



## Research Article

# The Role of Social Media in Shaping Women's Education and Career Advancement in India: Opportunities, Challenges, and Socio-Cultural Implications

Dr. Monika <sup>1\*</sup>, Dr. Sushila Jaglan <sup>2</sup>


<sup>1</sup> Associate Professor, Department of Education,

Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonipat, Haryana, India

<sup>2</sup> Assistant Professor, Department of Education, BPSMV, Khanpur Kalan, Sonipat, Haryana, India

Corresponding Author: \*Dr. Monika

DOI: <https://doi.org/10.5281/zenodo.15610097>

Abstract	Manuscript Information
<p>In India, social media has increasingly become a key player in influencing women's access to education and career opportunities. Platforms like LinkedIn, Twitter, Facebook, and Instagram provide significant avenues for women to break through traditional barriers, access educational resources, build professional networks, and advance in their careers. However, while social media opens up new opportunities, it also brings challenges related to the digital divide, cyberbullying, and cultural biases. This paper examines the role of social media in shaping women's educational and professional trajectories in India, analyzing both the opportunities it provides and the challenges it presents within the unique socio-cultural and economic framework of the country.</p>	<ul style="list-style-type: none"> <li>▪ <b>ISSN No:</b> 2583-7397</li> <li>▪ <b>Received:</b> 30-04-2025</li> <li>▪ <b>Accepted:</b> 27-05-2025</li> <li>▪ <b>Published:</b> 05-06-2025</li> <li>▪ <b>IJCRM:</b> 4(3); 2025: 285-291</li> <li>▪ <b>©2025, All Rights Reserved</b></li> <li>▪ <b>Plagiarism Checked:</b> Yes</li> <li>▪ <b>Peer Review Process:</b> Yes</li> </ul> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p style="text-align: center;"><b>How to Cite this Article</b></p> <p>Monika, Jaglan S. The Role of Social Media in Shaping Women's Education and Career Advancement in India: Opportunities, Challenges, and Socio-Cultural Implications. Int J Contemp Res Multidiscip. 2025;4(3):285-291.</p> <p style="text-align: center;"><b>Access this Article Online</b></p> <div style="text-align: center;">  </div> <p style="text-align: center;"><a href="http://www.multiarticlesjournal.com">www.multiarticlesjournal.com</a></p> </div>

**KEYWORDS:** Social Media, YouTube, Internet and Mobile Association of India, International Labour Organization (ILO)

## INTRODUCTION

Social media has become a powerful tool in transforming communication, education, and career development, especially for women in India. Over the past decade, the widespread adoption of the internet and mobile phones has dramatically reshaped how women access information, learn new skills, and engage in professional networking. In a nation where women have historically faced numerous challenges regarding access to education and employment, social media has emerged as an essential platform for overcoming these barriers. Women who were once limited by geographical, social, or cultural constraints now find themselves with unprecedented access to a wealth of educational content, career opportunities, and professional networks that were once out of reach. As social media platforms such as LinkedIn, Instagram, Facebook, and Twitter grow in popularity, they serve as a digital bridge, enabling women to pursue academic courses, develop skills, and connect with professionals globally. These platforms have revolutionized access to education by providing women with opportunities to participate in online learning programs, attend webinars, and connect with mentors or industry leaders. Additionally, social media has become a space where women can showcase their talents, build personal brands, and seek employment or business opportunities in a way that was not previously possible, breaking free from the constraints of traditional job search methods or hierarchical structures. Despite these advancements, the rise of social media is not without its challenges, especially in a country as diverse and complex as India. The digital divide remains one of the most significant obstacles, with rural women and those from economically disadvantaged backgrounds facing limited access to the technology required to fully participate in the digital world. In addition, online harassment, cyberbullying, and gender-based discrimination continue to plague women who attempt to make their voices heard on digital platforms, whether for educational or professional purposes. Furthermore, India's deeply ingrained patriarchal social structure often results in resistance to women breaking traditional gender roles, particularly in the workplace and educational settings. This resistance can manifest in societal pressure, stigmatization, or even threats to women's personal safety when they seek visibility and empowerment through digital means. This paper aims to examine the dual role of social media in women's education and career advancement in India, exploring both the significant opportunities these platforms offer and the barriers that women face in utilizing them effectively. It will delve into the socio-cultural and economic factors that influence the extent to which women can benefit from social media in these areas, and assess the broader implications of these dynamics for women's overall empowerment in contemporary India. By understanding these complexities, we can better appreciate the potential for social media to drive positive change while also identifying the areas that require attention to ensure that all women, regardless of their background, have equal access to these transformative opportunities.

## METHODOLOGY

This study adopts a mixed-methods approach, combining qualitative research with secondary data analysis. The qualitative component involves interviews with women from diverse backgrounds across urban and rural India who use social media for educational and professional purposes. These interviews will focus on understanding their experiences, challenges, and the role social media plays in their educational and career advancement. Secondary data, including reports from the Indian government, industry research, and academic studies, will be analyzed to supplement the findings and provide a broader understanding of the socio-cultural context of women's social media usage in India.

### Social Media and Women's Education in India

The influence of social media on women's education in India has become increasingly significant, particularly as internet penetration continues to grow across the country. Social media platforms have transformed how women access educational resources and opportunities, offering them an accessible, flexible, and often cost-effective way to pursue learning that was once limited by geographical, social, and economic constraints. This has been especially crucial for women in rural or underserved areas where access to traditional educational infrastructure is often inadequate. Platforms such as Coursera, Udemy, and YouTube have revolutionized the learning experience for women by providing them with a vast range of online courses, tutorials, and webinars. These digital platforms enable women to gain knowledge, enhance their professional skills, and even acquire certifications in various fields, from technology to business, healthcare, and the arts. In many cases, these opportunities would have been unavailable to them through conventional means, due to factors such as distance from educational institutions, lack of physical infrastructure, or financial limitations that often prevent them from enrolling in formal courses. For women in rural areas, social media has bridged the gap in educational access, enabling them to overcome challenges such as long commutes, lack of local educational resources, and limited course offerings. In addition, many women who might otherwise face cultural barriers to attending traditional schools or universities, particularly those from conservative communities, now have the chance to pursue education from the comfort and privacy of their homes. This is a major factor in advancing women's participation in higher education, skill development programs, and lifelong learning. The ability to participate in online group discussions, forums, and social media communities centered around education further strengthens women's learning experiences. These virtual communities offer support, encouragement, and shared resources, helping women stay motivated and connected with peers, mentors, and experts in their fields. Moreover, many platforms offer free or low-cost content, democratizing access to high-quality educational material for women who might not have the financial means to attend formal educational institutions. According to a report by the Internet and Mobile Association of India (IMAI), social media has played a pivotal role in connecting women with diverse learning opportunities, allowing them to surmount barriers that are typically tied to physical infrastructure and traditional

educational institutions. Women from marginalized communities, who have historically faced numerous challenges accessing education, are now finding that social media offers an empowering alternative for personal and professional growth. This access to educational resources not only fosters personal development but also plays a crucial role in shifting societal perceptions about women's roles in education. By making education more accessible and flexible, social media empowers women to pursue their academic goals, create new career paths, and develop the skills necessary for active participation in the workforce and society at large. However, while the impact of social media on women's education has been largely positive, there is still a need for greater efforts to bridge the digital divide and ensure that all women, regardless of their socio-economic background or geographic location, can fully benefit from these opportunities.

### **Social Media as a Career Development Tool for Women**

Social media has become a powerful tool for career development, particularly for women in India, offering them new ways to establish professional identities, network, and pursue career opportunities. Platforms like LinkedIn, for example, allow women to create professional profiles, showcasing their skills, qualifications, and career achievements in ways that were once limited to formal resumes or in-person networking. This ability to maintain a professional online presence gives women the opportunity to expand their networks, connect with industry leaders, potential employers, and mentors, creating career pathways that may have previously been restricted due to traditional gender biases or societal expectations. Through active participation in online discussions, sharing their professional accomplishments, and attending industry-specific virtual events, women are able to increase their visibility in professional circles. In traditional work environments, women often face barriers to advancement due to factors such as unconscious bias, limited access to high-visibility projects, or societal expectations about their roles in the workforce. Social media allows women to transcend these limitations by creating an online persona that highlights their expertise and leadership potential, helping them stand out in competitive job markets. Platforms like Instagram and Facebook have also opened up new opportunities for women to explore entrepreneurship, freelance work, and self-promotion. These platforms provide women with a space to promote their businesses, share their products or services, and build brands from the ground up. As a result, many women in India are using social media to launch small businesses, gain customers, and access a broader market that was previously unavailable to them. Social media's accessibility and low cost have democratized entrepreneurship, enabling women to turn their passions or skills into viable business ventures, whether in fashion, food, digital marketing, or other fields. Despite these transformative opportunities, the role of social media in career development does not eliminate the persistent gender inequalities that still exist in India's workforce. While women are gaining greater access to networking tools and job opportunities through social media, they continue to face significant challenges when it comes to gender parity in leadership roles. According to the International Labour

Organization (ILO), despite the increase in women entering the workforce, they remain underrepresented in senior positions across various sectors. The glass ceiling effect—where women are unable to break into top management and leadership roles—continues to hinder their career progression, even as they gain visibility and access to professional networks online. Moreover, while social media provides a platform for women to build personal brands and highlight their achievements, they still face systemic barriers such as wage gaps, gender bias in hiring practices, and the societal expectation that women prioritize family over career. These cultural norms often undermine women's efforts to advance in their professions, despite their online visibility and professional engagement. For instance, while a woman may be able to connect with potential employers or clients via LinkedIn or other platforms, the ingrained gender norms in India may still lead to unequal opportunities in the workplace. Social media has undoubtedly revolutionized career development for women in India, providing them with greater access to networks, career resources, and entrepreneurial opportunities. However, for social media to become a truly transformative tool in eradicating gender inequalities in the workforce, additional societal changes are needed. Women's increased presence on these platforms must be complemented by efforts to address the systemic barriers that continue to limit their representation in leadership roles and economic decision-making positions across sectors. Social media can open doors, but it is the continued advocacy for gender equality and structural reforms in the workplace that will allow women to fully benefit from the opportunities it offers.

### **Challenges Faced by Women on Social Media**

While social media offers numerous opportunities for women in India, it also presents several challenges that can hinder their ability to fully benefit from these platforms. These challenges are deeply rooted in issues such as the digital divide, online harassment, societal norms, and the pressure to meet unrealistic expectations, all of which can impede women's participation and progress in both educational and professional spaces.

#### **Digital Divide**

One of the most significant barriers to women's access to social media and its educational and career-related opportunities is the digital divide, especially in rural and economically disadvantaged areas. In India, where internet access is often limited in rural regions, many women lack the necessary tools—such as smartphones, laptops, and consistent internet connections—to effectively engage with online platforms. According to a report by GSMA, Indian women are 26% less likely to own a mobile phone compared to men, which puts them at a disadvantage in terms of accessing online learning resources, networking opportunities, and career advancements. In addition to this, a lack of digital literacy further exacerbates the issue, as many women are unable to navigate social media platforms effectively. This digital divide creates a substantial gap, preventing many women from fully participating in the opportunities that social media offers for education, skill-building, and professional development.

### Cyberbullying and Harassment

Another significant challenge for women on social media is the high incidence of online harassment and cyberbullying. Women are disproportionately targeted for abuse on social media platforms, particularly when they express opinions on political, social, or gender-related issues. Research by the National Commission for Women (NCW) has shown that women face an alarming rate of online harassment, including trolling, slut-shaming, and threats of violence, which often escalate when they engage in public discussions or take positions that challenge societal norms. This hostile online environment not only impacts women's mental and emotional well-being but also discourages them from fully participating in professional networks, educational discussions, or any platform where they might seek to further their careers or educational aspirations. The fear of being harassed can lead many women to self-censor, limit their online presence, or avoid certain topics altogether, thereby curbing their opportunities for advancement.

### Societal Norms and Cultural Resistance

Despite the growing presence of women on social media platforms, many still face significant societal and cultural resistance. In India, where deeply entrenched patriarchal values continue to shape societal expectations, women who challenge traditional gender roles—such as pursuing higher education, building a career, or engaging publicly through social media—are often subject to criticism, social judgment, or even ostracism. Women who use social media to promote their professional achievements or participate in educational discussions may be seen as defying culturally prescribed roles of domesticity and submission. This resistance from family, peers, or even broader society can limit women's ability to fully embrace the opportunities social media presents, as they may feel pressure to conform to traditional values and prioritize family and domestic responsibilities over personal and professional growth. The social stigma attached to women stepping outside these prescribed roles can discourage many from pursuing career advancement or educational goals through digital means.

### Pressure of Social Media Expectations

The curated nature of social media also creates unrealistic expectations, particularly for women, who often face heightened pressure to conform to idealized standards of beauty, success, and lifestyle. In India, where societal expectations around women's appearance and success are particularly strong, women are bombarded with images of perfection on platforms like Instagram and Facebook. These images often promote an unattainable standard of beauty, wealth, and achievement, which can lead women to feel inadequate or dissatisfied with their own lives. The constant comparison to others' carefully curated online personas can result in decreased self-esteem, anxiety, and depression. For women in India, who already face societal pressure to conform to traditional gender roles, the added pressure of meeting these often unrealistic beauty and success standards can significantly impact their mental health. The desire to "fit in" and meet these

expectations may also discourage women from showcasing their true selves or pursuing educational or career goals that may not align with the traditional ideals of success presented on social media.

While social media has the potential to empower women in India by providing access to educational resources, career development opportunities, and networks, it is not without its challenges. The digital divide, online harassment, societal resistance, and pressure to conform to unrealistic expectations can all hinder women's ability to fully engage with social media in a way that supports their education and career growth. Addressing these challenges requires a multifaceted approach, including improved access to technology, stronger protections against online harassment, cultural shifts in gender roles, and greater efforts to combat the unrealistic portrayals of success that dominate social media platforms. Only by tackling these obstacles can social media truly become an empowering tool for all women, regardless of their background or location.

### Opportunities Created by Social Media

Social media platforms have created a wealth of opportunities for women in India, significantly enhancing their access to education, career development, and entrepreneurship. These platforms have revolutionized how women engage with educational content, network professionally, and create and promote businesses, particularly in regions where traditional avenues for growth are limited.

### Access to Education

One of the most transformative opportunities social media has provided for women in India is increased access to education. Women across the country are increasingly utilizing online platforms like YouTube, Coursera, Udemy, and LinkedIn Learning to access free or low-cost educational content. These resources allow women to improve their skills, acquire new knowledge, and earn certifications that would be otherwise unavailable due to geographical or financial constraints. This is particularly significant for women in rural areas, where physical access to educational institutions can be challenging due to long distances, inadequate infrastructure, or cultural barriers. Social media platforms allow women to bypass these obstacles, making education more accessible, flexible, and inclusive. As a result, women are able to enhance their employability and pursue academic and professional opportunities that would otherwise have been out of reach.

### Career Development

Social media has proven to be a powerful tool for career development, offering women new ways to create professional identities, expand their networks, and access job opportunities. Platforms like LinkedIn have allowed women to build comprehensive professional profiles, connect with industry leaders, and showcase their skills and qualifications to a global audience. In doing so, women gain greater visibility within their respective industries, leading to increased career opportunities and potential for advancement. In both urban and rural areas, women



are using social media to search for jobs, connect with mentors, and stay informed about industry trends. Social media also offers women a chance to establish their professional presence and contribute to discussions on career development, further solidifying their role in their chosen fields. This has proven especially valuable for women who may have previously faced barriers in the workplace due to gender biases or limited networking opportunities.

### Entrepreneurship

Social media platforms have been instrumental in fostering entrepreneurship among women in India. Platforms like Instagram and Facebook have provided women with accessible and cost-effective tools to promote their businesses, products, and services to a broader audience. This has given rise to a new generation of women entrepreneurs who can leverage social media to build their brands, reach customers, and generate income without the need for large-scale investment. Women in India are utilizing these platforms to create small businesses in a variety of sectors, including fashion, beauty, food, education, and wellness. Through social media, women are able to market their ventures, engage directly with customers, and establish themselves as independent business owners. This has not only provided women with economic independence but also with the potential for financial empowerment, as they are able to generate income and contribute to the broader economy.

### Challenges Identified

While social media has created numerous opportunities for women in India, it is also accompanied by a set of challenges that continue to hinder the full realization of these opportunities. These challenges are often linked to issues such as the digital divide, online harassment, and cultural resistance, all of which impact women's ability to fully capitalize on the advantages social media offers.

### Digital Divide

One of the most significant challenges women face in accessing the benefits of social media is the digital divide, particularly between urban and rural areas. While women in urban centers have greater access to the internet, digital devices, and online resources, women in rural areas are often left behind due to economic limitations, poor infrastructure, and a lack of digital literacy. This digital gap exacerbates the educational and professional disparities between women in different regions. In rural areas, women may lack the skills or resources needed to engage with online platforms effectively, limiting their ability to access educational content, connect with professional networks, or explore entrepreneurial opportunities. Closing the digital divide is essential to ensuring that women in all regions of India can equally benefit from the opportunities social media provides.

### Harassment and Online Safety

A significant challenge that women face when engaging with social media is the prevalence of online harassment and safety concerns. Women who actively participate in public discussions,

share their professional experiences, or challenge societal norms are often subjected to trolling, hate speech, and cyberbullying. This harassment can be deeply harmful to women's mental and emotional well-being, leading to anxiety, stress, and even withdrawal from online spaces. Research by the National Commission for Women (NCW) has shown that women are disproportionately targeted for online abuse, particularly when they speak out on issues related to gender equality, politics, or social justice. The fear of harassment can deter women from fully participating in the digital public sphere, limiting their professional development and educational engagement. Ensuring that women feel safe and supported online is crucial for empowering them to utilize social media for career advancement and learning.

### Cultural Resistance

In India, traditional gender norms and cultural resistance continue to present challenges for women who use social media to pursue education, career development, or entrepreneurship. Many women who challenge traditional gender roles by pursuing careers, higher education, or public engagement via social media face societal backlash, social stigma, or even ostracism. In certain communities, women who step outside of prescribed gender norms, such as sharing their professional achievements or engaging in public discussions on controversial topics, are often criticized or judged. This cultural resistance can create emotional and psychological barriers, discouraging women from fully embracing social media as a tool for personal and professional growth. Additionally, women who engage with social media to promote their businesses may encounter resistance from family members or communities that hold traditional views on women's roles, potentially limiting their entrepreneurial aspirations. Social media presents numerous opportunities for women in India, from access to education and career development to entrepreneurship. However, the challenges of the digital divide, harassment, and cultural resistance must be addressed to ensure that women can fully benefit from these opportunities. By bridging these gaps and providing a safer, more inclusive online environment, social media can continue to empower women across India, enabling them to achieve their educational, professional, and entrepreneurial goals.

### DISCUSSION

Social media has become a powerful tool for women in India, providing vast opportunities to access educational resources, expand professional networks, and pursue new career paths. Platforms like LinkedIn, Instagram, Facebook, and YouTube have allowed women to overcome barriers that were once limiting their access to education and career opportunities. Through social media, women in India can learn new skills, network with industry professionals, share knowledge, and even establish their own businesses. These advancements have had a transformative impact on women's personal and professional empowerment, helping to challenge traditional gender roles and expectations. However, despite these opportunities, social media's potential is not universally accessible. One of the most significant barriers that

many women face is the digital divide, which particularly affects rural and economically disadvantaged women. Women in rural areas often struggle with limited access to the internet, digital devices, and the necessary infrastructure to engage with online platforms effectively. According to studies, women in India are less likely to own mobile phones and have consistent internet access compared to men, particularly in rural regions. This inequality in digital access limits their ability to leverage social media for educational and professional growth, further widening the gender gap in education and employment opportunities. Addressing this digital divide is essential to ensure that all women, regardless of their geographical location or socio-economic background, can benefit equally from social media's potential. In addition to the digital divide, online harassment and cyberbullying present significant challenges for women using social media in India. Women who engage in public discussions or take a stand on social or political issues are often subjected to trolling, hate speech, and other forms of online abuse. This harassment not only affects their mental and emotional well-being but also discourages many women from actively participating in online spaces. The fear of harassment can prevent women from fully engaging in professional networks, sharing their achievements, or pursuing career development opportunities. Addressing online safety through stronger regulations, awareness campaigns, and the implementation of effective reporting mechanisms is critical to creating a safer online environment for women. Platforms must take responsibility for curbing abusive behavior and providing support systems that protect women's right to express themselves without fear of retaliation or harm. Moreover, societal resistance to women stepping outside of traditional gender roles continues to be a significant challenge. Despite increasing participation in digital spaces, women who assert their rights or pursue education, career advancement, or entrepreneurial ventures via social media often face cultural backlash. In some parts of India, women who defy expectations by using social media for professional purposes may be judged, ostracized, or pressured to conform to more traditional roles. This resistance is deeply rooted in patriarchal values and social norms that continue to restrict women's freedom to express themselves and pursue their ambitions. Cultural biases against women's public participation can stifle their growth, limiting the benefits they can gain from social media platforms. A shift in societal attitudes, along with active support for women challenging these norms, is crucial to enabling women to thrive on digital platforms. To transform social media into a truly empowering tool for women in India, concerted efforts from both the government and the private sector are necessary. Policymakers must focus on increasing internet accessibility across rural and economically disadvantaged regions by improving infrastructure, providing affordable internet services, and promoting digital literacy programs. By bridging the digital divide, more women will have the opportunity to engage with social media for education, career development, and entrepreneurship, thus creating a more equitable society. Ensuring online safety is paramount. The government and social media companies must collaborate to create safer digital environments by implementing stronger laws against cyberbullying, improving reporting

mechanisms, and developing systems that protect women from online harassment. Social media platforms should take proactive measures to create a welcoming and inclusive atmosphere where women can freely express themselves without fear of abuse or discrimination. Addressing the cultural resistance and gender biases that women face on social media requires a broader societal effort. Changing attitudes about gender roles, both online and offline, is critical for creating a more inclusive and equal society. Education and awareness campaigns should be used to challenge stereotypes, promote gender equality, and encourage greater participation from women in both digital and physical spaces. Women's achievements, whether in education, careers, or entrepreneurship, should be celebrated and promoted to inspire future generations. While social media has immense potential to empower women in India, the challenges of the digital divide, online harassment, and cultural resistance must be addressed. By focusing on increasing internet accessibility, ensuring online safety, and promoting gender equality, social media can become a truly transformative tool that enables women in India to thrive educationally, professionally, and personally. A collaborative effort from all sectors of society is necessary to create an inclusive, supportive digital environment that allows women to achieve their full potential.

## CONCLUSION

Social media has undeniably transformed the landscape of women's education, career development, and entrepreneurship in India. By providing a platform for learning, professional networking, and business ventures, social media has enabled women to overcome barriers that have historically limited their access to education and economic opportunities. It has allowed women from diverse backgrounds to access educational resources, connect with mentors and peers, and pursue entrepreneurial ventures, offering them a level of empowerment that was once out of reach. In a society where gender inequality has long been entrenched in education and employment, social media has emerged as a critical tool for enabling women to challenge traditional norms and shape their own futures.

However, while the opportunities provided by social media are significant, they are not without their challenges. One of the most pressing issues is the digital divide, which continues to limit access to technology, especially for women in rural and economically disadvantaged areas. Without consistent access to the internet, smartphones, or computers, many women are unable to fully engage with the wealth of opportunities that social media offers for education and career development. Additionally, the pervasive problem of online harassment poses a serious threat to women's participation in public and professional spaces. Women who challenge societal norms or express their opinions online often face trolling, abuse, and discrimination, which can deter them from pursuing their goals or stifle their voices. Furthermore, deeply rooted cultural resistance to women stepping outside traditional gender roles continues to pose a barrier to their full participation in the digital sphere.

As we look to the future, it is essential to address these challenges to ensure that social media becomes a truly inclusive and

empowering platform for all women in India. Bridging the digital divide by improving internet accessibility, providing digital literacy training, and offering affordable technological resources are crucial steps in ensuring equal opportunities for women across the country. At the same time, creating safer online spaces that protect women from harassment and discrimination is essential for fostering an environment where they feel confident to express themselves and pursue their ambitions without fear of abuse. Furthermore, cultural attitudes toward women's roles in society must evolve, with greater support for women who challenge gender norms and stereotypes, both online and offline.

By addressing these barriers and promoting a more inclusive digital ecosystem, social media can serve as a powerful catalyst for women's empowerment and professional growth in India. With the right policies, support systems, and societal shifts, women in India can harness the full potential of social media to advance their education, careers, and entrepreneurial pursuits, contributing to a more equitable and just society. Ultimately, social media holds the promise of breaking down the traditional barriers that have hindered women's progress, offering them the tools to build better futures for themselves and their communities.

## REFERENCES

1. Internet and Mobile Association of India (IMAI). Women in Digital India: Empowerment through connectivity [Internet]. 2020. Available from: <https://www.imaindia.org/>
2. National Commission for Women (NCW). Online harassment and women in India [Internet]. 2021. Available from: <https://www.ncw.nic.in/>
3. GSMA. The gender gap in mobile connectivity in India [Internet]. 2020. Available from: <https://www.gsma.com/>
4. International Labour Organization (ILO). Gender equality and work: A study on women's workforce participation in India [Internet]. 2020. Available from: <https://www.ilo.org/>
5. Pew Research Center. Social media use and its impact on education and career [Internet]. 2020. Available from: <https://www.pewresearch.org/>
6. Kaur R. Bridging the digital divide: Access to technology and its impact on women's empowerment in India. *J Digit Educ.* 2020;15(3):45–58. doi:10.1016/j.jde.2020.01.003
7. Sharma P, Verma R. The role of social media in enhancing career opportunities for women in India. *Int J Digit Lit.* 2021;10(1):12–25. doi:10.1080/17466484.2021.1757435
8. Patel A, Srivastava M. Women's participation in social media and its effects on entrepreneurship in rural India. *Int J Entrep.* 2020;24(4):79–92. doi:10.1016/j.ijent.2020.04.011
9. Tiwari S, Jain P. Social media and its impact on women's education and career growth in India: Opportunities and challenges. *Indian J Soc Sci.* 2021;29(2):58–74. doi:10.1007/s11423-021-09648-9

### Creative Commons (CC) License

This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY 4.0) license. This license permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.