

No [wo]man left
behind:

how material access may help
bridge the gendered digital
divide in Pakistan

Agenda

01 The Gendered Digital Divide

02 Material vs Physical Access

03 Narratives

04 Recommendations

244
Million

fewer women than men
access the internet globally.

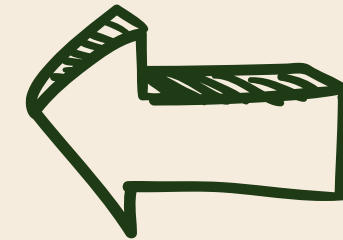
67.5%

digital gender gap in
Pakistan as of 2023.

7%

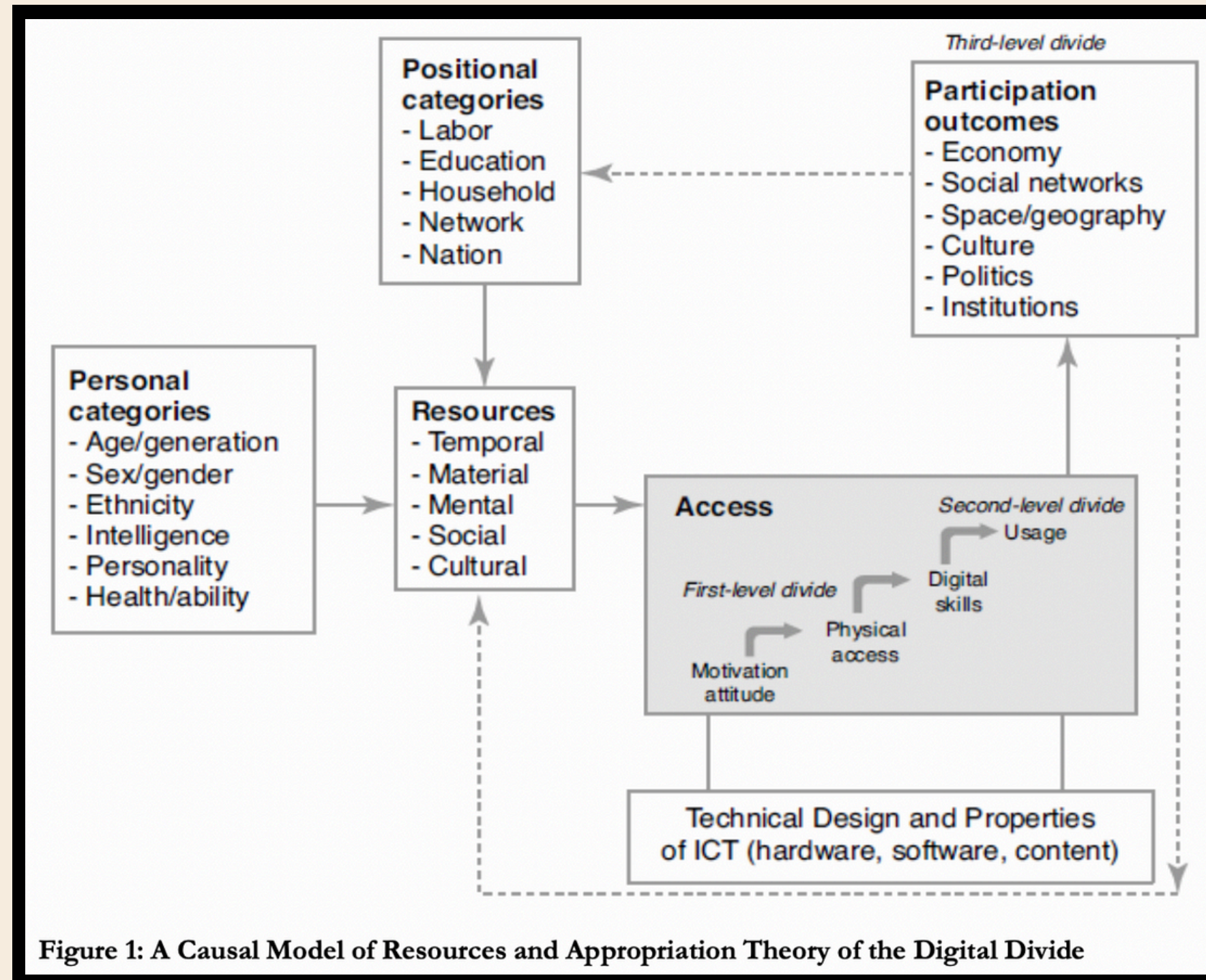
of women in rural Pakistan
have access to the internet.

Bridging the Gendered Digital Divide



+ Why Does This Matter?

- Economic Benefits
 - Financial independence and / or additional support for households
 - Hiring female employees for leadership can increase company profits and performance by ~50%
 - Pakistan's GDP has the potential to increase by 60% over the next four years - *if* women are able to contribute to the labour force
- Social Benefits
 - Social inclusion - platforms for female voices
 - More equal social status = reduced gender-based violence
 - Access to communities and support
- National Reputation
 - Currently 2nd from last for gender equality



van Dijk, 2020

- **Physical Access**
 - Access to physical technologies (computers, phones, Internet cables)
- **Material Access**
 - **Access to digital skills / literacy, motivation for usage, and social benefits**



Shaihla



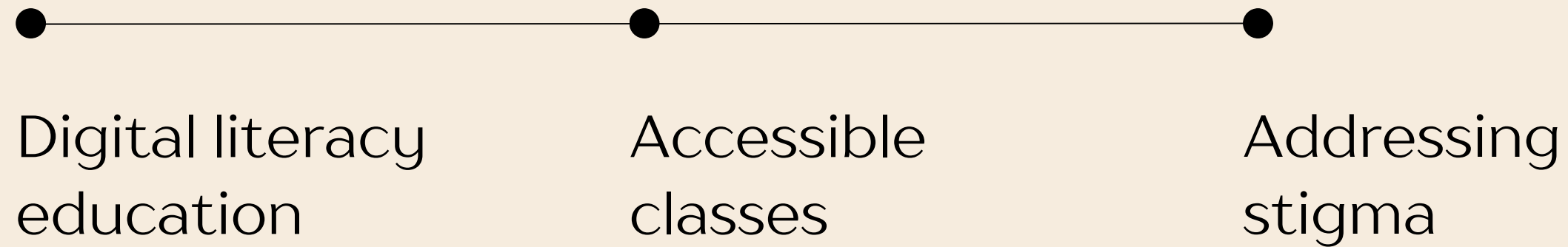
Sabiha



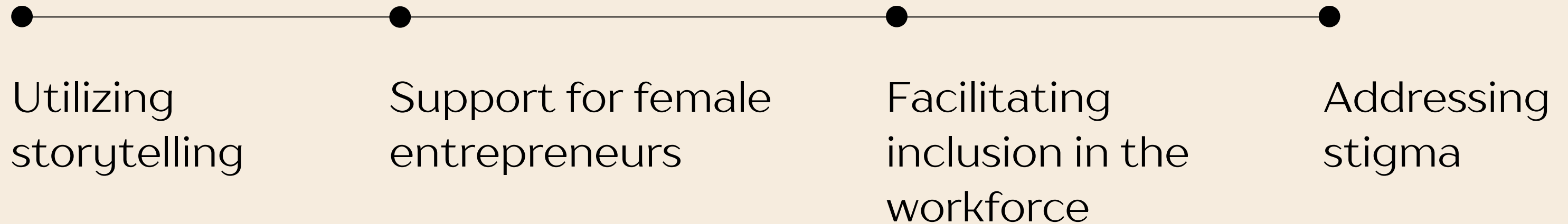
Aisha

Recommendations

Skills



Motivation



Thank you!

Learn More:

