

What is next for women working in technology in India?

New research highlights key opportunities for companies and female professionals



Prominent female changemakers from India—such as Indra Nooyi, former CEO of PepsiCo, Leena Nair, CEO of Chanel, and Padmasree Warrior, founder, president, and CEO of Fable—embody the ingenuity and collaboration that become possible when all people are given the opportunity to succeed.

Despite major progress toward gender equality in Indian industries, just **33%** of women in India participate in the workforce, compared to **77%** of men. India's tech sector, despite having a relatively high level of female representation, has seen only a modest increase over prior decades in the percentage of women contributing to its success.

A new survey of developers and IT professionals in India sheds light on the reasons for this persisting disparity and underscores the urgency of the situation. The survey is part of the **#WomenWhoMaster** movement led by the Logitech Master Series, which aims to celebrate, amplify, and enable the rise of phenomenal women in tech.

In partnership with local organizations like Women in Tech India, Logitech MX is working to bring awareness to the most pressing challenges revealed by the survey. Women in Tech India is a global organization dedicated to closing the gender gap and empowering women and girls to embrace technology.

By influencing legislation and fostering cooperation across borders, the organization aims to support 5 million women and girls in STEM fields by 2030, with a focus on the pillars of education, business, digital inclusion, and advocacy.

Solutions



Tackle indirect or subtle insults known as microaggressions and encourage allyship



Provide encouragement and inspiration early on



Address workforce barriers and foster communities of support

Understanding the backdrop



Recognized as one of the Best Workplaces for Women in India by the Times Group, Logitech is committed to gender equality and creating an environment where more women can thrive and lead. The findings from this study will help us build a more equitable workplace for talented women in India's tech industry."



Delphine Donné

VP and General Manager
Logitech Personal Workspace Solutions

In a country as diverse and complex as India—with its regional variations in culture, socioeconomics, and demographics—a single study of several hundred participants cannot support sweeping conclusions. However, by collecting unique perspectives from women in the field, this research offers important evidence for shaping gender equality initiatives in the years ahead.

Due to a combination of cultural shifts, education reform, and industry programs aimed at promoting gender equality, the gender disparity in India's workforce is shrinking. However, women in the country still face major challenges:



There is a **17%** literacy rate gap between men and women



47.9% of enrolled secondary-school students are female

Having overcome or avoided these obstacles, women in the survey are mostly working in their first job not only as developers but overall, and mostly employed by private national companies. Their average age is **27 years**, consistent with data showing that young, highly-educated women are joining India's workforce at increased rates. Additional characteristics of the women surveyed:



Employed full time



Between 3 and 10 years' seniority in their current position



Report improved standard of living compared to their childhood standard

Microaggressions: an entrenched problem



Almost half of female tech professionals in India encounter demeaning and discouraging treatment as part of their everyday work experience. For India to achieve its full potential as a leader of industry, this must change.”

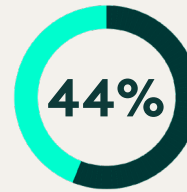


Kavya Krishna

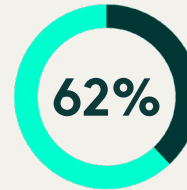
Founder and CEO at Society of Women Coders and Logitech MX Women Who Master Partner

Microaggressions—subtle or indirect insults and incidents of discrimination—are a significant problem in India’s tech field, discouraging women from joining tech professions and driving them away even after they’ve established their careers.

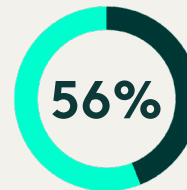
These microaggressions include slights such as comments that disparage women’s thoughts or feelings, sexist comments about motherhood or family responsibilities, uncomfortable personal questions, and sexist jokes.



44% of women surveyed regularly experienced microaggressions both while studying and at work.

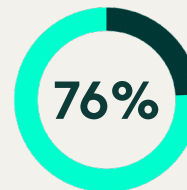


62% regularly or occasionally feel as if they are treated differently than male colleagues.



56% encounter communication that devalues them.

Men in the survey confirm this perception.



76% of men surveyed agree that female superiors have their knowledge and skills questioned often.

Without addressing the problem of microaggressions, India cannot achieve gender workforce equality that would bring greater social and economic benefits to the country.

When women encounter microaggressions, their most common responses are:



Fight for belonging



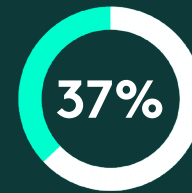
Consider finding a different company to work for



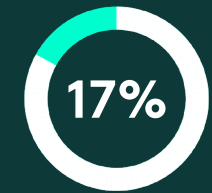
Seek help from female support organizations



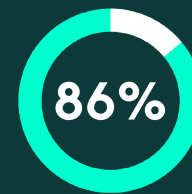
However, the impact goes beyond the immediate moment, influencing their career trajectories.



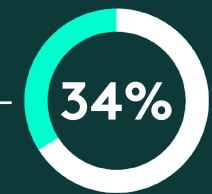
consider leaving computer science altogether when they encounter microaggressions.



have quit a job as a result of microaggressions.



have heard of a woman leaving her career as a result of misogynistic behavior.



have heard of such an event "lots of times."

This indicates the extent to which microaggressions reduce the talent available for innovation and collaboration in India's tech sector.

TACKLE MICROAGGRESSIONS AND OTHER BARRIERS

Key solutions to address microaggressions in India include improving recruitment and hiring processes through training, and spotlighting female tech champions to encourage and instruct the next generation of professionals.

SOLUTIONS



Create a diverse and supportive workplace

Improve recruitment and hiring processes for a more inclusive and supportive environment.



Foster allyship

Encourage allyship from male colleagues through training and awareness programs.



Implement inclusive policies

Adopt policies such as comprehensive maternity leave and flexible work options.



Broadcast success stories

Showcase stories of successful women in tech to show both male colleagues and aspiring female workers that women are not competing with men for positions and recognition, but rather providing indispensable partnership and expertise.

Role models, champions, inspiration, and encouragement



For many women, including myself, accessibility to technology has been a big barrier. Expanding access and opportunities is key to unlocking their potential and strengthening India's position as a global tech leader."



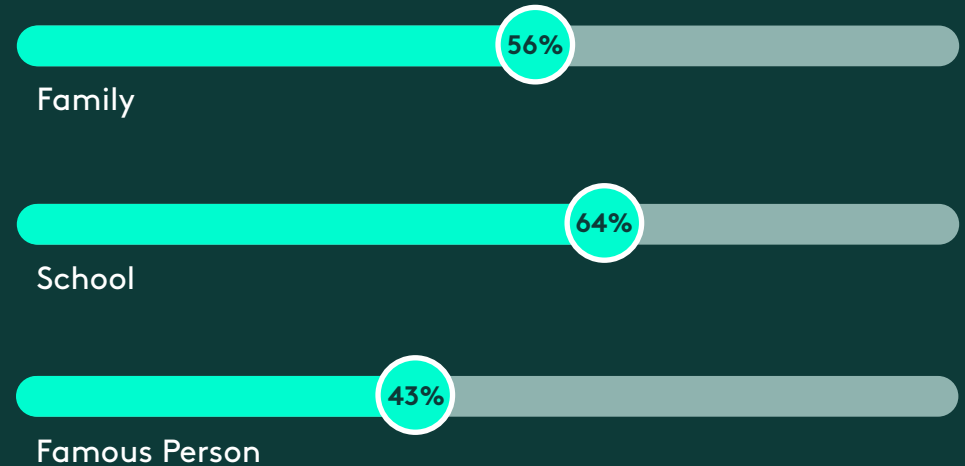
Moumita Pal

Global Product Marketing Manager
Software Solutions at Logitech

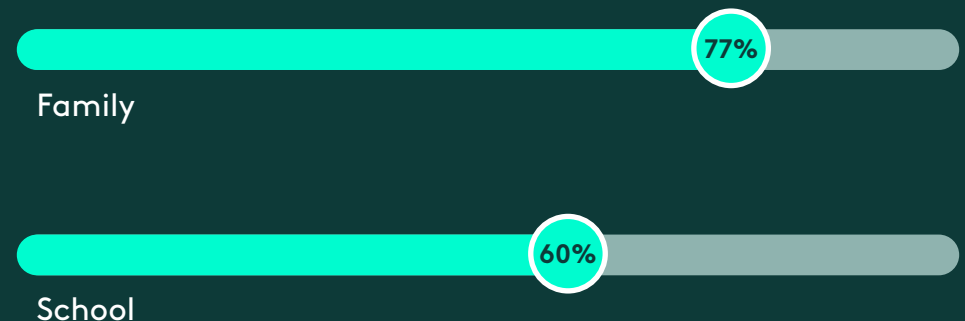
People who inspire or support the wish to pursue tech were crucial to the surveyed women's success. They received inspiration and encouragement from various sources, including family, school, and famous people.

Without inspiration and encouragement, especially early on, it becomes much harder for women to carve out a place for themselves in an industry many find intimidating at the outset.

Sources of inspiration



Sources of encouragement



Campus recruitment events and tech role models are essential sources of inspiration for women in India. **33%** of women surveyed say an IT entrepreneur or company founder they met at a school campus recruitment event was the primary inspiration for their tech career, while **28%** say a famous developer or IT professional was. Reducing India's tech gender gap may hinge on increasing female students' access to campus recruitment events featuring women leaders.

At the same time, it is crucial to maintain the high level of familial encouragement found in the survey, and to boost the levels of encouragement women receive at school.

77% of women surveyed say they received encouragement from family to pursue computer science, but only **49%** received encouragement from teachers, compared to **63%** of surveyed men.

Since most women in India develop an interest in tech during high school (**32%**), training to reduce gender bias in school is another promising target for gender equality initiatives going forward.

PROVIDE ENCOURAGEMENT AND INSPIRATION EARLY ON

Giving early, consistent inspiration and encouragement to women and girls in India can help them discover their passions, find the motivation to excel, overcome setbacks, and go on to inspire future generations.

SOLUTIONS



Educate with intention

- Provide early exposure to tech and diverse career options in school curriculum.
- Increase the number of campus recruitment events and ensure women are fairly represented at those events.



Fight stereotypes and biases

Implement training programs for teachers and parents to reduce gender biases.



Empower champions and role models

Logitech is partnering with organizations such as [Women in Tech India](#) to amplify women in tech and provide role models.

Workforce barriers and communities of support



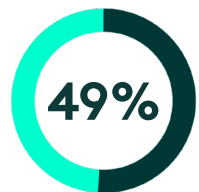
Once you see the roots of the gender gap in three dimensions, you realize how complex the problem is, but you also begin to find more effective answers.”



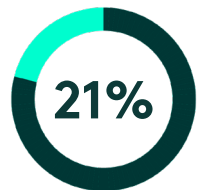
Radhika Yuvraj Iyengar

Country Head, Women in Tech India

Along with microaggressions and a lack of role models or encouragement, women in India encounter economic, language, cultural, and workforce barriers that make it difficult for them to thrive in tech. These barriers can affect every step of the journey toward a career, from receiving education, to getting the right training, to traveling to a job interview. The barriers can also cause women to feel as if they are all alone.



49% say they felt isolated while studying tech in high school.



21% report facing financial difficulty that made it difficult to succeed in their education or get access to education.



Many coding classes are taught in English only, presenting a language barrier for women in India who may never have learned a second language in school. Even after college, cultural norms may lead to a shortfall of female tech experts entering the workforce: while almost **43%** of STEM students in India’s universities are female, this number drops sharply to **27%** for STEM job applicants.

Many women in India feel pressured to use education as a stepping stone to marriage, and others may balk at the long hours and unequal treatment they expect to experience in the tech industry.

ADDRESS WORKFORCE BARRIERS AND FOSTER COMMUNITIES OF SUPPORT

Building communities of support and offering tailored resources can help counter education and workforce barriers.

SOLUTIONS



Build communities of support

Fund, develop, and raise awareness of mentorship programs, peer support groups, and networking events for women in tech.



Form alliances between industry and academia

Form industry partnerships with universities to increase presence and promote tech careers from the start of the academic journey.



What's next

The future for women in India's tech sector holds immense potential, and with a few key changes, many will have the possibility to rise to influential leadership positions like the trailblazers highlighted in this report. Logitech calls on businesses and professionals in India to embrace the recommendations in this report, push for progress, and actively promote gender equality in the tech sector and the wider workforce.

Methodology

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Building on the Logitech MX 2022 survey of women in tech in the U.S., Ipsos surveyed 160 women and men working in tech in India and conducted 1-on-1 in-depth interviews with female developers to uncover the insights behind the numbers.

All survey participants were between the ages of 18 and 35 years old and had been working for 10 years or less as developers (computer programmers, web developers, front-end back-end developers, full-stack developers, application and systems software developers, and software engineers). The survey was conducted in India from November 27, 2023 to December 8, 2023.



About the Logitech MX #WomenWhoMaster Series

You can't be what you can't see. The Logitech MX #WomenWhoMaster movement is proud to support initiatives that provide girls and women with skills, role models, and strong career pathways.

Here's what we've been up to lately:



Logitech "The Human Component" video

In a new Logitech video produced by BBC StoryWorks, a young Kenyan girl named Leddy is inspired to reach for the stars after Logitech introduces her to a trailblazing astronaut.



Speaking on closing the gender gap at the AI+X Summit

Logitech had the great pleasure of hosting a panel at the AI+X Summit in Zurich to discuss the gender gap in tech, and how we can help future leaders realize their passions.



360 commitment to closing the gender gap

Yuko Nagakura is one of the many examples showing Logitech's 360 commitment to closing the gender gap. When she was 17, Yuko was featured in Logitech MX's "Meet the Masters" series. She was already challenging the status quo and making waves in tech. Two years later, she landed a summer internship with Logitech, inspired, encouraged, and supported by Logitech leaders.



Women Who Master Series

Learn more about the #WomenWhoMaster Series: www.logitech.com/mx/women-who-master.

About Women in Tech[®] India

Women in Tech India's mission is to close the gender gap and to help women embrace technology. They aim to educate, equip, and empower women and girls with the necessary skills, confidence, and opportunities to succeed in STEAM careers, leadership, and in research and deep tech fields with simpler and positive experiences.



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