

eHomemakers' (eH) in India

■ POONAM DHAKA, GAYTRI TIWARI AND INDRA AHLAWAT

ABSTRACT

The rural sector is facing global challenges that cannot be met without support by information and communication technologies (ICT). ICT is used to share information with trainees, homemakers, farmers and educating staff in agriculture, horticulture, fisheries. "eHomemakers" is an emerging field comprising the enhancement of agriculture and rural development through improved information exchange, communication and learning processes, based on the use of internet and other digital technologies by actors in homemaker locally, regionally and worldwide. eHomemakers explores the opportunities of how ICTs can be used to improve the lives of the rural communities. The paper is focused on the use of information, communication, and associated technologies in homemaker development.

KEY WORDS : eHomemakers', eH, Information and technologies farmers

How to cite this Article: Dhaka, Poonam, Tiwari, Gaytri and Ahlawat, Indra (2011). eHomemakers' (eH) in India, *Adv. Res. J. Soc. Sci.*, 2 (2) : 267-268.

Article chronicle : Received : 16.10.2010; **Sent for revision :** 25.05.2011; **Accepted :** 01.10.2011

INTRODUCTION

The agriculture sector is facing global challenges that cannot be met without support by information and communication technologies (ICT). ICT is used to share information with trainees, farmers and educating staff in agriculture, horticulture, fisheries, and agriculture engineering. "e-Agriculture" is an emerging field comprising the enhancement of agriculture and rural development through improved information exchange, communication and learning processes, based on the use of internet and other digital technologies by actors in agriculture locally, regionally and worldwide. e-Agriculture explores the opportunities of how ICTs can be used to improve the lives of the rural communities. Farmers are now using video conferencing to procure good-quality seeds, fertilizer and other inputs. Timely information on weather, disasters, improved agricultural practices, commodity prices and market information greatly benefit farmers directly to minimize the risks and provide opportunities for enhanced incomes. In case of rural women this will be a great help to enhance their life skills particularly self awareness, decision making and interpersonal relationship etc. which ultimately leads a

scenario of qualitative life in farm families. The paper is focused on the use of information, communication, and associated technologies in agricultural development [1].

A website is helping Indian women to earn an income and balance their work and home lives. eHomemakers promotes the use of information and communication technologies to telework and run small home business.

eHomemakers started life as "Mothers for Mothers," in informal group launched in Malaysia in 1998 by Chong Sheau Ching, founder and Chief Executive Officer of eHomemakers. With International Development Research Centre (IDRC) support, Sheau and colleagues explored how information technologies, from mobile phones to the Internet, could be harnessed to help poor, isolated women working at home. One outcome: a Chinese, English, and Malay language website through which now more than 17,000 members share information, organize activities, advertise products and services, and more [2].

eHomemakers believes that acquiring micro-business skills can increase women's confidence and improve family well-being. This is the goal of its Salaam Wanita (recognizing women) project, for instance, that provides homebound women with technical and business skills [2].

Author for correspondence:

GAYTRI TIWARI, All India Coordinated Research Project, Department of Human Development and Family Studies, College of Home Science, Maharana Partap University of Agriculture and Technology, UDAIPUR (RAJASTHAN) INDIA

Email : tiwarigaytri@gmail.com; tiwarigaytri@indiatimes.com

Address for the coopted Authors:

POONAM DHAKA AND INDRA AHLAWAT, College of Home Science, Maharana Partap University of Agriculture and Technology, UDAIPUR (RAJASTHAN) INDIA

Email : poonamdhaka@yahoo.co.in
