



सरकारी तरफ से

NITI Aayog

Report on

India's Booming Gig and Platform Economy

**Perspectives and Recommendations
on the Future of Work**



Expert Research Team

| | | |
|-----------------------|--|------------------------|
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Evolution of Gig-Platform Economy around the World

5X rise
since 2010

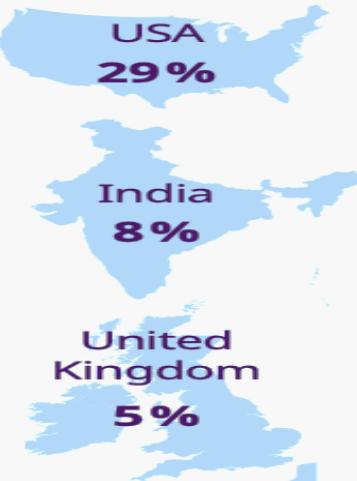


- Hybrid
- Delivery
- Taxi
- Online web-based



► **Exponential growth
in the number of platforms**

Concentration of
platforms in



US\$ 52 Billion
Global Revenue
generated by
Platforms

Source: [ILO, 2021](#)

India: Context



Young Demography

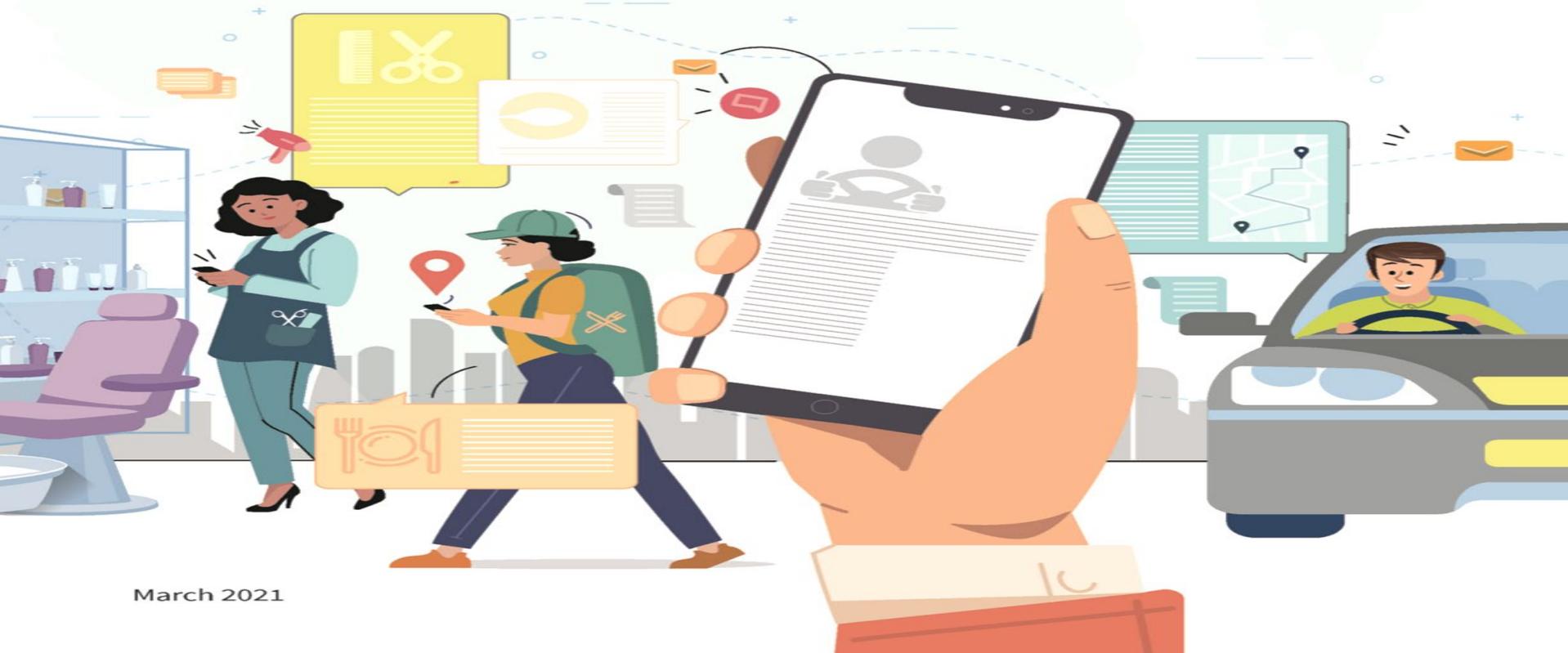
Digital Technologies & Smartphones

Widespread Access to Internet

Rising Urbanization



Study focusses on both Economic and Worker Perspectives



The Study

Estimates of the Size of Gig and Platform Workforce & Future Projections

Relevance of Gig & Platform Economy for India

Case Studies of Global Best Practices/Initiatives in the Platform Economy

Policy Recommendations & Suggested Initiatives

Estimates for Gig & Platform Sector in India

2020-2021
7.7 million
2.6% of Non-Agricultural Workforce
1.5% of the Total Workforce



By 2029-2030
Gig Workforce Expected to Expand to 23.5 million
6.7% of Non-Agricultural Workers
4.1% of Total Workforce

Based on NSSO Employment-Unemployment Survey (EUS, 2011-12) and Periodic Labour Force Survey (PLFS 2017-18, 2018-19, 2019-20 datasets)

Projections of Share of Gig Work Employment by Skill Category

At present...



| Low Skilled | Medium Skilled | High Skilled |
|-------------|----------------|--------------|
| 31% | 47% | 22% |

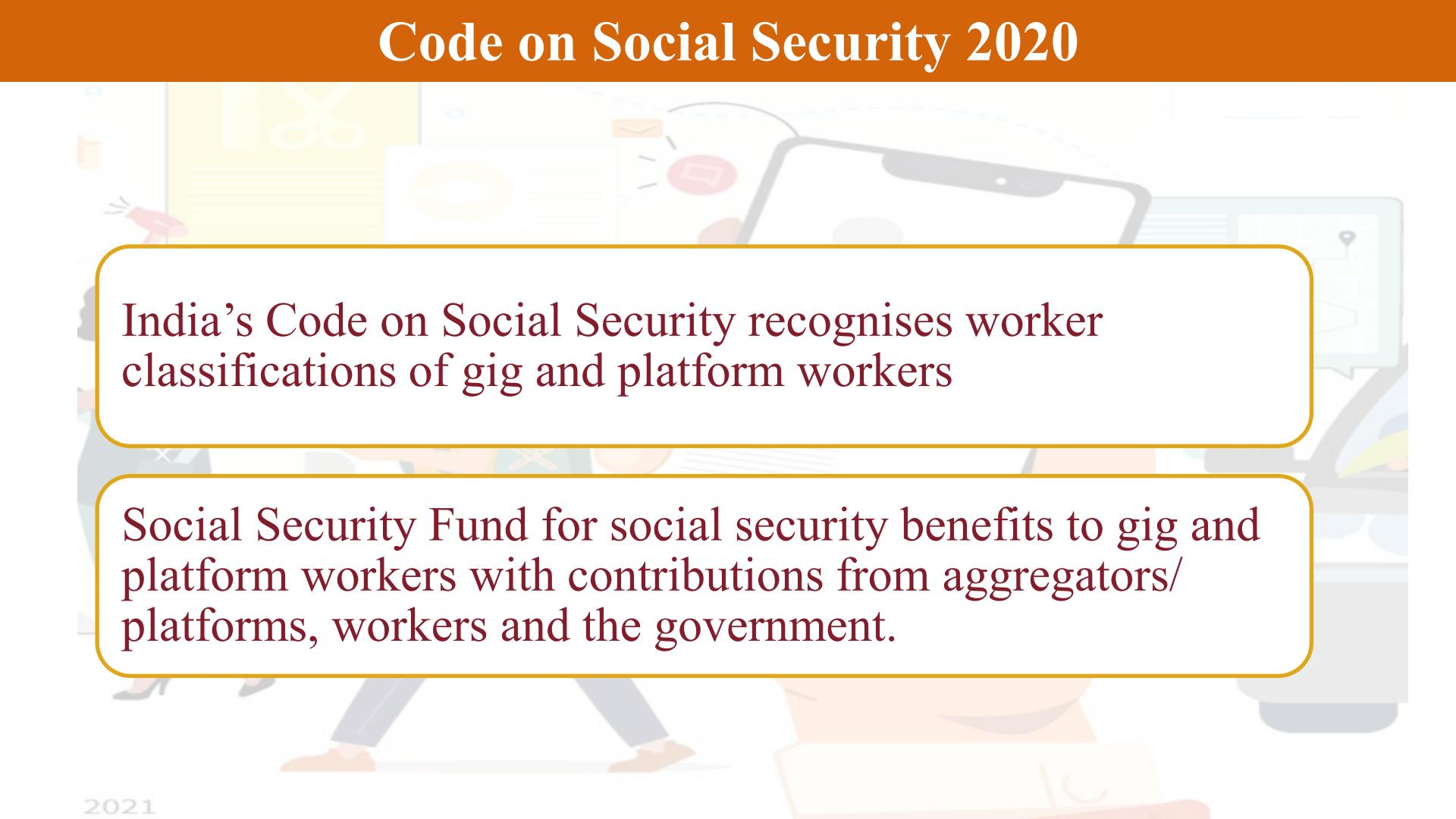
It may be expected that while the domination of medium skills would continue till 2030, gig work with other skills will emerge..

By 2030...

| Low Skilled | Medium Skilled | High Skilled |
|---|---|---|
| 33.8%  | 38.7%  | 27.5%  |

In effect, this trend would imply that gig work will grow in size and would become part of livelihood across sectors and occupations.

Code on Social Security 2020



India's Code on Social Security recognises worker classifications of gig and platform workers

Social Security Fund for social security benefits to gig and platform workers with contributions from aggregators/ platforms, workers and the government.

E-Shram Platform

The Ministry of Labour and Employment launched the e-SHRAM portal in August 2021. The portal is a centralized national database of unorganised workers, including construction workers, gig and platform workers, migrant workers, among others.

The government envisages e-SHRAM as a unified window, wherein all future social security and welfare benefits of unorganised workers will be delivered through this portal.

The e-SHRAM portal can also be a source of providing data on gig and platform workers, such as their occupation, skill sets and access to social security.

Recommendations & Suggestions

Enabling Entrepreneurship & Social Inclusion

Skill Development for Platform Economy

Initiatives for Social Security

Future Estimates of the Workforce

Suggestions for Future Research

The Future of Platform Economy: Suggestions for Further Research

Studies on Small Platforms

Studies on Women-run Platforms

Are Platforms leading to Formalization of Employment?

Platform Economy's Contribution to India's GDP



Skills for Platform Economy

Skills Required for the Platform Economy

Technical Skills/ Domain Skills

Digital Skills

Communication Skills

Soft Skills (Adaptability, Resilience, Punctuality)

Financial Literacy

Collaborative Skills

Entrepreneurial Skills

Skill Development : Challenges for Platform Workers

Skills Mismatch & Projection of Skills

Skills Mismatch

Not finding work commensurate with their educational qualifications

-Workers on online web-based platforms sometimes have more skills than demanded for the tasks

Skill Upgradation

Need for technical training more prominent among workers on web-based platforms

Lack of Awareness & Information

-Workers on online web-based platforms work remotely, may have only minimal interaction with other workers



Projection of Skills

Showcasing of their skills

-Portability of platform specific skills credentials (as well as work history and ratings) is limited, may restrict workers from moving to other platforms

Gender Perspective : Challenges for Women

Skills Mismatch

More women on online-platforms than on location-based platforms

- Women workers may have more skills & education qualifications than demanded for the tasks



Access to Skills

Access to internet and associated technology – a restrictive factor for women due to both economic and socio-cultural barriers

- Particularly in rural and remote areas

Lower Access to Internet & Smartphones

Data suggests lower access to internet & smartphones for women

- Only 25% women owned smartphones compared to 41% men in India (GSMA Mobile Gender Gap Report, 2021)

Time constraints

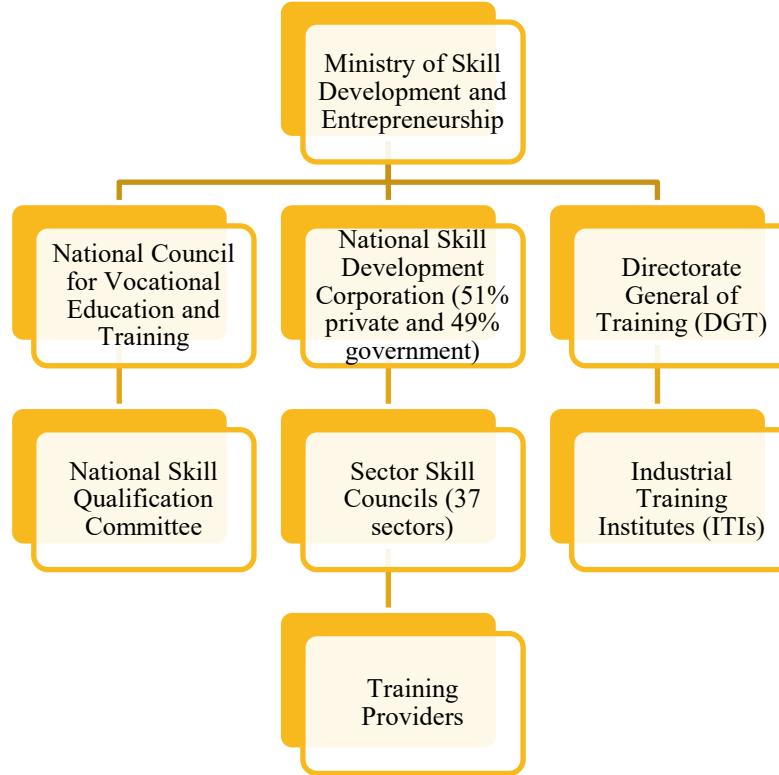
Care burden, existing work responsibilities

Financial Constraints

- paid skill courses

Suggestions & Recommendations

Skill Ecosystem in India



Skill Development for Platform Jobs

Platform-led Models of Skilling and Job Creation need to be promoted

- Platforms can collaborate with MSDE & NSDC to nurture skilled workers & microentrepreneurship
- On-the-Job Learning, Apprenticeships

Skill Training led by Platforms

Promote platform-led transformational skilling leading to horizontal and vertical mobility

- Train informal sector workers engaged in construction, driving & other services to take up jobs in the gig & platform sector, empowering them to augment their earnings

Platforms can have ‘Skill Certificates’ or ‘Skill Badges’ for workers that platform businesses can provide

- Visible on Online Profile of Workers: enabling better career progression through skill upgradation



The potential of platform-led skilling may be included in National Skill Development & Entrepreneurship Policy and incorporated in the formulation of all roadmaps & strategies for skill development

Skill Development for Platform Jobs

Skill Certificates or 'Skill Badges for workers that platform businesses can provide

- Visible on Online Profile of Workers: enabling better career progression through skill upgradation

Recognition of Prior Learning (RPL) certification for platform workers under Skill India Mission programmes

Showcasing of Skills & Portability

Skills 'CV'/Certificate

For portability of data on skill credentials, work experience, reputation/performance score, etc. across platforms (e.g. Gig CV in Netherlands) – could be led by NSDC

E-Skill India portal

Aggregator of Learning Content Created by Private Trainers



Skill Development for Women Workers

Enabling Women to take up Platform Jobs

- Enhance Skill Development, Asset Ownership, Access to Digital Skills & Technology
- Awareness Programmes for Workers
- Outcome oriented Skill Development Programmes led by Platform Companies
- Better Infrastructure & Work Design to Create Enabling Environment for Women



Skill Development for the Platform Economy: Suggestions for Further Research

Informal Work and Skills Training

Skill Development Challenges & Initiatives needed for Women Workers

Skill Development Challenges & Initiatives needed for PwDs

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Approaches for Future Skills Training



THANK YOU