

Volume 6, Issue 2 (XIV)
April - June 2019

ISSN 2394 - 7780



International Journal of
Advance and Innovative Research
(Conference Special)

Indian Academicians and Researchers Association
www.iaraedu.com

ONE DAY MULTI-DISCIPLINARY INTERNATIONAL CONFERENCE
ON

“NEW HORIZON IN BUSINESS AND ECONOMICS IN THE LIGHT
OF DIGITAL WORLD”

ORGANIZED BY



NKES College of Arts, Commerce & Science

Wadala (W), Mumbai

(IN ASSOCIATION WITH UNIVERSITY OF MUMBAI)

On 27th April, 2019





Journal - 63571

UGC Journal Details

Name of the Journal : International Journal of Advance & Innovative Research

ISSN Number :

e-ISSN Number : 23947780

Source: UNIV

Subject: Multidisciplinary

Publisher: Indian Academicians and Researchers Association

Country of Publication: India

Broad Subject Category: Multidisciplinary

CONTENTS

Research Papers

LIBRARY SERVICES WITH SPECIAL REFERENCE TO MOBILE TECHNOLOGY AND SOCIAL MEDIA	1 – 4
Rautray Sandip Wamanrao	
A STUDY ON BANKING DIGITAL SOLUTIONS-BANKING OMBUDSMAN OFFICER	5 – 10
Florence Noah Christian	
A STUDY ON IMPACT OF DIGITALIZATION IN FOOD DELIVERY SERVICES IN MUMBAI	11 – 16
Hitesh Kamath and Prasad Naik	
AN ANALYSIS OF THE USAGE OF PLASTIC MONEY WITH SPECIAL REFERENCE TO SOUTH MUMBAI	17 – 19
Dr. Rajeshwary G. and Rukhsana Rayeen	
IMPACT OF DIGITALIZATION ON HOSPITALITY INDUSTRY WITH SPECIAL REFERENCE TO OYO	20 – 23
Divya Thakur	
m-HEALTH (MOBILE HEALTH)-AN ACCESSIBLE HEALTHCARE DELIVERY SYSTEM	24 – 37
Dr. K. Bhavana Raj	
PUBLIC HEALTH CARE IN GREATER MUMBAI: CHALLENGES AND OPPORTUNITIES FOR THE MUNICIPAL CORPORATION OF GREATER MUMBAI (MCGM)	38 – 42
Dr. Susan Alex	
A STUDY ON AWARENESS ABOUT FINANCIAL INVESTMENT SERVICES OF POST OFFICE AMONG COLLEGE GOING STUDENTS PURSUING BCA FROM SOUTH MUMBAI	43 – 48
Dr. Mehul C. Chhatbar and Arun Maurya	
TO STUDY THE PROS AND CONS OF DIGITALIZATION IN DEVELOPING NATION LIKE INDIA	49 – 54
Sabina Ashfaque Shaikh	
ROLE OF ICT AND ITS IMPACT ON EDUCATION PILLARS	55 – 57
Kailas Baban Datir	
ROLE OF ICT IN EDUCATION	58 – 61
Pooja Sonar	

CAN TECHNICAL ANALYSIS HELP IN PREDICTING CRYPTOCURRENCY PRICES IN INDIA	62 – 67
Dr. Rajitha R	
THE STUDY OF GOODS AND SERVICE TAX (GST) AND ITS IMPACT ON LEATHER AND FOOTWEAR INDUSTRY	68 – 70
Prof. Ambadas Borhade	
TO COMPARE THE LEG STRENGTH AND SELECTED PHYSIOLOGICAL PARAMETERS OF SPINTERS AND LONG DISTANCE RUNNERS	71 – 74
Dr. Uday N. Manjre	
A STUDY ON THE NET GENERATION STUDENTS’ PERCEPTION TOWARDS ICT BASED TEACHING- LEARNING IN HIGHER EDUCATION INSTITUTIONS AT COIMBATORE CITY	75 – 79
D. Prabha	
APPROACH OF UNDERGRADUATES TOWARDS USE OF ICT IN EDUCATION	80 – 84
Prabha Siddhesh Kadam	
COMPARATIVE ANALYSIS OF PERFORMANCE OF TAX SAVING MUTUAL FUND WITH REFERENCE TO SELECTED ASSET MANAGEMENT COMPANIES	85 – 90
Dr. Rupesh Roshan Singh	
TO STUDY THE PERFORMANCE AND WORKING CAPITAL FINANCE OF HDFC BANK COMPARED TO SBI BANK	91 – 96
Charusheela Shah	
BANKING, INSURANCE AND FINANCE: P2P LENDING – A DETAILED ANALYSIS AMONG THE SENIOR COLLEGE COMMERCE AND MANAGEMENT FACULTY ACROSS MUMBAI	97 – 102
Jaisinghani Reshma	
DIGITAL HRM– THE NEW ERA IN HUMAN RESOURCES	103 – 106
Supriya R. Shetty	
STANDARD OF PROFESSIONAL EXCELLENCE: A COMPARISON BETWEEN DIFFERENT LEVELS OF MANAGEMENT OF EMPLOYEES IN JINDAL STAINLESS LTD, KALINGANAGAR INDUSTRIAL COMPLEX, ODISHA	107 – 111
Mitthi Jyoti Sharma and Dr. D. Raja Jebasingh	
INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN EDUCATION, ENERGY AND EFFICIENCY MANAGEMENT	112 – 115
Geeta Sahu and Sangeeta Prasad	
IMPACT OF FOREIGN INSTITUTIONAL INVESTOR’S FLOWS ON INDEX	116 – 120
Khan Rameeza and Dr. V. Aditya Srinivas	
THE CHANGING TRENDS IN MODE OF PAYMENTS IN INDIA	121 – 124
Kiran N Gajjar	

A STUDY OF PEOPLE'S MINDSET TOWARDS EASY PAYMENT OPTIONS	125 – 130
Iyengar Subhashini Kannan	
A STUDY ON THE IMPACT OF DIGITALIZATION AND TAXATION ON HOTEL INDUSTRIES WITH RESPECT TO ORGANIZED HOTELS IN MUMBAI	131 – 132
Ashok Venkat Poojari and Dr. Vinayak K Raje	
CONSUMERS' FEEDBACK ON THE FIRST EVER RAILWAY STATION CAFETERIA WITH FULLY DIGITIZED COOKING: FOOD FOR THOUGHT	133 – 137
Rukhsana Rokadiya and Kavita Valmiki	
ECONOMIC GROWTH AND CLIMATE CHANGE IN SELECTED COUNTRIES: AN ANALYSIS OF ENVIRONMENTAL PERFORMANCE	138 – 143
Dr. Ambili. M. Thampi	
ISSUING ELECTRONIC MARK SHEETS WITH THE HELP OF DIGITAL LOCKERS – A STEP TOWARDS PAPERLESS ECONOMY	144 – 147
Prachi Agarwal and Avneet Kaur	
THE ROLE OF DIGITIZATION IN THE RISING POPULARITY OF ONLINE SHOWS: AN EXPLORATORY ANALYSIS	148 – 153
Kulvinder Kaur Batth	
A FRAMEWORK FOR TOURISM AND TOURIST DESTINATION FOR SUSTAINABLE GROWTH	154 – 157
Snehal Bhosale	
A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF BANKING SECTOR WITH SPECIAL REFERENCE TO SBI & AXIS BANK	158 – 161
Dr. Subba Rayudu Thunga and Rajesh Pasala	
A STUDY ON INFLUENCE OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR	162 – 166
Prof. Menghani Payal	
DIGITALISATION IN DOMESTIC WORK SECTOR	167 – 171
Dr. Chitra Natarajan and Seema Rawat	
A STUDY ON ARTIFICIAL INTELLIGENCE AND THE CHANGING ROLE OF THE HUMAN RESOURCES MANAGER	172 – 174
Divya R. Nair	
A STUDY ON THE ROLE OF E-WALLETS IN DIGITIZING ECONOMY WITH REFERENCE TO THANE	175 – 181
Dr. Rajeshwary G. and Neha Mishra	
REVOLUTIONARY BEGINNING OF DIGITIZATION IN CORPORATE DATABASE	182 – 185
Dr. Megha Somani and Jyoti Bhatia	
IMPACT OF ONLINE PROMOTIONAL OFFERS ON E-BUYING: FROM A YOUTH PERSPECTIVE	186 – 191
Krishnan Ramchandran and Dr. Ramraj T. Nadar	

THE CHALLENGES OF CAR DEALERSHIP: A CASE STUDY OF DEALERS OF MARUTI SUZUKI AND HYUNDAI	192 – 196
Dr. Vijetha Shetty and Monica Daniel Penkar	
IMPACT OF DIGITALIZATION IN E-MARKETING	197 – 200
Jasmeet Kaur	
TO STUDY THE RENTAL CLOTHING BUSINESS AND EFFECT OF DIGITALISATION ON THIS BUSINESS IN CONTEXT TO MUMBAI	201 – 205
Tejashvi Ingale and Dr. Vasumathy Hariharan	
ONLINE SHOPPING BEHAVIOUR AMONG THE STUDENTS - A STUDY WITH REFERENCE TO MUMBAI REGION	206 – 210
Prof. Sandesha Shetty	
ONLINE WHISTLEBLOWER SYSTEM – A STUDY OF CONSTITUENT COMPANIES OF S&P BSE SENSEX	211 – 215
Preeti Matharu	
CONSUMER PERCEPTION OF ONLINE - ADVERTISING: A CASE STUDY OF MUMBAI	216 – 220
Dr. Chitra Natarajan and Vanshika Vanjani	
A STUDY OF RELATIONSHIP BETWEEN EARNINGS AND STOCK MARKET VALUE	221 – 224
Dr. Ashok H. Dhote and Kailash H. Chandak	
A COMPARATIVE STUDY OF USE OF ICT AND USE OF LIBRARY FOR THE TEACHING AND RESEARCH BY THE PARTICIPANTS OF 42ND ORIENTATION PROGRAM AT LNIPE, GWALIOR, MADHYA PRADESH, INDIA	225 – 233
Dr. Shaitan Singh Rajput and Dr. Rajkumar Sharma	
AN ANALYTICAL STUDY OF PERCEPTION OF TAX CONSULTANT FROM MUMBAI TOWARDS BENEFITS OF GST FOR OVERALL ECONOMY	234 – 239
CA Nishesh Vilekar and Dr. Mehul C. Chhatbar	
A STUDY ON COUNTERFEIT PRODUCTS PEDDLED ON E-COMMERCE PLATFORM IN INDIA	240 – 243
K. Saravanan Nadar	
A STUDY ON IMPACT OF DIGITALISATION IN TRAVEL & TOURISM INDUSTRY	244 – 249
Manjeet Mishra and Milind More	
MOBILE MARKETING: STUDENT PERSPECTIVE TOWARDS THE USE OF SMARTPHONE DEVICE IN LEARNING	250 – 254
Khan Suhana Begum Sanaulla Shabina	
THE RELATIONSHIP BETWEEN THE USAGE OF INTERNET BANKING AND MOBILE BANKING AND THE OPERATING PROFITS OF SELECTED PRIVATE SECTOR BANKS IN INDIA	255 – 260
Avin Kaushik Shah	

A SKILL GAP STUDY OF HOSPITALITY INDUSTRY IN MAHARASHTRA– A REVIEW	261 – 264
Professor Pankaj Deshmukh and Dr Nandita Sapra	
A STUDY ON IMPACT OF DIGITALIZATION ON INFORMATION OF GOVERNMENT PROJECTS WITH SPECIAL REFERENCE TO INDIA INVESTMENT GRID	265 – 267
Divya Darji	
A STUDY ON MARKETING STRATEGIES OF INTERNET ENTERTAINMENT SERVICE PROVIDERS IN INDIA	268 – 274
Chaudhary Uamir Ahmed Abdul Qayum Sahibunnisa	
ARTIFICIAL INTELLIGENCE AND APPAREL INDUSTRY	275 – 277
Puja Ahuja	
RANGE VOLATILITY IN COMMODITY FUTURE PRICE INDEX: EVIDENCES FROM INDIAN MULTI-COMMODITY EXCHANGE (MCX)	278 – 284
Susanta Datta	
FANTASY SPORTS- THE NEW BUZZ IN SPORTS IN INDIA	285 – 287
Rohan Mehra	
EVOLUTION OF THE FOOD SERVICE INDUSTRY IN LIGHT OF THE DIGITAL WORLD	288 – 291
Zahra H. Mithaiwala	
TO STUDY RECRUITMENT AND SELECTION PROCESS AT OM SAI RAM INVESTMENT	292 – 295
Anjali Gupta	
A STUDY ON AWARENESS AND USAGE OF DIGITAL APPLICATIONS AMONGST TEACHING FRATERNITY IN MUMBAI SUBURB	296 – 302
Aparna S. Surve and Priya D.Barbhaya	
A STUDY ON USAGE & USEFULNESS OF ONLINE SHOPPING SITES WITH SPECIAL REFERENCE TO KALACHOWKI AREA	303 – 306
Komal Balkrishna Mondkar	
AN ANALYTICAL STUDY OF USE AND EFFECTS OF FITNESS TRACKER ON HUMANS	307 – 313
Durgesh Kumar Dubey	
IMPACT OF ENTERTAINMENT ON TOURISM	314 – 320
Ria Das	
A LINEAR REGRESSION APPROACH TO ESTIMATE THE TREND BETWEEN THE NUMBER OF SAVING ACCOUNTS AGAINST NUMBER OF LOANS	321 - 324
Sagar Kuthe	
INTRODUCTION OF POPULAR STATISTICAL SOFTWARE USED TO MANAGE, ANALYZE AND FORECAST ECONOMICAL DATA	325 – 329
Seema H. Datey	

A STUDY ON IMPACT OF CELLPHONES BRANDING ON CONSUMER BUYING BEHAVIOR	330 – 333
Hiren Gohil	
A STUDY ON AWARENESS AND USAGE OF DIGITAL MOBILE WALLETS AMONG COLLEGE GOING STUDENTS OF SOUTH MUMBAI	334 – 340
Vijay Botalji	
FUNDAMENTAL FEATURES OF TOURISM TO ATTRACT TOURISTS	341 – 345
Vijayakumar Jadhav	
HUMAN RESOURCE ACCOUNTING AND DISCLOSURE PRACTICES IN HEALTHCARE INDUSTRY WITH SPECIAL REFERENCE TO TATA MEMORIAL HOSPITAL AND APOLLO HOSPITALS	346 – 348
Suraj Agarwala	
IMPACT OF DIGITAL MARKETING ON YOGA IN PHYSICAL EDUCATION	349 – 354
Preeti Mandal	
IMPACT OF DIGITIZATION ON CULTURE AND CONSUMER BEHAVIOUR: AN EXPLORATORY ANALYSIS	355 – 361
Kulvinder Kaur Batth	
THE DIGITAL TRANSFORMATION OF THE FMCG INDUSTRY: A GLIMPSE	362 – 365
Hetal Kherala ¹ and Dr. Suresh Machhar	
TO STUDY THE CUSTOMER RELATIONSHIP MANAGEMENT OF HDFC BANK	366 – 369
Soniya Janjire	
A STUDY OF ENVIRONMENTAL IMPACT OF SEWAGE GENERATIONS IN INDIA	370 – 377
Dr. A. Royal Edward Williams and M. P. Parvez Ahmed	
E-COMMERCE -A WAY OF DIGITAL MARKETING	378 – 380
Vetal Mohan Sukhadeo	
CUSTOMER SATISFACTION TOWARDS ONLINE FOOD ORDERING SYSTEM	381 – 385
Pragya Gehlot	
A STUDY POSITIVE EFFECTS OF YOGA ON PHYSIOLOGICAL AND PHYSICAL HEALTH	386 – 390
Prof. Radha Nitin	
A STUDY ON PROBLEMS FACED BY WOMEN IN THE SOCIETY	391 – 393
Raksha Ladwani and Bhavana Yadav	
A REVIEW ON SAFETY AND SECURITY IN TRANSPORT	394 – 398
Bhavana Sonni	
A STUDY OF E-COMMERCE IN INDIA- ITS PRESENT AND FUTURE DEVELOPMENT	399 – 405
Nair Ashwin Kaladharan and Dr. Vanshika V. Ahuja	

A STUDY ON THE CONSUMERS' PERCEPTION TOWARDS ONLINE SHOPPING	406 – 408
Dr. Kuldeep Sharma and Raiya Shaikh	
A STUDY ON IMPACT OF E-LEARNING ON KNOWLEDGE LEVEL OF STUDENTS	409 – 413
Aakash Dinesh Mishra and Dr. Vasumathy Hariharan	
IMPACT OF DEMONETIZATION ON TRANSACTION PATTERN OF CONSUMERS WITH SPECIFIC REFERENCE TO WOMEN IN MMR	414 – 417
Anuradha Ganesh	
ECOTEL HOTEL IN MUMBAI – A WAY TO SUSTAINABLE TOURISM	418 – 425
Ashlesha Maurya	
BUSINESS EDUCATION IN INDIA - VISION 2030	426 – 430
Dr. Vidya M. Jirage	
JOB SATISFACTION & JOB EMBEDDEDNESS AMONG UNAIDED COLLEGE TEACHERS IN WESTERN SUBURBS OF MUMBAI	431 – 438
Dr. Bhavana Trivedi and Ganga Susheel Warriar	
THE EMERGENCE OF E-RETAILING/ E-COMMERCE IN THE INDIAN MARKET	439 – 442
Haresh S Dabhade and Dr. Vasumathy Hariharan	
INFLUENCE OF ICT ADOPTION ON HIGHER EDUCATION – A STUDY WITH REFERENCE TO MUMBAI REGION	443 – 448
Sahana Raviprasad	
SUSTAINABILITY OF NON-BANKING FINANCIAL COMPANIE'S IN EMERGING DIGITAL WORLD	449 – 455
Mandar Varadkar	
CONSUMER PERCEPTION TOWARDS JIO	456 – 459
Ashish Rasal	
DIGITAL INDIA'S IMPACT ON THE INDIAN ECONOMY	460 – 463
Dr. Rama Dayashankar Varma	
EFFECT OF AEROBIC EXERCISES ON CARDIO RESPIRATORY ENDURANCE	464 – 466
Aniket Ambekar	
A STUDY ON ENTREPRENEURSHIP DEVELOPMENT OF IT GRADUATES UNDER UNIVERSITY OF MUMBAI	467 – 469
Dr. Manisha Preniel Nair	
A STUDY ON CUSTOMER SATISFACTION OF MI (REDMI) MOBILE USERS	470 – 478
Sunita Sherifani and Abdul Hussain A. L. Shaikh	

DIGITALISATION IN DOMESTIC WORK SECTOR

Dr. Chitra Natarajan¹ and Seema Rawat²Ph.D. Guide¹, Mumbai University & Principal, NKES College of Arts, Commerce & Science
Research Scholar², Mumbai University & Vice Principal, MVM College of Commerce & Science

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

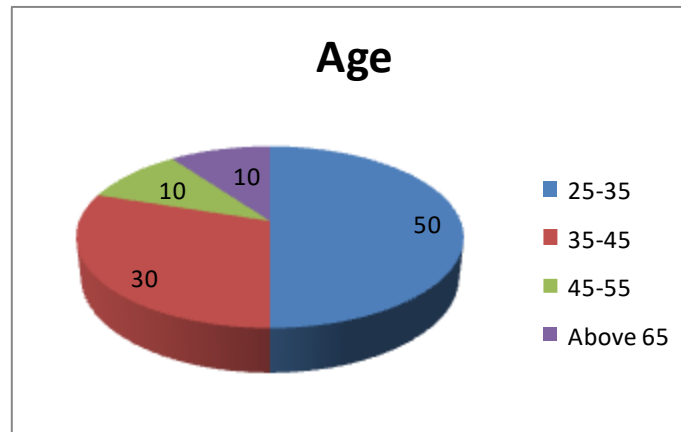
1. The area covered under the study is Powai in Mumbai city.
2. The sampling method of data collection is followed. Thus limitations of the same are present in the study.

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



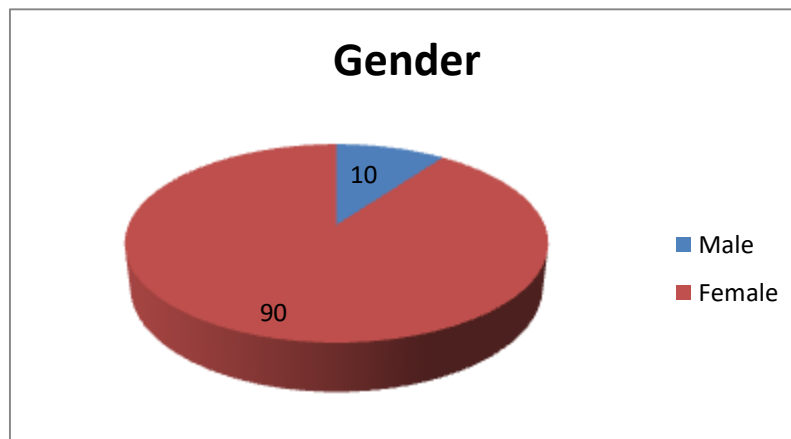
Interpretation

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



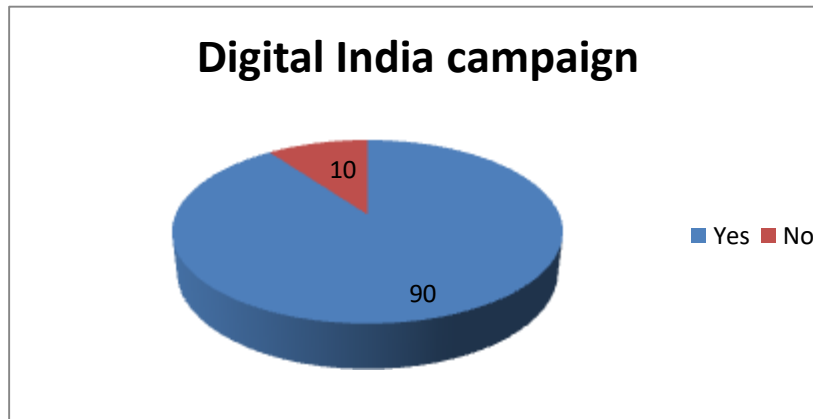
Interpretation

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



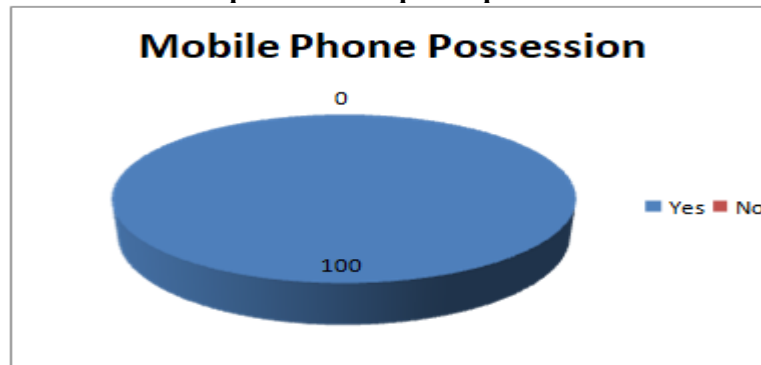
Interpretation

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



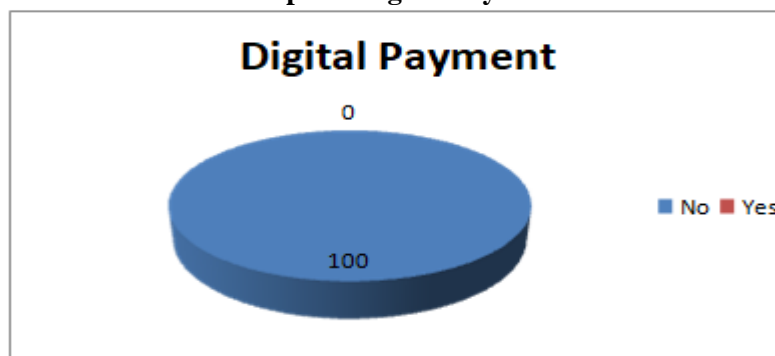
Interpretation

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

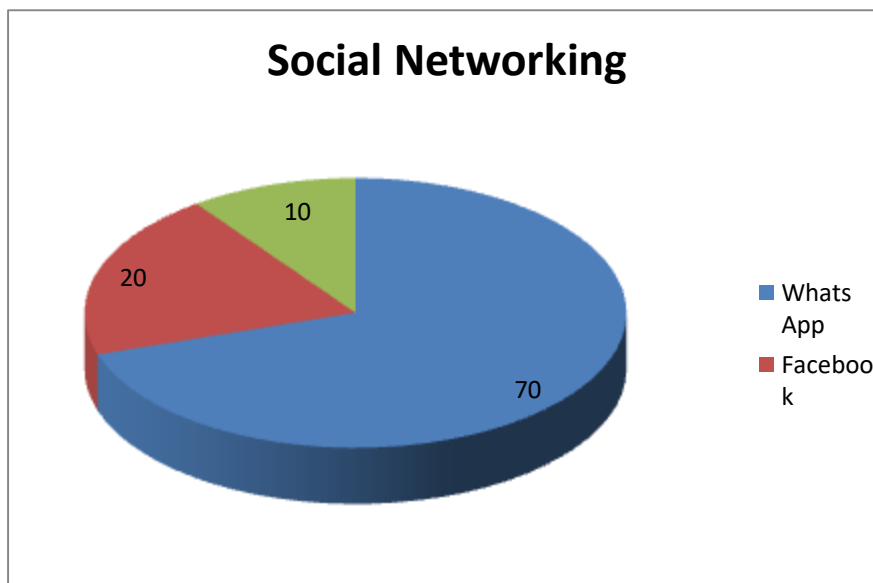


Interpretation

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



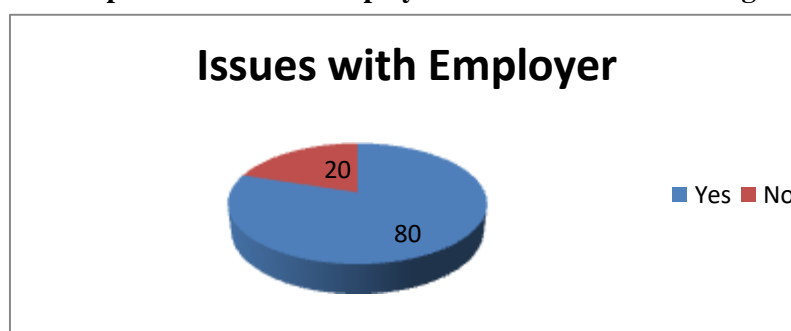
Interpretation

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 What's app, 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.

9. BIBLIOGRAPHY

- Martin Oelz and Uma Rani (2015),**Domestic Work, Wages, And Gender Equality: Lessons From Developing Countries**, International Labour Office, Research Department. - Geneva: ILO, (Research Department working paper ; No. 7)
- S. Lalitha(1990) **House Wives And Domestic Servants(A Sociological Study Manantapur Town)**,Thesis submitted to Sri Krishnadevaray University, Anantapur, India.
- **Lim, Sun Sun. (2011). On maids and mobile phones: ICT use by female migrant workers in Singapore and its policy implications.**
- <https://www.straitstimes.com/singapore/more-employers-unhappy-over-maids-mobile-phone-usage>