



NITI Aayog

Report on

# India's Booming Gig and Platform Economy

Perspectives and Recommendations  
on the Future of Work



## Expert Research Team

Dr. Sakshi Khurana	Senior Specialist, Skill Development, & Employment, NITI Aayog	sakshi.khurana@gov.in
Dr. S.K. Sasikumar	Former Senior Fellow, V. V. Giri National Labour Institute	sasikumarsk2@gmail.com
Dr. Vinoj Abraham	Professor, Centre for Development Studies, Thiruvananthapuram	vinojabraham@gmail.com
Dr. Balakrushna Padhi	Assistant Professor, BITS-Pilani, Rajasthan	padhicds@gmail.com

# Evolution of Gig-Platform Economy around the World

**5x** rise  
since 2010

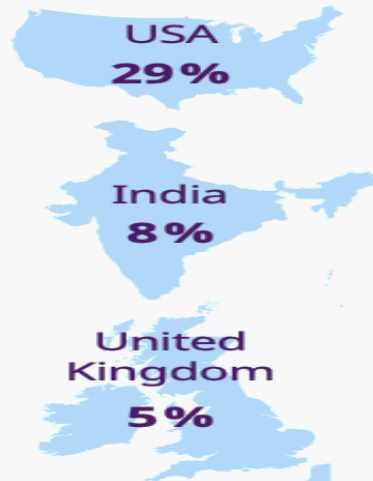


Hybrid  
Delivery  
Taxi  
Online  
web-based

2000 2010 2020

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

Concentration of  
platforms in



**US\$ 52 Billion**  
Global Revenue  
generated by  
Platforms

Source: [ILO, 2021](#)

Growth of Platform Work – One of the Most Important Transformations in the World of Work over the Past Decade (ILO 2018)

# India: Context

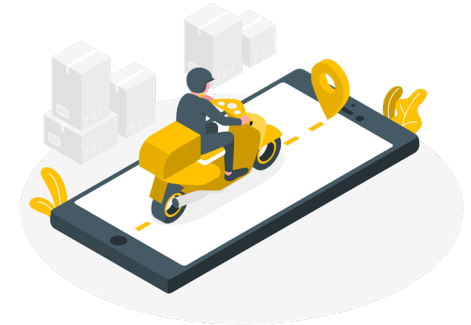


Young  
Demography

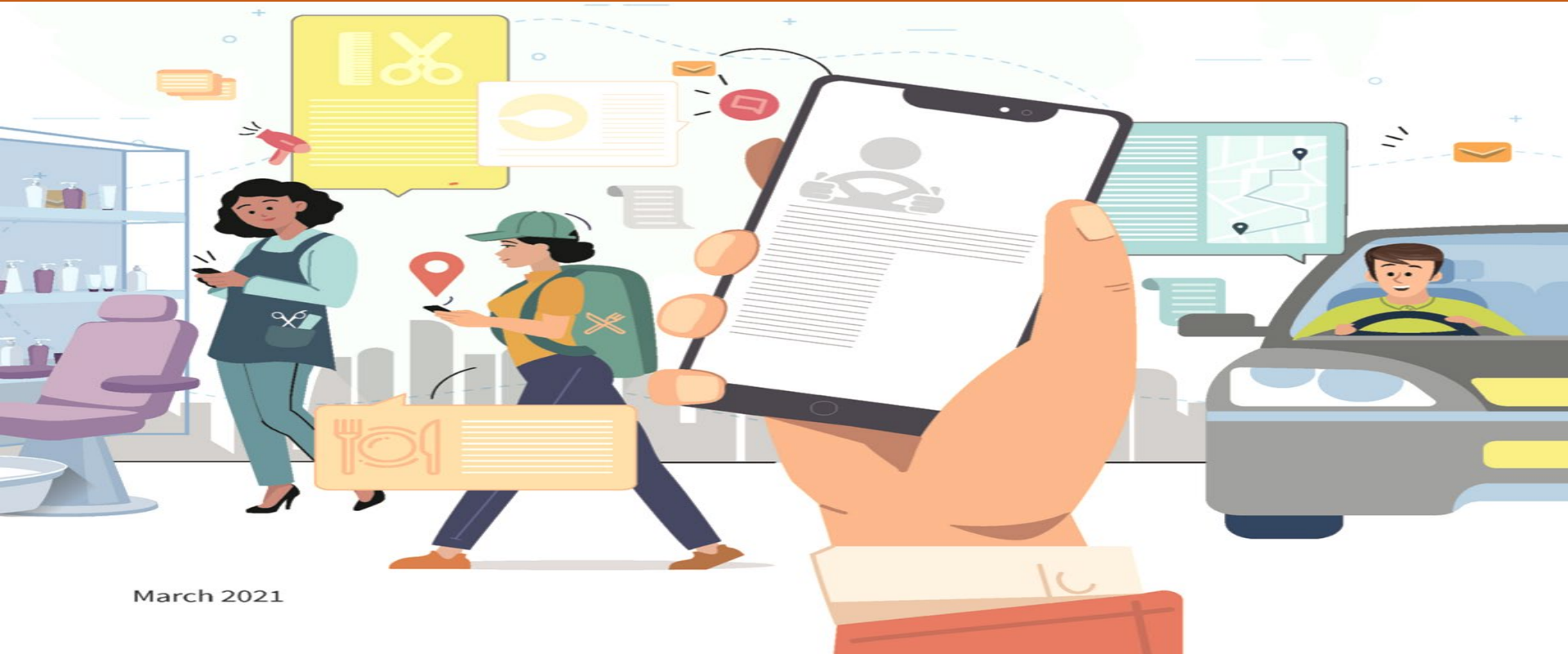
Digital Technologies  
& Smartphones

Widespread Access  
to Internet

Rising Urbanization



# Study focusses on both Economic and Worker Perspectives



March 2021

# 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

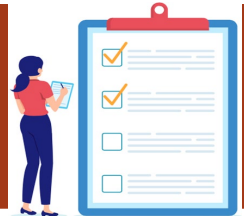
Studies on Small Platforms

Studies on Women-run Platforms

Are Platforms leading to Formalization of Employment?

12

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

## Lack of Awareness & Information

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

## Skill Upgradation

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

## 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)

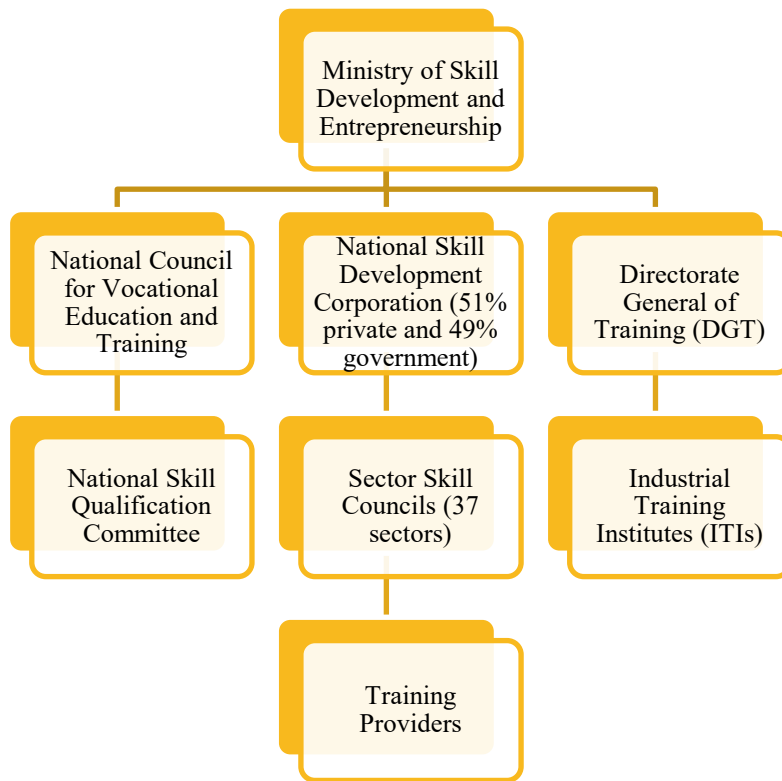
## Time constraints

**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

**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

Skill  
Training  
led by  
Platforms

**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

23

Approaches for Future Skills Training



THANK YOU