

Working Paper

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Women in Digital India: An In-depth Analysis of Preparation for Digital Inclusion

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Abstract

A holistic outlook of inclusive growth can be achieved with higher and equitable citizen participation. Digital governance cannot be bereft of the end-user perspective. The purpose of this particular study is to present factors that may affect digital technology use by middle class Indian women in particular. The study follows the interpretive paradigm and is situated to explore an understanding of culture and gender in the Indian context. Applying Venkatesh's (2003) UTAUT model of technology acceptance we have discussed the four categories of users identified in our study.

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