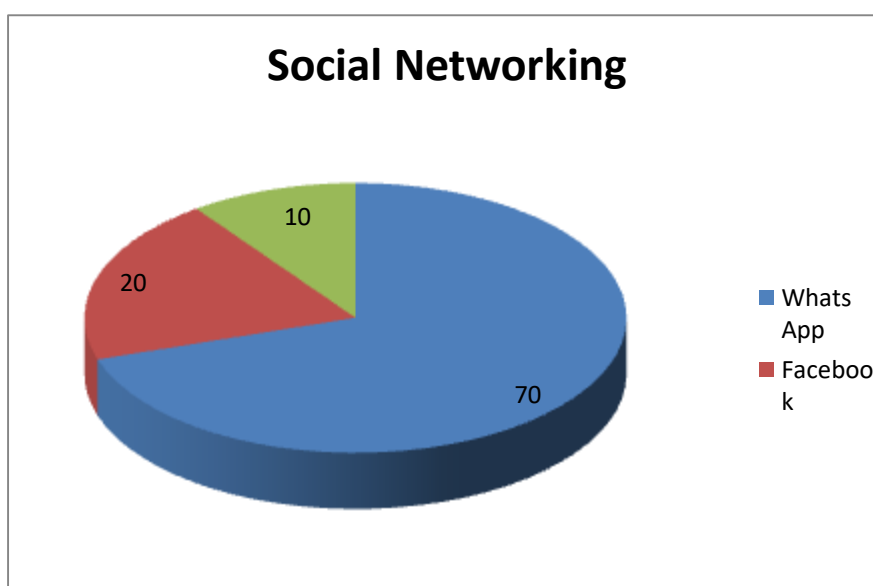


Interpretation

None of the respondents use mobile phone for digital payment. It indicates no awareness among domestic workers towards digital payment system. Also due to lack of knowledge and training for its use, they are not using mobile phones for digital payments.

Table-6: Social Networking

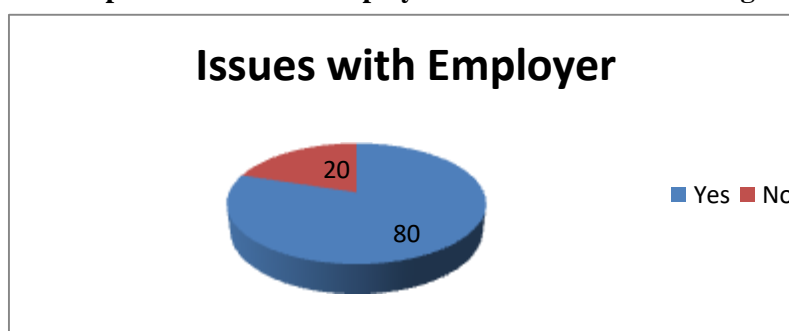
	Frequency	Percent
Whats App	14	70.0
Facebook	4	20.0
Instagram	2	10.0
Twitter	0	0.0
Total	20	100.0

**Interpretation**

70% of respondents are frequently using what's app, whereas 20% are on Facebook and 10% also have Instagram account. It indicates that domestic workers though less educated, are able to use mobile phones for social networking.

Table-7: Issues with employer due to social networking

	Frequency	Percent
Yes	16	80.0
No	4	20.0
Total	20	100.0

Graph-7: Issues with employer due to social networking**Interpretation**

80% of respondents agreed that they are facing issue at workplace due to frequent use of mobile phones. Their employer do not like them using mobile phones during working hours.

6. FINDINGS

- 90% workers are female domestic workers and 50% of them are young between age group of 25 to 35.
- 90% respondents agreed that they are aware of Digital India campaign by Government of India.
- 100% of respondents possess their personal mobile phone.
- 70% respondents are using mobile phones for social networking, which include 70% for WhatsApp, 20% Facebook and 10% Instagram.
- None of the respondents used their mobile phones for digital payments like Paytm etc.
- 80% of respondents agreed that their employer do not like use of mobile phones during working hours and they faced issues with their employer due to this many times.

7. RECOMMENDATIONS

1. All Domestic workers should be educated about the access, use and cost of different communication devices and services available to them.
2. Contracts between employers and domestic workers should have clear provisions for the employees' rights to communication and specifically, mobile communications.
3. Governments, nongovernmental organizations and the private sector should actively involve in creating awareness and provide education and training for digital payments, internet banking etc. in this sector.
4. Government should have customize portal for domestic workers, which will provide social networking for domestic workers, help them to have a common platform to share their views, opinions, issues etc.

8. CONCLUSION

Today, it is accepted that digitization is a global priority. The rapid development of digital technologies, in particular of Information and Communications Technologies (ICT) worldwide, creates major challenges for smart, sustainable and inclusive growth. It is therefore expected that governments in India as well as all over the world, design and implement programs and initiatives for the adoption of ICT and strategies for digital development in all sectors.

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