

Industry 4.0 “ A Transition from MAA To TECHNOMAA”

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Abstract: To make a Choice between staying at home taking care of children and going for work is really a very difficult task for the mothers. It has been observed that working mothers are more self-confident, Independent, socially and financially strong but there are guilt pangs among them as they feel that they deprive their children of early development & training.

The researcher through this research work has shown that how this gap has been abridged by the “TECHNOMAAS” with the help of New Age Technology. How these “MAAS” have transformed themselves into “TECHNOMAAS”. Researcher has coined the word “Technomaa “ for working mothers who are making use of technology in upbringing of their children.

In this piece of research work ,the researcher intends to show that is very important to be technosavvy for mothers to perform their multitasking role efficiently & to become a great parent in today’s scenario of Industry 4.0

The researcher has collected the primary data through the Google form questionnaire from 60 respondents which have given a detailed understanding of the title under research study. The respondents are working mothers from various sectors like corporates, government offices, teaching professions, lab technicians, Engineers and self employed. Three objectives framed were measurable and achievable through interpretations of research conclusions and findings. The hypothesis framed were tested using the statistical test like chi-square, ANNOVA etc.. The research based suggestions are also given at the end of the paper

Keywords: TECHNOMAA, Working Mothers, Children, New Age Technology , etc.

Introduction

“God could not be everywhere & therefore he made mothers.” – Jewish Proverb.

Mother is the most precious gift of God. She plays an important role in the holistic development of a child. She acts as a guide, teacher & a best friend for her child. The prime responsibility of the mother is to take care of her child since birth and nurture him or her to stand on his or her feet. It In today’s modern society, she is not just a house manager but also an income earner for her family. Hence her role becomes more tougher & time consuming. she has to be multitasking, Today’s working mother has taken an Avtar of Goddess Durga with number of electronic gadgets in her hand. Variety of electronic gadgets are available in the market which will make the work of the working mothers

easier. New age technology is proving to be a helping hand to the working mothers. New age technology is not just making them efficient but enable them to spend quality time with their children. There are many questions in the mind of the researcher related to the role of technology in working mothers lives – Does really a technology helpful to the working mothers? Are they aware about the technological enhancements? How much they are depended on Technology to do their routine work? How technology has helped them to become a great parent? To find the answers to all these questions the Researcher has conducted a survey. It is essential to know that inspite of so many disadvantages of technology, how technology has proved to be a boon for working mothers?

Review of Literature

- 1. Title: “Plight of working mothers & their children in Madurai city, a diagnostic study.”- Anuram, P.M**

The researcher through this study has thrown light on difficulties faced by working mothers in Madurai City. Researcher has identified that there exists a correlation between employments, sociopsychological implication & problems faced by working mothers under study. Researcher has discovered that there are many problems in working mothers life like health issues, gender discrimination, psychological frustration, guilt Feelings, lack of family support etc. Researcher has suggested that working mothers can overcome these difficulties with the Organisational, governmental & family Support &Self help.

- 2. Title: “Guilt Complex & knowledge on adoptive measures of child care among working mothers”. – Ms. J. Mercy Jennifer.**

The focus of the study was to assess the impact of Information, Education & Communication module on guilt complex between Primi & Multiparous working mothers of underprivileged community at Valparai, Coimbatore district. The Researcher found that working mothers had guilt complex & inadequate knowledge on adoptive measures of child care, after intervention of IEC Module there was significant improvement & proved that this module was effective in decreasing guilt and improving knowledge on adoptive measures of child care.

- 3. Title: “ An Exploration of Person Environment Fit Gender Ideology Job Life Satisfaction and Turnover Intention Among Indian Working Mothers A Work Life Balance Perspective”- Kumar Khusboo**

The working mothers of Indian Capital Region is the focus of this research. The researchers investigates the work- life experiences through person environment fit,& gender ideologies perspectives. It has included factors such as job satisfaction,

turnover intention, work family conflicts, family work conflicts etc. The researcher has discovered person environment fit factors are positively associated with perceived work life balance satisfaction, job satisfaction & overall satisfaction of life. The study has theoretical, practical implications which enable employers to design policies in order to reduce attritions satisfaction of working mothers.

4. Topic : ICT & It's Impact On Women A Study in Two Districts Of Odisha – by Mahapatra, Seema.

The Researcher has presented the importance of ICT to women & also highlighted the concept called as “Digital Divide”. Which means irregular distribution of technologies & leads to division between the people or group who do not have access to information & one of this group is women who do not have an equal access to technology which act as barrier in their Growth & Development. The researcher has also given Suggestions to different Stake holders of the society to expand scope of potential use of ICT for Women Empowerment.

Research Methodology

Objective of the study

1. To Study the Role of Technology in lives of working mothers.
2. To find dependency of working mothers on New age technology in parenting.
3. To identify the demand of technological enhancement in future by working mothers .

Hypothesis of the Study

1. **Alternative Hypothesis (H1)** – The Technology plays an important role in the lives of working mothers.

Null Hypothesis (H0) – The Technology doesn't plays an important role in lives of working mothers.

2. **Alternative Hypothesis (H1)**- The working mothers are depended on New Age technology in parenting.

Null Hypothesis (H0) – The working mothers are not depended on New age technology in parenting.

3. **Alternative Hypothesis (H1)** – There is a demand for technological enhancement from working mothers in future.

Null Hypothesis (H0) – There is no demand for technological enhancement from working mothers.

Data Analysis and Interpretation

Sr. No	Particulars	Responses	Percentage
1.6	How Many Children do you have ?	One	(48.3%)
		Two	(46.7%)
		More Than Two	5%
2.7	Are you a Techno Maa?	Yes	(83.8%)
		No	(16.7%)
3.8	Do you believe that Technology has made your life easier?	Strongly dis agreed	2(3.3%)
		Disagree	10 (8.3%)
		Neither agree or disagree	5 (3.3%)
		Agree	24(40%)
		Strongly Agree	29(48.3%)
4.9	Does electronic gadgets & new age digital technologies enable you to be great parent?	Totally Unacceptable	4 (6.7%)
		unacceptable	2(3.3%)
		Slightly unacceptable	2(3.3%)
		acceptable	23 (38.3%)
		Perfectly Acceptable	13(21.7%)
5.12	Do you feel that technology enables you to spent quality time with your child or Children	Strongly Disagree	4(6.7%)
		disagree	11(18.3%)
		Neither agree nor Disagree	11(18.3%)
		agree	17(28.3%)
		Strongly agree	17(28.3%)

Table No.: 1.1 Source – Primary Data

The data in the above table 1.1 shows that 48.3% of the 60 respondents have one child, 46.3% have two children & only 5% have more than two children have responded to the questionnaire circulated. When asked for the Are You a Technomaa, it shows that 83.8% respondents are Technomaas and 16,7% are not Technomaas, which shows that this 16,7% are not using technology in upbringing of their children. When asked for Has technology made their lives easier 48.3% respondents strongly agreed, When asked digital gadgets & New age technology enables them to become a great parent, 38.3% of working mothers accepted it & for 3.3 % it was unacceptable. Further when it was asked does technology

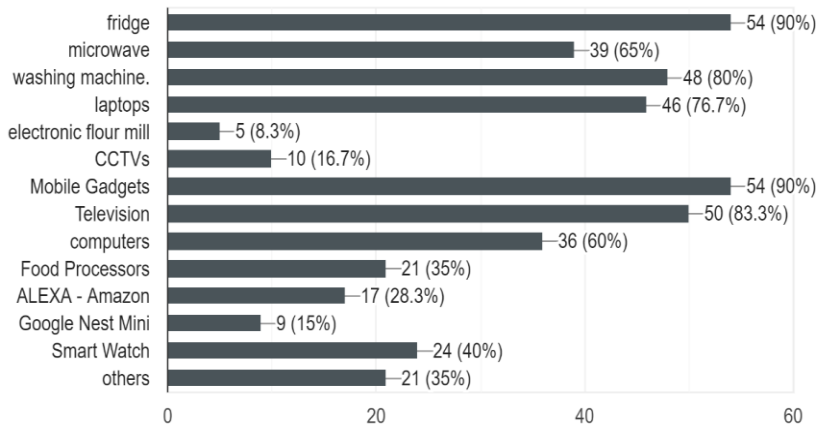
enables them to spent quality time with their children out of 60 respondents 28.3 % has agreed and 28.3% has strongly agreed. This Shows that technology has really a boon to working mothers in upbringing of their children.

10.Which electronic gadgets do you use on daily basis?

60 responses

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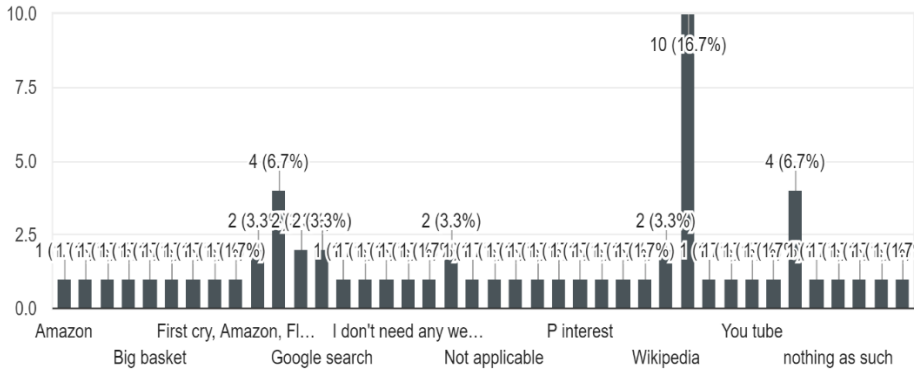
60 responses



The researcher has tried to find out which electronics gadgets are used by working mothers on daily basis the figure shows that 90 %(54) of the respondents uses Refrigerator& television while 65%(39) uses microwave,80%(48) uses washing machines & 60%(36) uses computers. This shows these gadgets are serving as a helping hand for the working mothers.

11. Which websites are frequently visited by you to robust your motherhood?

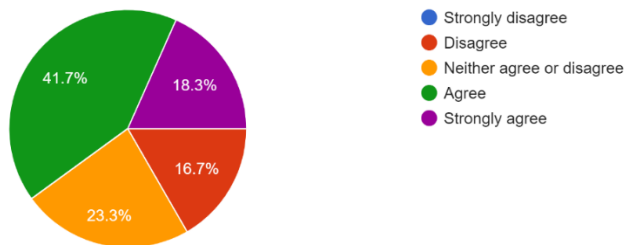
60 responses



When it was asked which websites are used by working mothers to robust their motherhood the maximum respondents has chosen Amazon, Google search, Wikipedia & you tube.

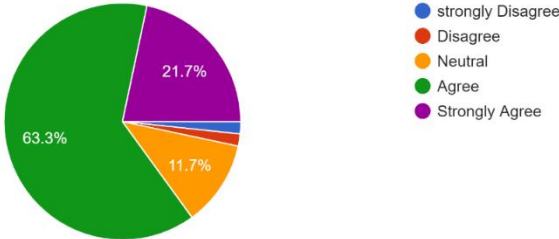
13. Do You believe that Technology has Prevented motherhood from becoming an obstacle to fulfilment of women's aspirations.

60 responses



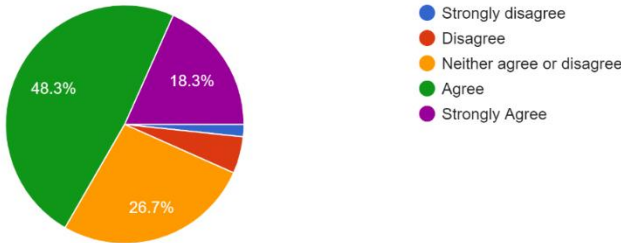
41.7% of the respondents are agreed that technology has prevented motherhood from becoming obstacle to fulfill their aspirations.

14. Is Technology really a helping hand for working mothers?
60 responses



63.3% have agreed that technology is really a helping hand.

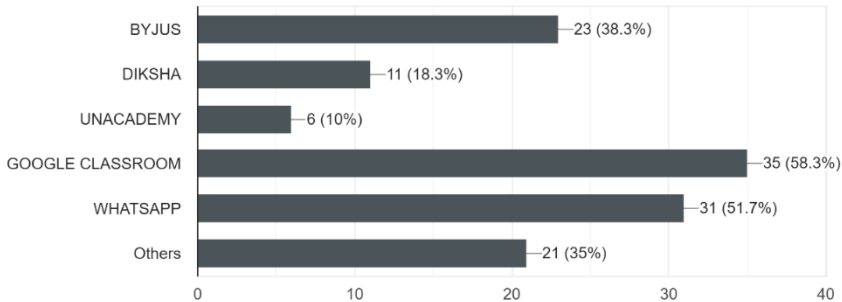
17. Technology reduces moments that trigger the "working mothers' guilt pangs"
60 responses



48.3% have agreed that technology helps to reduce guilt feelings in working mothers.

18.Which App do you use or will use for your child's or Children's studies?

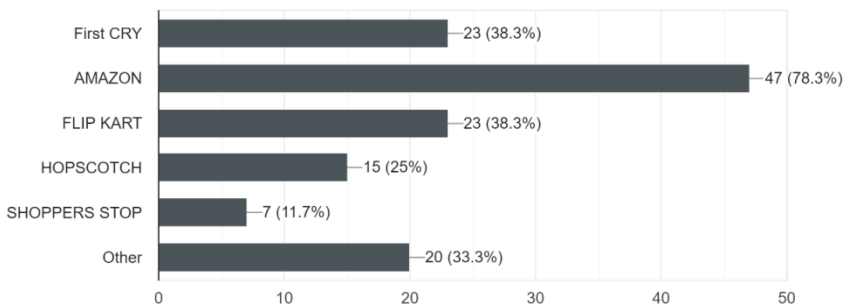
60 responses



The researcher has also tried to find out on which apps are working mothers depended for their children’s studies. The above statistics shows that 58.3%(35) respondents uses google classroom & 51.7%(31) uses WHATSAPP. There are also responses in favour of BYJUS, DIKSHA & others.

19.Which Apps & Website do you prefer for your Child's or Children's Shopping?

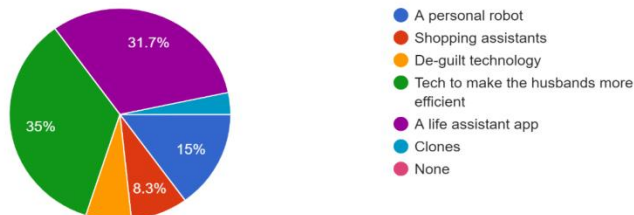
60 responses



The 78.3 % (47) respondents prefers Amazon for their children’s shopping, 38.3%(23) prefers first cry & flip kart.

20.What technological Enhancement do you demand for future?

60 responses



A very interesting question was asked by the researcher to identify demand for the technological enhancement of working mothers in future. The above pie chart shows that 31.7% of the total respondents want a life assistant app & 35% of the respondents want the technology to make their husband more efficient, whereas no one has answered none. This indicates that the respondents aspire to become more technosavvy.

Hypothesis Testing :Objective 1: To Study the Role of Technology in lives of working mothers.

H0: The Technology doesn't play an important role in lives of working mothers.

H1: The Technology plays an important role in lives of working mothers.

Total Number of respondents (Sample size): 60

Actual Data

	Favour	Against	Total
Technology Made life easier	53	7	60
Digital Technology	36	24	60
Total	89	31	120

Expected Data

	Favour	Against	Total
Technology Made life easier	45	15	60
Digital Technology	44	16	60
Total	89	31	120

Data Analysis and Interpretation

Using Chi-Square Test

	Level of Sign.	Df	Value	p-value
Chi-square test	0.05	1	3.84	0.00084

Conclusion

Since P-value is less than level of significance.

Therefore, Null Hypothesis falls under critical region

Hence, Null Hypothesis is rejected & Alternative is accepted.

Therefore, The Technology plays an important role in lives of working mothers.

Objective 2: To find dependency of working mothers on new age technology in parenting.

H0: The working mothers are not depended on new age technology in parenting.

H1: The working mothers are depended on new age technology in parenting.

Total Number of respondents (Sample size): 60

Actual Data

	Agree	Disagree	Total
Gadgets and Digital Electronics	36	24	60
Websites	53	7	60
Quality time	34	26	60
Psychological Support	46	14	60
Total	169	71	240

Data Analysis and Interpretation

Level of significance: 0.05 (5%)

Using ANOVA Test

ANOVA: Single Factor

SUMMARY						
Groups	Count	Sum	Average	Variance		
Column 1	4	169	42.25	78.9167		
Column 2	4	71	17.75	78.9167		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1200.5	1	1200.5	15.2122	0.00798	5.98738

Within Groups	473.5	6	78.9167			
Total	1674	7				

Conclusion

Since P-value is less than level of significance.

Therefore, Null Hypothesis falls under critical region

Hence, Null Hypothesis is rejected & Alternative is selected.

Therefore, the working mothers are dependent on new age technology in parenting.

Objective 3: To identify the demand of technological enhancement by working mothers for future .

H0: There is no demand for technological enhancement by working mothers for future.						
H1: There is demand for technological enhancement by working mothers for future.						
Actual Data				Expected Value		
	Yes	No	Total		Yes	No
Demand	60	0	60	Demand	30	30
Note: No one has responded "None".						
Data Interpretation and Analysis						
Level of Significance:		0.05 (5%)				
Using Chi-square test						
	Level of Sign.	df	Value	p-value		
Chi-square test	0.05	1	3.84	0.0000000000000094857		
Conclusion:						
Since, P-value is less than level of significance.						
Therefore, Null Hypothesis falls under critical region						

Hence, Hypothesis rejected.	Null is							
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Source of Data Collection :

Primary Source : The researcher has created google form and circulated in the known whatsapp group. Sixty responses were received.

Secondary Source : The researcher has browsed different websites for collecting data.

Limitation of the study

This study has the following limitations:

1. This study has undertaken to know the role of technology in lives of working mothers in upbringing their children but has not taken into consideration the role of technology in the lives of non-working mothers.
2. The secondary data collected through sources was not objective specific.
3. The biasness of the respondents towards the data collected cannot be ignored.

Significance of the Study

The study shows that a technology plays a vital role in the lives of working mothers to become a great parent. The New Age technology has not only helped the working mothers to do their job efficiently but also enable them to spend quality time with their children. Thus helping them to maintain their work life balance.

Conclusion of the research study

The researcher would like to conclude that, the word “TECHNOMAA ”coined by the researcher makes a true sense. As majority of respondent shave positively accepted that technology has really enabled them to be become great parent. They are using technology in each and every aspects of their life be it a small video on you tube about how to bath a new born baby or a google search for their studies or attending PTA meet or just shopping online or having a fun with their kids playing online games etc. The technological gadgets are the helping hands which enables them to give justice to their parenthood.

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