



Women Entrepreneurship In Gig Platforms: Opportunities And Challenges In Davangere

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Abstract:

The platform driven gig frugality facilitates their entry into the pool and allows them to work flexible hours that accommodate their ménage liabilities. The participation of women in the labour force contributes to the profitable development of the nation and gender equity. The NITI Aayog estimates that about 7.7 million, or about 1.5 percent of India's pool, were engaged in the gig frugality in 2020 – 21. Just as important is that the platform- grounded gig frugality in India holds significant implicit to empower women in ways traditional sectors have therefore far failed to do. In malignancy of all the challenges, in India the participation of women in the gig job is low in between 16 to 23 percent. The proliferation of app- grounded technologies in the once five times has further accelerated this growth line. India's booming gig frugality is drawing millennials, including women, with its pledge of indispensable employment avenues. For women workers, the gig frugality holds particular significance as digital platforms are seen as implicit vehicles for adding their participation in the labor request. India has long grappled with the issue of low and declining womanish labor force participation, with rates among the smallest in South Asia. Against this background, the rapid-fire expansion of India's gig frugality could help palliate some of the walls women face by offering inflexibility to balance care scores while engaging in work. Despite the adding participation of women in the gig frugality, numerous of the available jobs remain concentrated in traditionally womanish- dominated and low- pay envelope sectors similar as domestic work, caregiving, beauty, and heartiness. Gig work presents a multitude of challenges for women, including limited access to the digital frugality and enterprises regarding security and safety, which hamper their full engagement in this sector. The present paper highlights on the participation of the women in the gig - work, issues and Challenges and policy recommendation.

Keywords: Women Empowerment, Platform Economy, Gig Fragility, Indispensable Employment.

Introduction:

Gig Economy:

Gig Frugality refers to a request system where the association or the companies hire the contract workers for the short term engagements. Similar independent workers

are generally hired for specific time period to fulfill the short term commitments. The term 'gig' has been related to specified period of time, which means these workers are engaged to complete their performance according to the demand of the association. Gig workers substantially include the

freelancers, design- grounded workers, independent contractors or the part- time hires. There are colorful factors that have caused rise in the gig frugality including mobile pool and digital platforms to work ever. Not only this, there are also some gig apps as well as digital technological base to connect with the guests and the gig workers. The stylish part to work in this terrain includes the choice to elect the people whom they want to work with or set the working schedule as per their own inflexibility. Numerous studies have also revealed that lately it has been a tendency for the working individualities to constantly change their jobs till they're employed in the profession of their interest and this has led to rise in the stage of Gig Economy in the world (Nair, 2019). Gig frugality can be farther insulated into two types digital gig frugality that includes online labour and physical gig frugality that includes work- on- demand via Apps (Heeks, 2017).

Women in gig-platforms:

“Whenever the unemployment rate is high, men get prioritized [for jobs] as they are seen as breadwinners and women as homemakers. In times of economic prosperity, women are hired last, and during a crisis they are fired first and are the last to be hired” (Vibhuti Patel quoted in Kumar 2020). India's womanish pool participation rate is alarmingly low, with lower than 20 of women engaged in paid jobs, a trend that has been declining over the once two decades, according to a report by India Today(June). The International Labour Organization (ILO) reports a significant gender gap in employability, with only 19.2 of women compared to 70.1 of men in the labor force. An Indian Express report

suggests that increased involvement of women in entrepreneurship could mainly boost India's GDP by\$ 0.7 trillion by 2025. By establishing and managing their own businesses, women entrepreneurs not only produce job openings for other women but also serve as alleviations for them to enter the pool, potentially driving significant profitable growth. Despite the desire expressed by 52 of women in India to work, walls persist, leading to a decline in womanish labor participation rates across colorful social classes, persuasions, and age groups, including pastoral women who frequently depend on income the most.

Review of Literature:

- Hunt, A., & Samman, E. (2019) sought to summarize the experiences of workers within the 'on-demand' gig economy, which generally offers lower-skilled and lower-paid positions compared to other types of gig work. The study also emphasized the effects on women, who grapple with disadvantages linked to poverty and multiple intersecting inequalities.
- Prabhat, S. et al. (2019) aimed to explore the impact of ride-hailing applications in the Indian market. It examined both the challenges and opportunities presented by these ride-hailing services. Additionally, it provided insights from an ethnographic study of Uber drivers in India.
- Behl, A. et al. (2022) sought to investigate the challenges or obstacles in the food delivery industry concerning the entrance of gig workers and also analyzed the relationship between the entry barriers to gig platforms and their workplaces. They proposed various

strategies aimed at mitigating these entry-level barriers to boost productivity and create job opportunities.

- Chakraborty, R. et al. (2022) concentrated on topics such as women's employment in the formal sector, including the impact of start-ups, the consequences of newly established labor codes, and the perspective of unions. It examined possible improvements in policy changes along with industry-specific insights regarding the gig economy, encompassing all major sectors.

Objectives of the study:

1. To analyse the demographic condition of the women gig workers.
2. To study the working nature of women as a gig worker.
3. To know the socio economic condition of women gig workers.

Research methodology:

The study includes a descriptive research design, aimed to understanding the nature, challenges, and impacts of women gig workers. The design helps in collecting both quantitative and qualitative data to analyse the socio-economic conditions and experience of women gig workers. The study was set in the urban areas of Davangere. The respondents are selected by purposive sampling technique. This study contained structural interview schedule to obtain the information from the respondents. The sample size of the study was 40 women gig workers in different gig sectors. In the process of entire data collection we adhered to all research ethics. The respondents were fully informed about the researcher's objective.

Data analysis and interpretation:

Demographic profile of the respondents:

1. Age and Marital Status of the Respondents:

Table1.1

Age (in Years)	Marital Status			
	Unmarried	Married	Widow/divorced/separated	Total
Below 20	4	-	-	4
20-30	3	6	-	9
30-40	2	14	2	18
Above 40	1	4	4	9
Total	10	24	6	40

(Source: primary survey)

The analysis of the respondent's age and marital status reveals that the majority (60%) are married, indicating the predominance of married individuals in the sample. About 25% of the respondents are unmarried, most of whom belongs to the younger age groups of below 20 years and 20-30 years. A smaller proportion (15%) comprises widows or divorcees or separated

individuals, mainly concentrated in the above 40 years category, reflecting age related marital transitions. Among the age group, the largest share of respondents (45%) falls in the 30-40 years category, suggesting that the study population largely middle aged, while the smallest share (10%) is from below 20 years, indicating fewer young participants.

2. Educational qualification and Type of Family of the Respondents:

Table 1.2

Education (No. of Years of Schooling)	Type of Family		
	Joint family	Nuclear Family	Total
0-5	3	1	4
5-10	3	5	8
10-15	5	13	18
>15	4	6	10
Total	15	25	40

(Source: primary survey)

The analysis of respondent's educational qualification in relation to family type shows that the highest proportion (45%) have completed 10-15 years of schooling, followed by 25% who have attained more than 15 years of education. A smaller proportion (20%) completed 5-10 years, while only 10% had 0-

5 years of schooling. Nuclear families (25) outnumber joint families (15) in all educational levels.

Working Profile of the Respondents:
1. Place and Number of Working Days of the Respondents:

Table 1.3

Working Place	No. of working days /week				Total
	<2	2-3	3-5	>5	
City limits	5	2	2	1	10
City sub area	4	6	3	1	14
Out of city	7	4	3	2	16
Total	16	12	8	4	40

(Source: primary survey)

The above table tells that out of 40 respondents 40% (16) work less than 2 days per week, 30% (12) work 2-3 days per week, and only 20% (8) respondents. Highest number of respondents 40% are worked in out of the city are followed by 35% are

worked in city sub area and remainings 25% are worked in city limits.

2. Working sectors and timing of the Respondents:

Table 1.4

Sl. No	Sectors	Full-Time	Part-Time	Total
1	Domestic & Care Services	5	3	8
2	Beauty & Wellness	6	2	8
3	E-Commerce	2	2	4
4	Food Services	2	1	3
5	Transport & Delivery	1	1	2
6	Education & Online Tutoring	2	1	3
7	Healthcare & Counselling	3	-	3
8	Production worker Assistant	-	2	2
9	Freelancing & Professional Services	3	1	4
10	Micro entrepreneurship & Reselling	3	-	3
Total		27	13	40

(Source: primary survey)

The analysis of working sectors and timing of the respondents reveals that majority members are engaged in full time gig work (27), while remaining 13 members are working in part time. The largest work sectors are domestic and car services, beauty and wellness, each employing 20% of overall working sector. Freelancing and professional services engages 10% which showing the independent, skill based gig activities. E-Commerce employs 10% which

indicating opportunities in online platforms. Sectors such as food services transport and delivery, online tutoring, healthcare counselling, production worker assistant and micro entrepreneurship and reselling have relatively smaller share.

Income Analysis:

1. Monthly income and Area of residence of the respondents:

Table 1.5

Income month per (in thousands)	Area of residence			
	Rural	Urban	Semi Urban	Total
<10	7	9	4	20
10-15	5	6	3	14
15-20	-	3	3	6
Total	12	18	10	40

(Source: primary survey)

The analysis of income distribution shows that half of the respondents earn below 10,000 rupees per month, reflecting low earning capacity among the majority. Urban residents from the largest group of respondents, and the higher income level (15,000-20,000) are observed only in urban and semi urban areas, while rural

respondents remain confined to the lower income ranges. This highlights the disparity in income opportunities between different areas of residence.

2. Percievnance of Salary and Job Satisfaction of the Workers:

Table 1.6

Job Satisfaction	Percievnance of Salary(in levels)			
	Lower Level	Average Level	High Level	Total
Satisfied	6	6	2	14
Not Satisfied	17	9	-	26
Total	23	15	2	40

(Source: primary survey)

The table shows the relationship between job satisfaction and the perception of salary levels among workers. A majority of workers (26 out of 40) are not satisfied with their jobs. Most dissatisfaction is among those perceiving their salary at “lower level”.

Findings:

- The maximum women gig workers are comes under the age group of 30-40 years (45%). Marital status reveals that the majority (60%) are married.
- The highest number of women gig workers is coming from nuclear family.

Highest proportion (45%) has completed 10-15 years of schooling.

- Maximum number of respondents work less than 2 days per week (40%), and worked out of the city area.
- The study reveals that the majority members are engaged in full time gig work (67.5%).
- The study highlights the disparity in income opportunities between different areas of residence.
- Majority of workers (65%) are not satisfied with their jobs because of low and average level of salary.

Suggestion:

- a) Provide digital literacy for better gig opportunities.
- b) Skill upgradation opportunities by regular training in emerging areas like digital marketing, coding, design etc.
- c) Tie-up with local authorities to ensure women physical safety in the working field.
- d) Platform must actively promote women friendly work environment.
- e) Encourage women gig workers to self-employment or micro business.
- f) Extend health insurance maternity benefits and child care facilities.
- g) Recognise gig workers legally as a part of workforce.

Conclusion:

Empowering women gig workers can contribute significantly to inclusive economic growth, gender equality and sustainable development in the modern labour market. However, challenges such as income instability, lack of social security, digital illiteracy and gender bias still limit their full participation and growth in the gig sector. To enhance their well-being and

productivity, there is a strong need for policy support, digital training, fair pay and social protection measures.

Limitations of the study:

- The study is limited to Davangere district and the sample size restricted to 40.
- The data for the research is fully based on the primary data given by the respondents; there is chance of personal bias.
- Duration of the study was too short.

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