

# Gig is Big in Indian Industry: Concept and Overview

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**Abstract:** *This paper will deal with the concepts and overview of Gig economy, and also study the major challenges and benefits of gig the economy based on flexible, temporary, or freelance jobs, is called the gig economy. The Code on Social Security, 2020 defines gig workers as those engaged in livelihoods outside traditional employer-employee relationships. It may involve connecting with clients or customers through an online platform. The gig economy can benefit workers, businesses, and consumers by making work more adaptable to the needs of the moment and the demand for flexible lifestyles..*

**Keywords:** Gig, Platform Workers, Freelance, livelihoods, customers, flexible lifestyles

## I. INTRODUCTION

Over the years a job has been either a permanent full time job or a part time job but the recent trend shows increasing number of short term jobs also known as Gigs for example freelancing, contract workers etc. A Gig economy is one such labour market which is characterized by this short term Freelance works or contract works instead of permanent jobs this gig economy is now taking of a larger portion of the entire workforce. This happens meagerly due to technology then people can work remotely for who so ever they want. The gig workforce rapidly growing rest of the world, in India world's youngest population with tremendous urbanization happened along with smartphones and associate technology has been accepted amongst the young generation. Gig economy platform in India can be classified one is non-platform based workers and second one is platform based workers those whose work is based online software Apps or digital based. Non-platform workers are coming under casual wage workers and having own account workers in the conventional sectors working part time or fulltime. The worker's perspective in economic terms there is having huge job potential in gig economy sector. NITI Aayog estimated that, the 21.77 lakh (7.7) billion workers were engaged in gig economy sector in the year of 2020. Its include 22% of skilled worker whereas 47% of worker's semi - skilled and 31% of workers were low skilled workers were engaged. Niti Aayog recommended to extending social security measures for such workers and their entire families in partnership mode as envisaged in code on social security.

Even though gig economy having wide variety of employment opportunities, it must offer to all those who are willing to engage in such employments. It enhances job potential to amongst such thrust areas.

### Objectives of the Study:

- To study the Gig workers economic well-being.
- To study the job potential in Gig economy.
- To study the challenges and opportunities in the Gig economy sector.

## II. RESEARCH METHODOLOGY

This research paper is purely based on secondary data, which collected by published peer review research papers, Daily News Papers, published report of Government Departments and actively studied literature by researcher to present this research paper.

### Gig Economy: An Overview

According to Boston consulting group 15 million gig workforce employed across different industries such as, software, share services and professional services. In 2019 reported by India staffing federation India is the fifth largest in flexi-staffing at globally after the US, China, Brazil and Japan.

Gig economy is open market system which an organization has temporarily positions and contract independent workers for short-term engagements. Other hand gig workers- a person who perform works or participates in a works arrangement to earn by indulging such activities outside traditional employer- employee relationship. With the rise of the digital age, today's workforce is becoming more mobile, with the freedom to work anywhere, which is regarded as a major reason for the Gig economy's surge.

### Gig work is expanding in all sectors.

The gig economy has to estimate the growth and size of the gig-platform economy and its contribution to India's economic productivity. An alternative approaches grounded in actual data of the number of workers wearing the platform labour hat are necessary. Furthermore, by using these estimates, the platform economy is contribution to India's GDP must be determined. It should also be determined if the effects vary based on the degree of urbanisation, among other factors. Such a heightened understanding of the platform economy will enable India to protect workers suitably while also creating an enabling environment for the sustainable growth of the platform economy.

As the gig-platform economy grows, there is a positive interest has looking from all quarters to study its impact on the microeconomic and macroeconomic levels. While this report estimates the size of the gig-platform workforce in India, demystifies the impact of platformization on livelihoods in urban India, outlines the characteristics of platform labour and workers, and presents evidence on its innovative practices to drive social and financial inclusion, further research is needed to improve our collective understanding of the platform economy. The researcher has to found the following aspects which has derived as follow from NITI Aayog Report:

- A. In terms of industrial classification, about 26.6 lakh (2.7 million) gig workers were involved in retail trade and sales, and about 13 lakhs (1.3 million) were in the transportation sector.
- B. about 6.2 lakhs (0.6 million) were in manufacturing and another 6.3 lakhs (0.6 million) in the finance and insurance activities.
- C. The retail sector saw an increase of 15 lakhs (1.5 million) workers during 2011-12 to 2019-20, transport sector 7.8 lakhs (0.8 million), manufacturing — 3.9 lakhs (0.4 million).
- D. In the education sector, the expansion was from 66,000 to more than one lakh (100,000) by 2019-20.

### Challenges of Gig and Platform workers:

- **Job and Income Security:** Platform workers in India are worked on the per task basis. There is no fixed guarantee for earning income and retain a job. Maximum employer is fire after completing the work or if new technology adopting in the industry platform workers may be fire.
- **Skills Mismatching:** According to ILO surveys, workers with higher educational achievements are not necessarily finding work commensurate with their skills.
- **Safety:** Workers engaged in employment with the digital platforms, particularly, women workers in the app-based taxi and delivery sectors face various occupational safety and health risks.
- **Bargaining Power:** Do not benefit from labour regulations pertaining to wages, hours, working conditions, and the right to collective bargaining.
- **Wages:** Low wages, unequal gender participation, and a lack of possibility for upward mobility within an organization.

### Benefits of the Gig platform workers:

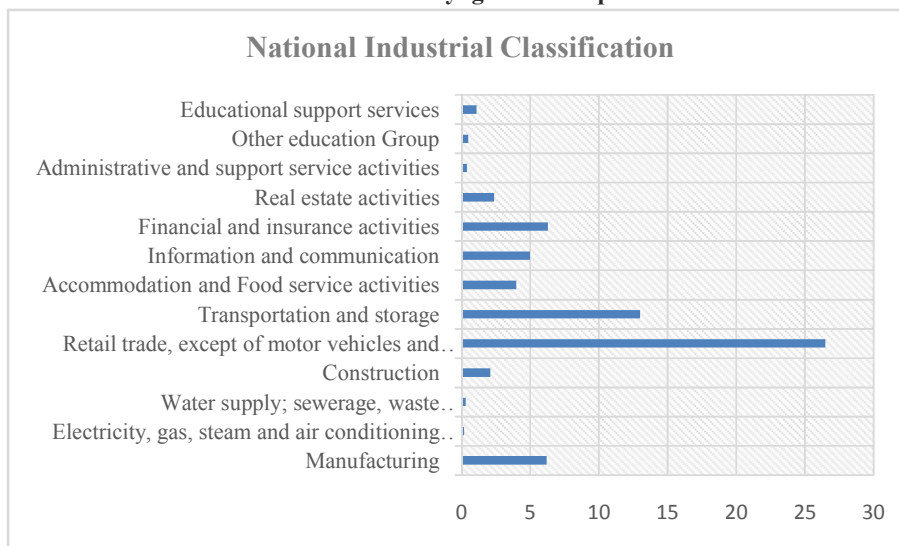
Gig platform workers have potential benefits on multiple platforms. These platform workers are can work also organised sector or unorganised sectors. Such mobile workers face to difficulties in accessing complete social security benefits. Therefore, to ensure that benefits are easily accessed by workers, universal and portable social security measures are important. Here, India should leverage technology to digitalise work. India is a global trailblazer in

fostering digital financial inclusion through the unique India Stack platform for financial transactions and Direct Benefit Transfers. India is requiring a framework that balances the flexibility offered by platforms while also ensuring social security of workers. The consequent platformization of work has given rise to a new classification of labour. Platform labour falling outside of the purview of the traditional dichotomy of formal and informal labour. Apart from that, the impetus through digitalisation, operating outside the traditional “employer-employee” relationship enables platforms to scale within and across geographies as well as sectors. Policies designed by platform firms and governments need to keep in mind specific benefits has been offered of workers in these sectors. There is may not having paid sick leaves and Insurance in the corona outbreaks these sector has faced many challenges in this pandemic, as part of initiatives should be taken for mitigating challenges posed in covid-19 pandemic platforms such as Uber, Ola, Swiggy, Zomato, and flipkart etc. Such organization must cover sick leaves and insurance for their family members for strengthening the gig economy.

**Industrial Classification of Gig Workers 2019-20**

Sr. No.	Particulars	In lakhs
1	Manufacturing	6.2
2	Electricity, gas, steam and air conditioning supplies	0.2
3	Water supply; sewerage, waste management and remediation activities	0.3
4	Construction	2.1
5	Retail trade, except of motor vehicles and motorcycles	26.5
6	Transportation and storage	13
7	Accommodation and Food service activities	4
8	Information and communication	5
9	Financial and insurance activities	6.3
10	Real estate activities	2.4
11	Administrative and support service activities	0.4
12	Other education Group	0.5
13	Educational support services	1.1

Source: Niti Aayog annual report



It can be noted that even as gig workers are increasing in all the sectors highlighted- Retail trade, except of motor vehicles and Construction are engaged highest number of gig workers.

The estimates thus show that gig workers are growing in all sectors, and the share of gig workers is also increasing in sectors that were not initially having gig workers. In terms of future projections, growth and diversification of gig workers across industries is a clear indication that gig work would expand further and may be a key form of employment in future, though it is relatively small today.

As per the NITI Aayog Final Report on Gig Worker the sectoral concentration in highly concentrated sectors is gradually declining as well. For instance, the retail trade sector accounted for nearly 42% of all gig workers which declined to 39% by 2019-20. For the transportation sector, the share declined from 20.7 % to 19.1% in 2019-20. The real estate sector increased from 1.7% to 3.5% and construction increased from 1.2% to 3.06% during the same period. The estimates thus show that gig workers are growing in all sectors, and the share of gig workers is also increasing in sectors that were not initially having gig workers. In terms of future projections, growth and diversification of gig workers across industries is a clear indication that gig work would expand further and may be a key form of employment in future, though it is relatively small today.

### III. CONCLUSION

A gig economy is a free market system in which temporary, flexible jobs are commonplace and companies tend toward hiring independent contractors and freelancers instead of full-time employees. It undermines the traditional economy of full-time workers who rarely change positions and instead focus on a lifetime career. Workers perform "gigs," in which they are employed for a specific task or time. This is done to achieve advantage of cost, quality, and flexibility. Once the task is complete, the worker is free to move on. At its core are app-based platforms that dole out work in bits and pieces — making deliveries, driving passengers or cleaning homes - leading some to prefer the term "platform economy". Companies like Uber, Airbnb, Zomato have made a huge success with this concept. Not all gig economy roles are based around a technology platform. Gig economy workers can also work for more traditional companies, which have changed how their staffing system operates. Code on Social Security, 2019, introduced in Parliament defines gig workers as "workers outside of the traditional employer-employee relationship (e.g., freelancers)". The gig economy is poised to undergo rapid expansion in the coming decade. While the gig economy sector has several upsides with respect to growth and livelihood opportunities, there are some serious concerns that need regulation. NITI Aayog recommendations can help address the concerns of gig workers in India. The Global Gig Economy Index report, 2020, which highlighted world's fastest-growing freelance markets, has ranked India among the top 10 countries.

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