MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(Deemed to be University)
Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi
NAAC Accredited with A+ Grade, NIRF India Rankings 2024 - Band: 201-300 (Engg.)
NBA Accredited - B.Tech. (CIVIL, CSE, ECE, EEE, MECH, CST), MBA & MCA

A Report on Awareness Program on
"Wired For Success: Empowering Girls in ICT"
Organized by Women Empowerment Cell
in association with Department of ECE
on 24.04.2025

Report submitted by Dr. S. Shanmuga Priya, Associate Professor of English & WEC-Coordinator.
Resource person Details: Ms. S. Kavi Priya, Assistant Professor, Department of ECE.
Venue: Seminar Hall-B
Participants: II B. Tech ECE Girls
Mode of Conduct: Offline
Report Received on 28.04.2025.

Women Empowerment Cell organized an awareness program on "Wired For Success: Empowering Girls in ICT" in association with the Department of ECE on 24th April 2025 which is International Girls in ICT Day. The objective of this program is to raise awareness about the gender gap in the ICT sector and empower girls to explore tech-related fields. The program started with the introduction of the theme of this year "Girls in ICT for inclusive digital transformation" by Dr. Dr. N. Praveena, Co-Ordinator of this event and Assistant Professor in the Department of CST.

The resource person Ms. S. Kavi Priya, Assistant Professor in the Department of ECE, explained the aim of International Girls in ICT Day, as defined by the International Telecommunication Union (ITU), which is to encourage girls and young women to pursue studies and careers in Information and Communications Technology (ICT). She emphasized that girls bring unique perspectives to technological innovation and that encouraging their participation helps in reducing gender stereotypes. She presented key statistics and insights: Women make up around 30–35% of students enrolled. However, a significant drop-off is observed after graduation due to social and workplace barriers. While India's tech workforce has higher female participation than the global average, women's representation declines significantly at mid and senior management levels. Women currently constitute approximately 34% of the Indian IT workforce (NASSCOM, 2023). She talked about Digital literacy among women which is steadily increasing. Nevertheless, a gender digital divide persists—only 33% of women in rural India use the internet compared to 57% of men. In urban areas, although internet usage is higher among women, it still trails men by about 10–15%.

Ms. S. Kavi Priya presented information related to Women who are founders or co-founders in around 14% of startups in India (as of 2023), with projections suggesting this will grow to 35% by 2025. However, access to venture capital funding remains limited, with female-led startups receiving only 2–5% of total investments. Additionally, in top Indian IT companies like TCS, Infosys, and Wipro: TCS: 36% women employees, Infosys: 39% women employees, Wipro: 36% women employees. Yet less than 15% of women hold leadership or core tech strategy roles. India has one of the highest numbers of female STEM graduates globally. 43% of STEM graduates are women, yet only a fraction joins the tech workforce. Women-led initiatives are rising, focusing on inclusivity, sustainability, and social impact.

Also, she presented the Key Support Initiatives of India, the challenges faced by the Indian women in ICT and then she discussed the Solutions such as promoting digital literacy from an early stage, creating mentorship programs and women-led tech hubs, encouraging inclusive hiring practices across industries.

The program concluded with words of appreciation from Dr. K. V. Geetha Devi, Head of Management Studies, followed by a Vote of Thanks by Ms. M. Bhavya of II B.Tech. ECE.

We thank the Management, Principal, Vice Principals, HoD of ECE, HoD of English & Foreign Languages, HoD of CST and Administrative staff for their support.