

Assessment/Evaluation Report on Major Research Project

Funded by

University Grants Commission

BahadurshahZafarMarg, New Delhi – 110002

A. DETAILS OF PROJECT

PARTICULARS	
Title of the Project	A Study Of Women Empowerment And Sustainability Through Information And Communication Technology In The Rural Areas Of Tamil Nadu And Pondicherry.
Tenure of the Project	3 Years from 01/07/2015 to 30/06/2018.
Project Status	Completed
Subject	Communication
File Reference No.	F. No. 5-297/2014(HRP)
Grants Approved	Rs.13,08,600/-

B. EVALUATION REPORT OF EXPERT MEMBER

Sl.No.	PARTICULARS	
1.	Name of the Principal Investigator	Dr. K. S. Krithika
2.	Designation	Assistant Professor
3.	Address of the Principal Investigator	Department of Visual Communication Pondicherry University Community College Pondicherry India
4.	Whether the work is focused on the title of the sanctioned project.	Yes – The core of the study testifies the role of ICTs in empowerment and sustainability of access to technology among rural women.
5.	Whether original work is done.	Using Van Dijk's Digital Divide Model and Longwe's Women's Empowerment Framework, the researcher has amalgamated a mixed method in which the variables have been formulated and analysed appropriately. The study is an original work by the researcher.
6.	Whether significant contribution is made.	Identification of the domains that ICTs can permeate to empower a community has been emphatically outlined in the study.
7.	Whether the proposed work has relevance to the society/scientific community.	The cliché "ICT in development" has been seen beyond its boundaries by the researcher whose efforts have yielded minute details on the need for information resources and sustainable access to the new technologies for tangible development. The support systems that the society gain through technological advances is discernible in the study.

8.	What type of contribution is found in the final report: theoretical/practical? If there are theoretical contributions given by the Principal Investigator, whether real applications are given.	The study has extended its long-arm into testifying and replicating Longwe's 'Women Empowerment Framework Welfare' elements such as Access, Conscientisation, Mobilization, and Control. The outcome of the theoretical perspective has been reinforced through applications of the new media, smart phones in particular, which have found to be a part of the routine of the rural women whose dependence on others dwindled following their acquisition of technology-handling skills.
9.	Whether the theoretical contribution and their results are published.	The contributions have been published both in empirical and thematic articles in peer reviewed journals.
10.	Whether the results and findings are significant.	The study has gained much relevance and completeness through its findings which have contemporary value in the objectives of the policy-makers who look forward to enriching and empowering the marginalized communities of the rural back-drop, particularly that of women. Some of the most significant pointers are in the realms of four areas, such as access to technology, presence of kiosks that motivate continued access despite lack of education, the waning out dependency, socialization, so on and so forth.
11.	Whether the significant publications made by the principal investigator in peer reviewed journals.	The publications have been made in peer reviewed/refereed journals.
12.	Number of Publications made by PI in standard journals.	Three: 1. Acceptance of Internet by Rural women: A TAM analysis; 2. MSSRF's Village Knowledge Centres and Women Empowerment in Pondicherry; and ICT and women empowerment: An oxymoron. A fourth article "ICT4D – Issues in digital sustainability among rural women of Tamil Nadu and Pondicherry, India" is undergoing the review process.
13.	Whether the contributions made by the PI is sufficient.	The findings, discussion, and conclusion reflect an outcome that is consistent with the objectives and hypotheses of the study. They have justifiably been appropriated as per the focus of the study. However, scope for more perspectives is not denied, such as development being perceived from the point of view of Uri Bronfenbrenner's Ecological Theory and Amartya Sen's Capability Approach model.
14.	The findings and results of the sanctioned	Taking cognizance of the central focus of the

	Major Research Project are justifiable.	research project, the researcher has justified the study through its findings that emerged from a systematic approach.
15.	Whether the completed project work meets the proposed objectives.	A bird's eye-view of the project apparently reflects unison between the objectives and outcome of the same.
16.	Give your brief comments on the overall work of the project.	<ol style="list-style-type: none"> 1. The fundamentals of a study of technology, such as user-typology have been dealt with at length. 2. The environmental support for the new media user's motivation has been addressed appropriately. 3. The emphasis that continued use of technology leads to comprehensive development has been found out and recommended.
17.	Any other Specific comments.	The study looks into the possibility of revisiting the theories of development from the perspective of both developed and developing countries. The need for a deeper insight into the contemporary theories of development is called for in explicit terms.
18.	Indicate your overall assessment of the project.	The study is an eye-opener for more researchers to follow as the study spells out the avenues for the future in an unambiguous tone.

Date: July 26, 2019

Place: Coimbatore

Name and Address of the Expert:

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