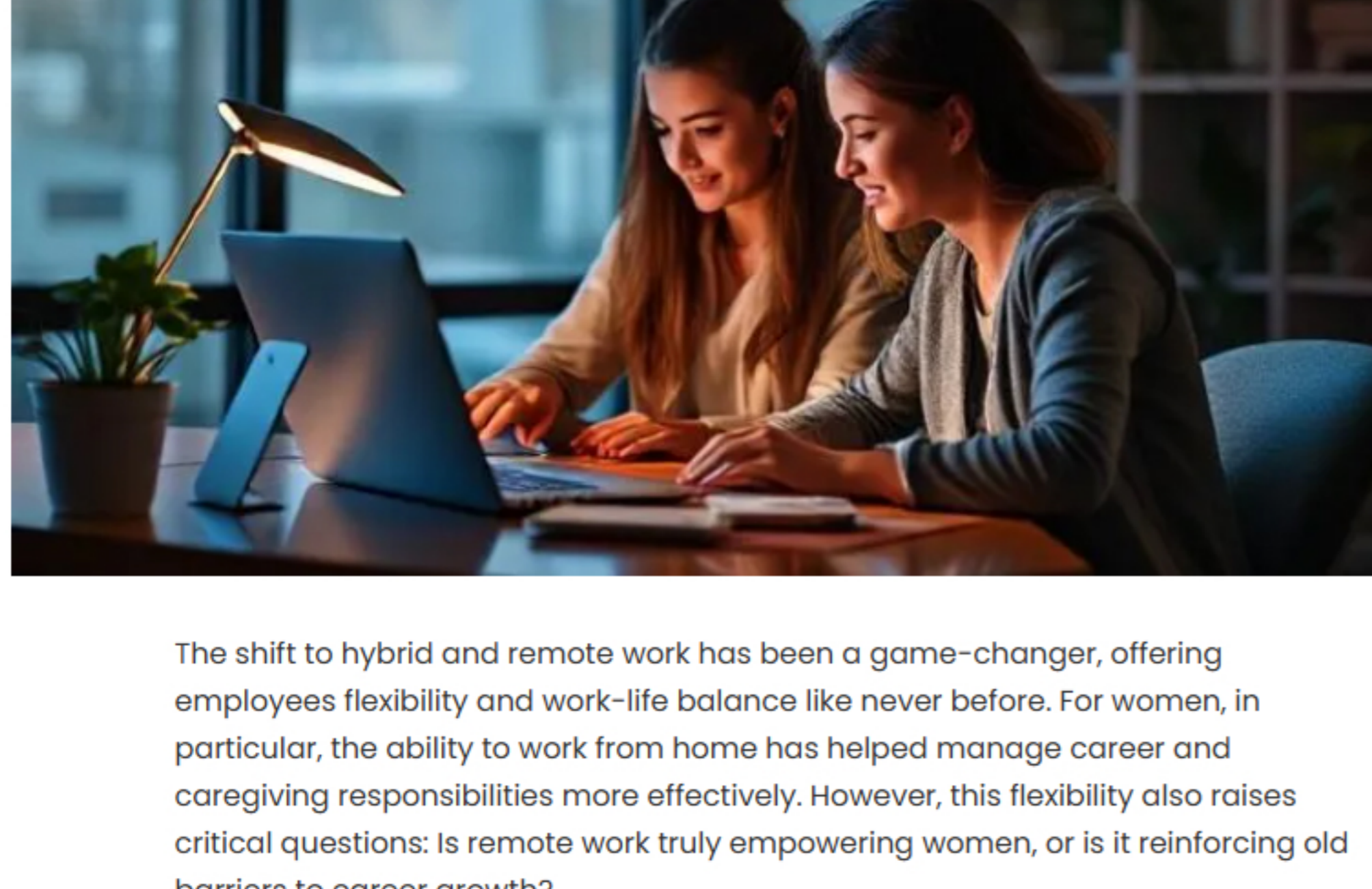


Hybrid Work & Women: Is Remote Work Helping or Hurting Careers?

by **Manish** — February 28, 2025



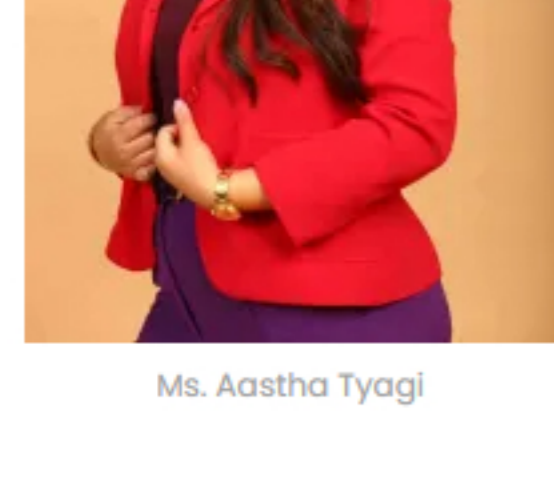
The shift to hybrid and remote work has been a game-changer, offering employees flexibility and work-life balance like never before. For women, in particular, the ability to work from home has helped manage career and caregiving responsibilities more effectively. However, this flexibility also raises critical questions: Is remote work truly empowering women, or is it reinforcing old barriers to career growth?

While hybrid models provide relief from long commutes and rigid office hours, they may also limit networking opportunities, visibility in leadership roles, and career advancement. With fewer in-person interactions, are women missing out on mentorship, promotions, and key decision-making spaces?

This discussion explores the double-edged sword of remote work for women—highlighting its benefits, potential drawbacks, and the strategies needed to ensure hybrid work fosters equality rather than creating new challenges.

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According to Ms. Aastha Tyagi, Founder, Agni



Ms. Aastha Tyagi

It depends. For women with house help, remote work is a huge privilege.

As a founder and CEO, I love the flexibility of working from home, especially during periods. My team gets the same – WFH on periods and time off if needed. This kind of workplace freedom wasn't common before, and it makes a big difference.

But for many women, remote work adds more pressure instead of easing it. Balancing office tasks with household responsibilities can make it harder to focus and grow.

The real issue isn't whether work is remote or in-office, it's whether workplaces support women's needs. True flexibility means offering options that work for everyone, whether through hybrid schedules, mental health breaks, or policies that ease the invisible load women carry.

According to Ms. Shayonti Mandal, Chief Communications Officer, RedoQ



Ms. Shayonti Mandal

I think remote work increases workforce participation for mothers, as women with caregiving responsibilities prefer remote options. We know women apply for remote jobs at higher rates than men. This allows them to partake in the economy and give care to the family if they desire.

However, lower visibility in the workplace also affects promotions as remote workers receive less feedback and, therefore, have a limited chance to improve their performance. This directly affects their compensation in some form. Women are also less likely to share their thoughts vocally in a remote setting than in person, especially in fields traditionally dominated by men.

Companies can address these challenges with a hybrid setup, where structured feedback systems can ensure remote employees receive regular performance evaluations, and inclusive meeting practices, such as turn-taking and cold-calling, can encourage participation. Remote working can be very inclusive for women if organisations build models that balance flexibility with equitable career growth opportunities.

According to Dr. Malini Saba, Businesswoman, Psychologist, global advocate for women and girls, philanthropist, and founder of the Ananke Foundation

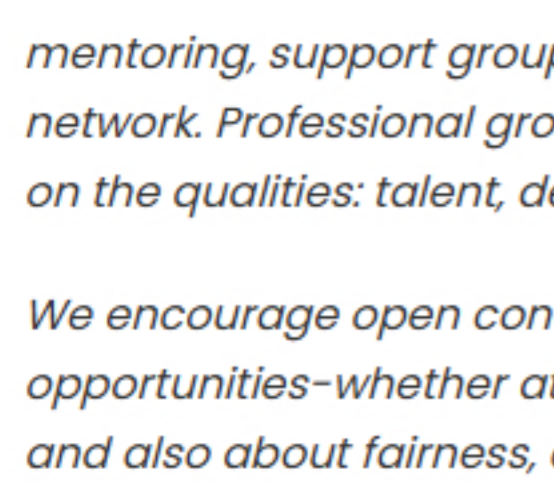


Dr. Malini Saba

I completely agree that working remotely offers flexibility, but I believe it's important to maintain a clear distinction between work and home. Being in the workplace fosters team building, provides structure, boosts collaboration, and strengthens creativity. It encourages individuals to connect in person, share ideas, and benefit from the energy of working together. Work is more than just completing tasks—it's about meaningful conversations, brainstorming, and teamwork.

For women, stepping out, dressing for work, and being in a professional space isn't just a routine—it's an outlet, a way to embrace their identity beyond home responsibilities. While remote work has its benefits, it's important to ensure it doesn't limit career growth. Women deserve equal opportunities for leadership, mentorship, and decision-making, no matter where they work. A healthy balance is key to thriving in both professional and personal life.

According to Mr. Abhinav Sehgal, DGM Human Resources, AAFT Noida



Mr. Abhinav Sehgal

As an HR leader, I've seen firsthand how hybrid work has been both a blessing and a challenge for women. The best part of hybrid work would have to be that it allows them to juggle their personal and professional lives. The bitter part is being missed out from leadership as well as critical opportunities.

At AAFT, we want to make sure no woman feels out of sight and out of mind. We have mentoring, support groups, and development pathways for women in a hybrid network. Professional growth should not depend on physical presence but rather on the qualities: talent, dedication, and impact.

We encourage open conversations, fair evaluations, and equal access to opportunities—whether at home or in the office. The future of work is for flexibility and also about fairness, and we are making that a reality at AAFT.

According to Ms. Deepali Gola, Marketing Head, Shephertz



Ms. Deepali Gola

As the Marketing Head of Shephertz, I have experienced tremendous growth and opportunities to perform and be recognized. Remote working has allowed me to focus not only on my work but also on enhancing my skills. The flexibility of remote work has enabled me to manage my time more effectively, leading to increased productivity and job satisfaction. Without the daily commute, I have more time to concentrate on my tasks and personal development, resulting in significant professional growth and recognition within my company.

Working remotely has also provided opportunities to take on leadership roles in virtual projects and teams. As a working mother, the shift to remote work has been incredibly beneficial. It has provided the flexibility to balance my professional responsibilities with my personal life. I can attend meetings from home, which allows me to be present for my children's important moments and manage household tasks more efficiently. This flexibility has reduced my stress levels and improved my overall well-being.

Moreover, remote work has allowed me to spend more quality time with my family. Being present for my children's milestones and supporting them in their daily activities has strengthened our bond. This support system at home has been invaluable and has contributed to my overall happiness and job satisfaction.

According to Ms. Akanksha Sharma, Co-Founder, CEO of CITTA



Ms. Akanksha Sharma

I see hybrid work as a powerful shift for women in the workplace. It offers flexibility, enabling many to balance careers and personal lives in ways that were once difficult. It has opened doors for those who may have been held back by rigid work structures. However, with flexibility comes the challenge of visibility. Women must remain active in leadership conversations, mentorship opportunities, and key

decisions, whether in the office or working remotely. Companies, too, have a role to play in ensuring equal access to growth and leadership opportunities, regardless of where employees work. Hybrid work isn't just about where we work, it's about how we work. When done right, it can be a game-changer, creating more inclusive, dynamic, and empowered workplaces for women. The future of work is ours to shape, let's make it work for us.

According to Ms. Shreya Sharma, Founder & CEO, Rest The Case



Ms. Shreya Sharma

In India, the rise of hybrid work models has been a two-edged sword for women. On the one hand, it provides flexibility, so that women can balance professional duties with personal responsibility more effectively. One study found that 89% of women appreciated the time to prevent them from coming from increasing the balance between work and life.

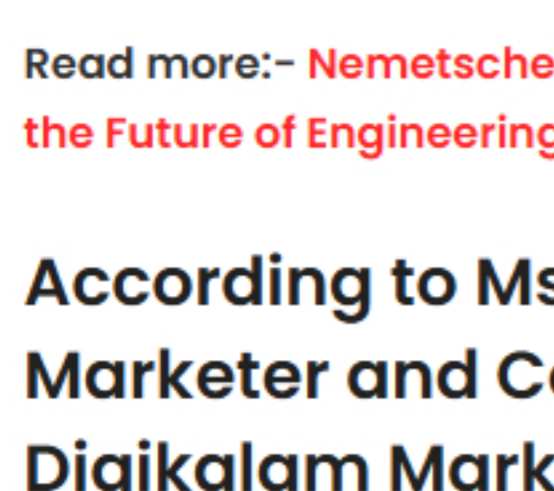
However, this flexibility comes with challenges. Many women report increased domestic responsibilities, which led to stress and increase in burnout. In addition, 50% of hybrid workers believe that such models affect the possibilities of promoting women compared to their male colleagues.

For female entrepreneurs, hybrid work opens a diverse talent pool doors and provides operating flexibility. Nevertheless, they are facing obstacles such as ensuring effective team collaboration and maintaining the company's culture far away. In addition, more than 85% of female entrepreneurs have faced challenges in achieving loan services from public sector banks, which highlight financial obstacles in the entrepreneurship journey.

In short, while hybrid function models provide significant benefits for women in India, in addition to cope with challenges are actually important to strengthen these models and lift the women's career.

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According to Ms. Isha Chopra, Social Media Marketer and Consultant, and Co-founder of Digikalam Marketing Services LLP



Ms. Isha Chopra

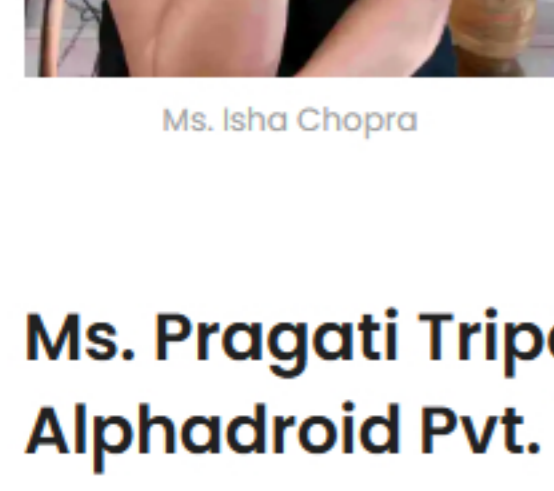
Hybrid work has been a game-changer for women, especially mothers balancing careers and caregiving. As a content creator and influencer working remotely, I've experienced firsthand how this flexibility allows me to raise my child while continuing my career without compromise. Remote work removes geographical barriers, fosters financial independence, and provides opportunities that were once out of reach. However, challenges like reduced visibility in leadership and networking gaps remain. To truly empower women, companies must implement inclusive policies that ensure remote workers have equal access to growth and leadership opportunities. Hybrid work isn't just about flexibility—it's about reshaping the future of work to support both professional ambitions and personal responsibilities.

Hybrid work is not just a shift in where we work—it's a transformation in how we lead, innovate, and grow. As a woman entrepreneur, I see it as an incredible enabler, giving us the freedom to build businesses on our own terms while staying deeply connected to global opportunities.

This new era isn't about choosing between flexibility and success—it's about embracing both. With the right mindset, strategic networking, and digital presence, hybrid work amplifies visibility and impact like never before. It allows us to break free from traditional constraints, access a broader talent pool, and drive innovation in ways that weren't possible before.

For women entrepreneurs, hybrid work is not just working—it's leading with agility, shaping industries, and redefining success on our own terms.

Ms. Pragati Tripathi, Chief of Business and Strategy, Alphadroid Pvt. Ltd.



Ms. Pragati Tripathi

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