

Women And Gig Economy Opportunities and Challenges

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Abstract

This Research Paper endeavor to observe gig economy and skilled women workers in it. The inspiration and intention of following subject matter is to observe wherein women gig force are greater at ease and extra satisfied with their jobs in comparison to those running in a traditional 8-hour manner because of this number one facts changed into gathered to look the engagement level of professional women gig force in Gig economy and their involvement in it and to become aware of and assess the opportunities and available in Gig systems for skilled women similarly to challenges confronted by way of professional gig women employees employed in education sector in study area Like freelancer, net designing and branding , on-line marketing, pc programmer and coder, content advent Tech-associated offerings.

It has been pronounced by way of various studies that the greater participation of women workers in gig works is due to the ability in dealing with their family and work existence together. But at the same time a number of foremost challenges also have been dealing with by using them. Just like interest insecurity, indiscretion of wages, Social protection, own family obligation, privacy protection and so forth.

Present study is confined to only skilled women workers who face issues and challenges while working in the gig type of environment to earn and support their family life. Both Primary and Secondary data are collected to support the presented arguments in the paper. Method opted for Primary data collection was Questionnaire followed by interview in some cases based on convenience sampling.

Also, for secondary data, literature review comprised of studying the origin of Gig economy, articles in Dailies, journals.

The study has discussed need to understand the role of women workers with the hurdles they face while working in the gig economy. However, this study should not serve as conclusive evidence due to limitations of individual capacity in paradigm of Research.

Keywords: Gig Economy, Gig Work, Skilled Women Workers, Challenges

1. Introduction

The term ‘Gig’ became originally coined in Twenties by using the musicians, which meant ‘engagement’ in that technology. The term engagement was associated with numerous other phrases that blanketed appearing, supporting in addition to attending the musical performances. Later on, this term was given a broader context and that become as ‘Gig financial system’. This new term refers to the ones people or the staffs who meets their cease wishes by way of using or operating themselves for a particular period of time.

Very few research studies have been conducted to understand this terminology. Therefore, since 2009 the term 'gig' has been referred as a freelance work. Unemployment & use of generation are the principle motives amongst these reasons for generating the idea of Gig. Generation primarily based Gig workers have grown rapidly in present time, whose essential contribution in USA . 's economy. In this subject participation of not only men however additionally women is growing on this subject and the possibility of growing are extra visible in coming of destiny. Modern-day development in modern technological traits has multiplied and changed the way of enterprise operates. Consequently, these advancements want to find out a manner for people to modify the effect of numerous modernizations in their lives Currently, the increasing growth of the Gig Economy and the progress of such work relations have led to systematic research.

The Gig is a recent trend with a number of things contributing to its upward push. It's miles at a emerging degree in India. This has a look at attempts to parent out the current situation approximately the emergence of the Gig financial system. Its miles important to take action in those precarious employment arrangements which will safeguard the employees and modify the employment laws to reflect current corporate procedures.

Gig Workers

A person who performs work or participates in work arrangements and earns from such activities outside of traditional employer-employee relationship. They are independent contractors, contract firm workers, online platform worker temporary workers and on-call workers.

Gig Economy

Cambridge dictionary defines Gig Economy as "a way of working that is based on people having temporary jobs or doing separate pieces of work, each paid separately, rather than working for an employer." Gigs' are piece of work or tasks done for different clients over a stipulated period.

According to NITI Aayog:

"The Gig Economy in itself is They can be broadly classified into Platform worker and Non-Platform worker. Platform workers are the ones whose paintings is based on online software apps or virtual structures. Non-platform gig employees are generally casual wage and personal-account workers in traditional sectors, engaged element-time or full-time.

Percentage of women in gig economy in India

The platform has over 75,000+ gig workers registered. As in line with information, inside the ultimate zone, women's participation within the gig economy has increased to 36% from 27%. An analysis of the data from the platform also confirmed that there was drastic call for far flung work from girls troubles confronted by girls within the gig financial system aside from pay disparity, regardless of women's growing participation within the gig financial system, gender-based totally discrimination, unruly customers, abrupt trade in corporation policies, task insecurity and protection issues remain a growing and unresolved concern for women.

2. Review of Literature

India's Booming Gig and Platform Economy, NITI Aayog, (2022)

The report gives a comprehensive methodical approach to estimate the modern size of Gig economy and its capability for employment-generation. It observes the gain and plan of Gig and Platform financial machine and moreover suggests global fastidious practices for social protection measures programmes. The intention of have a look at to apprehend the connotation, employment introduction and encouraged strategies to sell employment inside the quarter.

(Chaudhary, 2021) Has explained the women's ornamental participation and opportunities for work in the gig economy. The author has found that the participation of women in labor force participation rate [LFPR] is very low and there is a large gap that exists in India which is all-time low.

(Mukherjee & Sujatha, 2020) The study at has tested the system of production of professional identification over organizational identification with the aid of independent people and apprehend the effect of learning suppleness on expert identity whilst engaging in the Gig economic system..

(Rukhsar, 2019) the study analyzed the employee's attention and perception in the direction of Gig gadget. The authors additionally checked out the troubles faced and a few ability answers. They've found that the Gig machine doesn't limit the expertise via placing any kind of limitations and the gadget also permits having a better network inside and out of the employer.

(Banwari, 2018) Tested the trend of Gig economic system that's directly increasing in every sector inside the use with the short-growing Gig economy that is primarily based on technological platforms. The author has observed that this financial system has capability advantages and challenges that may convert into opportunities with the collaboration of government and educational institutes.

(Caza, 2020) Examined the trend of Gig economic gadget it really is at once growing in every sector in the United States with the fast-developing Gig economy that is based totally on technological platforms. The writer has determined that this monetary device has capability blessings and demanding situations that may convert into opportunities with the collaboration of presidency and educational institutes.

(Foley M., Baird M., Cooper R., Williamson S. (2018) 'Is Independence Really an Opportunity? The Experience of Entrepreneur-mothers', *Journal of Small Business and Enterprise Development* 25(2): 313–29.

(Sargeant, 2017) Has added perception into the development of the Gig financial system and the improvement of labor market due to enlargement in contingent work. The observe analyzed the size and standing of the Gig economy and also analyzed the problems raised by way of court cases [litigation] on the subject of the employment reputation of employees employed within the growing Gig economic system.

(Dokko et al., 2015) Made an effort to identify the opportunities and demanding circumstances of nontraditional and conditional employment relationships beneath the development of the Gig Economy within the usa (U.S.).

Byerly C., Ross K. (2006) *Women and Media: A Critical Introduction*. Oxford: Blackwell.

Franks S. (2000) *Having None of It: Women, Men and the Future of Work*. London: Granta.

Objectives of the study

- 1.To study the engagement of women in skilled Gig work and their involvement in it
- 2.To identify and assess the opportunities available in Gig platforms for skilled women in study area.
- 3.To analysis the challenges faced by women Gig Workers.

Research Methodology

A) Data Collection:

For obtaining primary data, primary data has been collected by using questionnaire method researcher has interviewed 150 women worker, out of them 131 fully fledged questionnaire are considered for analysis. Secondary sources of data like- newspapers, report, Goggle sites, Research Gate, SSRN etc.

Sample Size- 131

Sampling Method – Convenient sampling

B) Hypothesis

H01- The engagement level of skilled women in Gig economy is not high.

Ha1- The engagement level of skilled women in Gig economy is high.

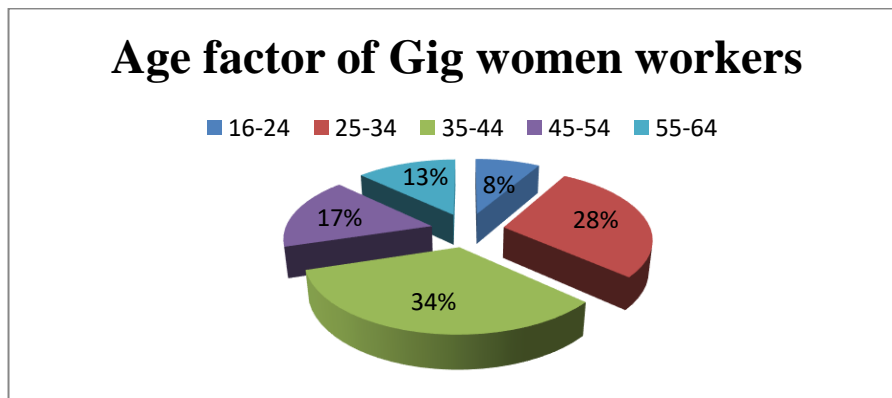
H02- The challenges on Gig platforms for women is not high.

Ha2- The challenges on Gig platforms for women is high.

Data analysis and interpretation:

Age factor of Gig women workers Table -1 (Q.1)

Variable	Ratio	Frequency	Percentage
Age Factor	16-24	11	8
	25-34	37	28
	35-44	44	34
	45-54	22	17
	55-64	17	13
Total		131	100

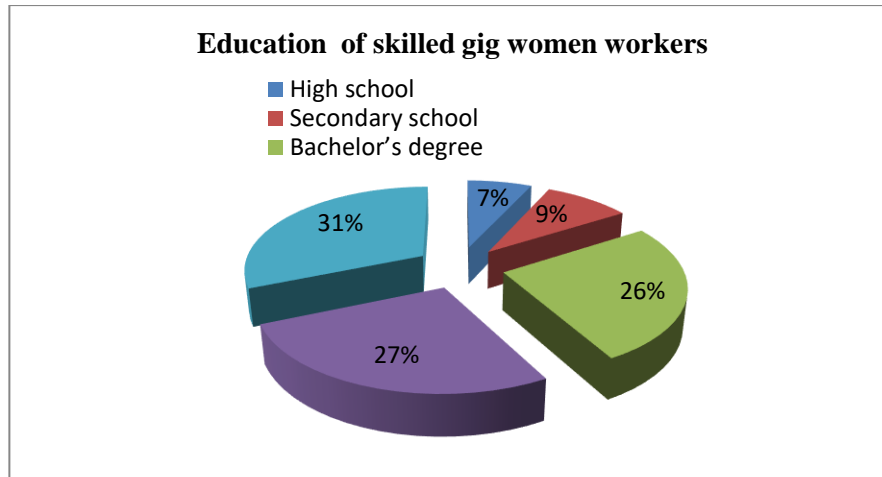


The percentage analysis for demographics profile of the respondents indicates that out of 131 respondents, most of the women gig force i.e.34% are belongs to 35-44 years age group.

Level of education of skilled gig women workers Table -2 (Q.2)

Variable	Response	Frequency	percentage
Level of education of skilled gig women workers	High school	9	3
	Secondary school	12	11
	Bachelor’s degree	34	29
	Graduate/professional	35	37

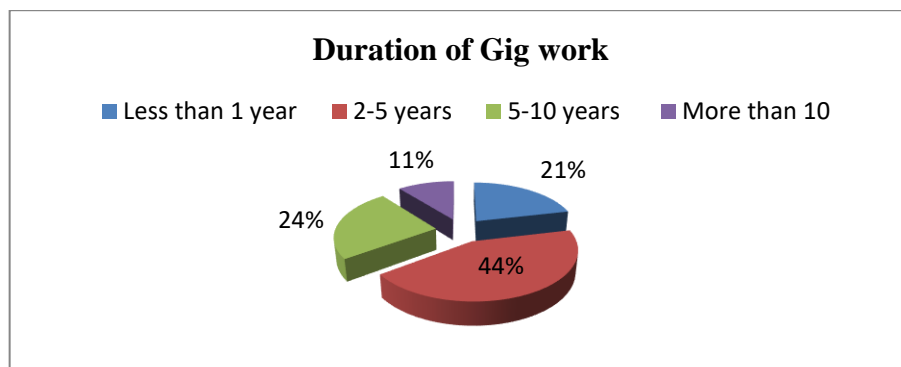
	degree		
	Post Graduate/ professional degree	41	20
Total		131	100



In this multi objective question as per analysis most (of 31%) the women gig workers are possessing higher qualification like graduate and professional degree.

Duration of Gig work Table -3 (Q.3)

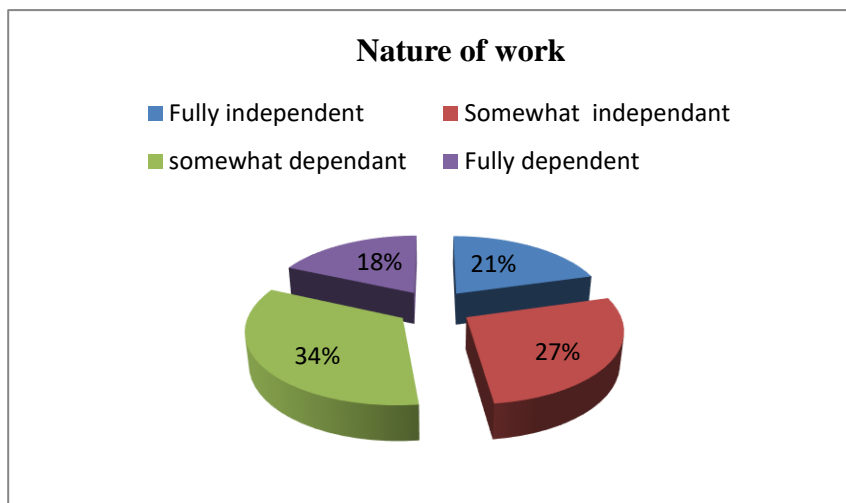
Variable	Response	Frequency	Percentage
Duration of Gig work	Less than 1 year	28	21
	2-5	57	44
	5-10	22	24
	More than 10	14	11
Total		131	100



it is clearly seen from above table that 44% women are being in Gig economy from last 5- 10 years. It means they are sustaining in gig economy.

Nature of the work Table -4 (Q.4)

Variable	Response	Frequency	Percentage
Nature of Gig work	Fully dependent	27	21
	Somewhat dependant	36	44
	Somewhat independent	44	24
	Fully independent	24	11
Total		131	100



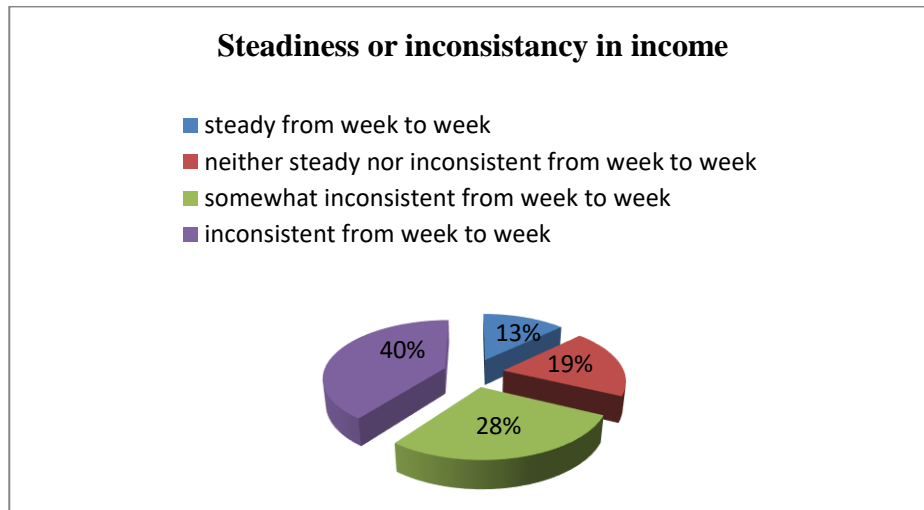
There are 21% gig women workers who are fully independent they set their work schedule and did not rely on an agency, app, or website to find this work. There are 27% gig women workers somewhat independent; they used an agency, app, or website to find work, but were unable to set their own schedule. As per above table most of the (34%) gig women workers are somewhat dependent they did not need to use an agency, app, or website to find work, but their schedule was set.

There is very less amount of respondent 18% fully dependent they found work through an agency, app, or website, and their schedule was set.

Steady or inconsistency in income Table -5 (Q.5)

Variable	Response	Frequency	Percentage
Steady or inconsistency in income	steady from week to week	17	13
	neither steady nor inconsistent from week to week	25	19
	somewhat inconsistent from week to week	37	28

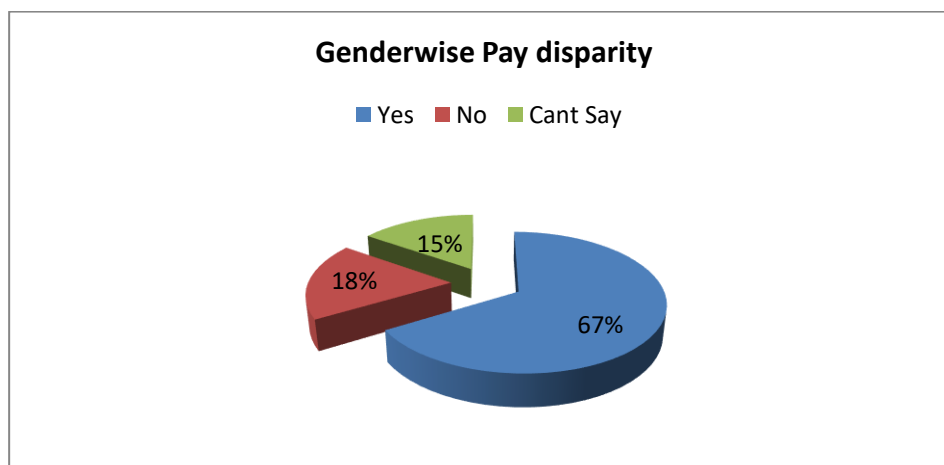
	inconsistent from week to week	52	40
Total		131	100



In response to this multi objective question it is seen that most of the respondent 40% of women Gig worker says that it is been inconsistent from week to week.

Gender wise Pay disparity Table -6 (Q.6)

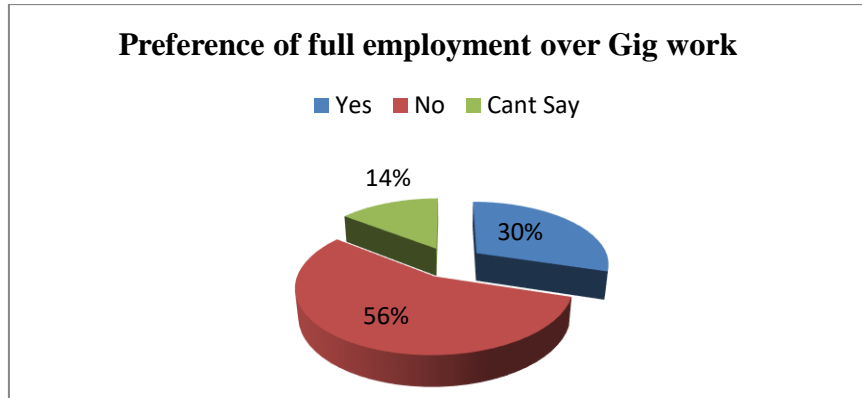
Variable	Response	Frequency	Percentage
Gender wise Pay disparity	Yes	87	67
	No	24	18
	Can't Say	20	15
Total		131	100



According to the study 67% of respondent feel there is gender wise pay disparity while doing Gig work. It is noted that study area has highest gender gap.

Preference of full employment over Gig work Table -7 (Q.7)

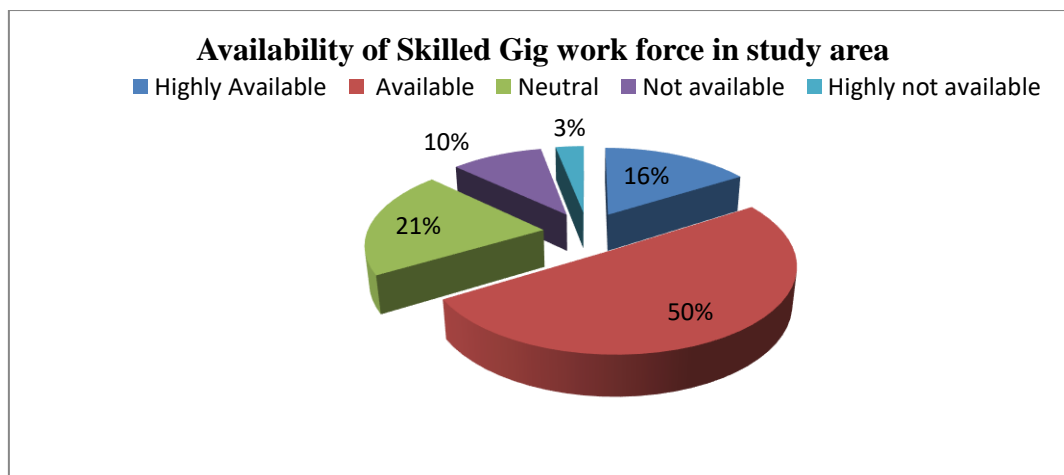
Variable	Response	Frequency	Percentage
Preference of full employment over Gig work	Yes	39	30
	No	73	56
	Cant Say	19	14
Total		131	100



It is clearly seen from table 7. That Preference of full employment over Gig work is very less. Majority i.e. 73% of gig women force are not ready to do full time jobs over Gig work.

Availability of Skilled Gig work force in study area Table -8 (Q.8)

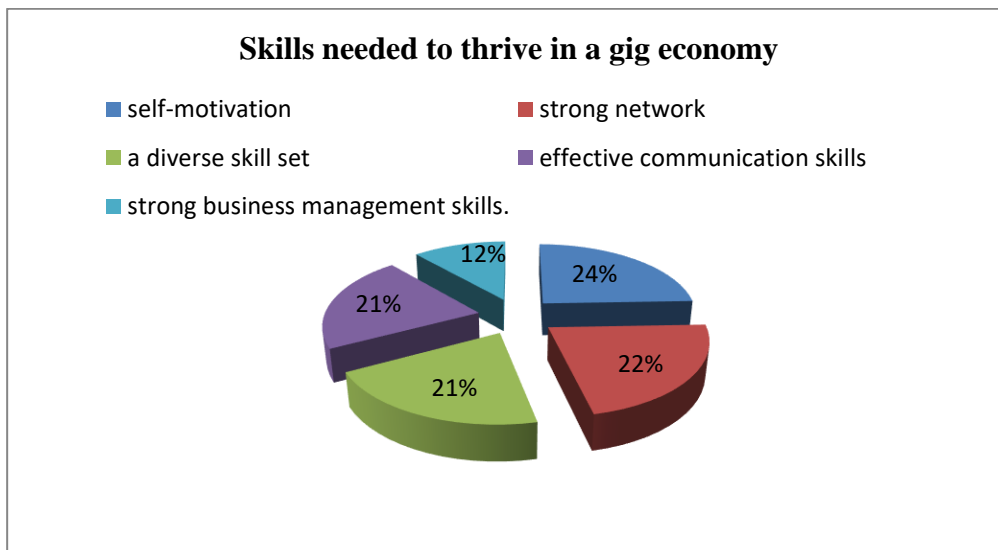
Variable	Response	Frequency	Percentage
Availability of Skilled Gig work force in study area	Highly Available	21	16
	Available	66	50
	Neutral	27	21
	Not available	13	10
	Highly not available	4	3
Total		131	100



It represents that 50% of respondent says that there is good amount availability of Skilled Gig work force in study area. Also 21% and 16% are Neutral and highly available about its availability where as only 10% and 3% are not sure about gig jobs availability.

Skills needed to thrive in a gig economy Table -9 (Q.9)

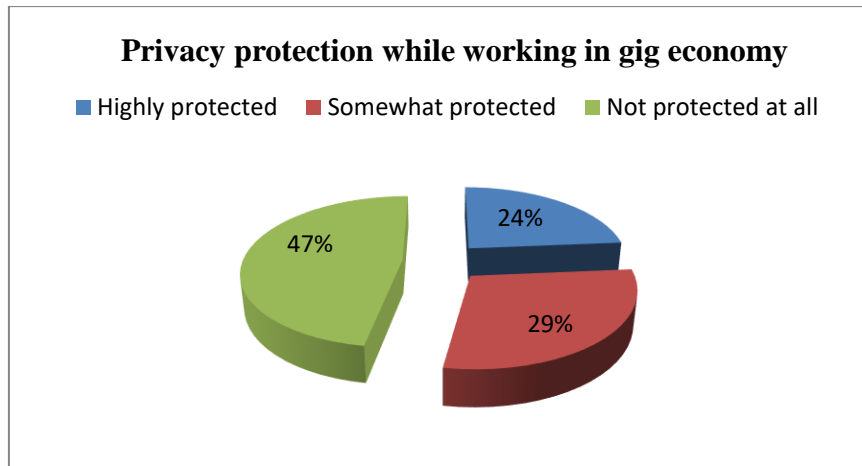
Variable	Response	Frequency	Percentage
skills needed to thrive in a gig economy	self-motivation	32	24
	strong network	29	22
	A diverse skill set	27	21
	effective communication skills	28	21
	strong business management skills.	15	12
Total		131	100



In this multi objective question As per analysis most (of 24%) the women gig workers feels that self motivation is most needed skill. Whereas 22% and 21% of respondent feels strong network, a diverse skill set, effective communication skills is equally important in gig economy. Whereas only 12% women gig workers feels that strong business management skills is also needed in gig economy

Privacy protection while working in gig economy Table -10 (Q.10)

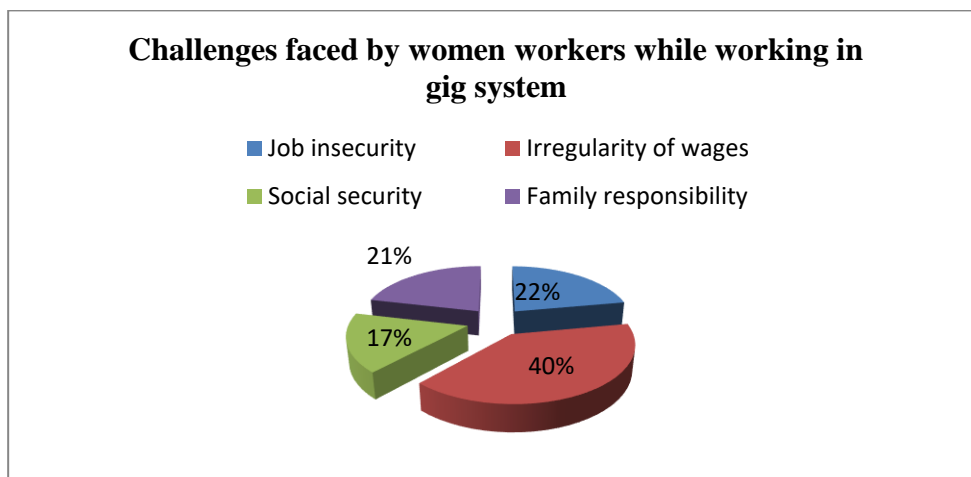
Variable	Response	Frequency	Percentage
Privacy protection while working in gig economy	Highly protected	31	24
	Somewhat protected	38	29
	Not protected at all	62	47
Total		131	100



It can easily understand from Table -10 that 47% of women gig force is worried about Privacy protection while working in gig economy. Also of 29% respondent feels they are somewhat Protected whereas only 24 % respondent feels they are highly protected.

Challenges faced by women workers while working in gig system Table -11 (Q.11)

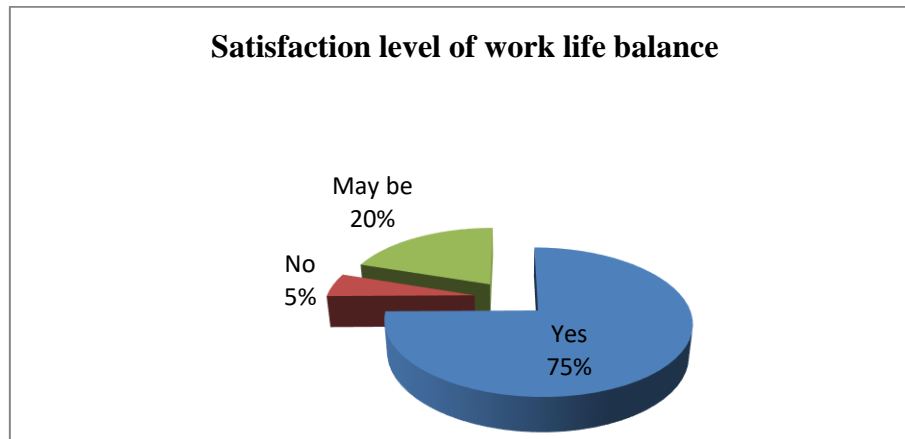
Variable	Response	Frequency	Percentage
Challenges faced by women workers while working in gig system	Job insecurity	29	22
	Irregularity of wages	52	40
	Social security	22	17
	Family responsibility	28	21
Total		131	100



In this multi objective question As per analysis most (of 40%) the women gig workers faced challenge like Irregularity of wages and 22% faced Job insecurity Whereas 21% and 17% have been facing challenges like Family responsibility Social security respectively.

Satisfaction level of work life balance Table -12 (Q.12)

Variable	Response	Frequency	Percentage
Satisfaction level of work life balance	Yes	98	75
	No	07	5
	May be	26	20
Total		131	100



The figure shows that 75% respondents are satisfied with the work life balance .women Gig workers agreed to that they can manage work life balance in good manner. Whereas 20% of women unsure and only 5% women Gig workers feels it is difficult to balancing work life.

Testing of Hypothesis:

Ha1- The engagement level of skilled women in Gig economy is high

As per the analysis, it is clear that majority of the respondents are involved in gig economy. Table no. 2,7,8 and 12 respectively shows that involvement and satisfaction level of work life balance of skilled women in gig economy is at high extent they prefer gig work over full employment . Hence, we accept our alternate hypothesis and reject the null hypothesis. And it is proved here that the engagement level of skilled women in Gig economy is high

Ha2- The challenges on Gig platforms for women is high.

The study shows that very few respondents faces less challenges while working in gig economy .as per analysis table no.5, 6, 10, 11 respectively shows that challenges on Gig platforms for women is high. Majority of the respondents faces major challenges like Job insecurity, Irregularity of wages, Family responsibility are faced by women gig workers. Therefore, we accept the alternative hypothesis and reject the null hypothesis

Findings:

1. The analysis shows that, 34% respondents are from of 35-44 years age group. and 28% of respondent are from 25-34 age group. also 17% of respondent belongs to 45-54 age group whereas 13% and 8% are belongs to 55-64 and 16-24 age group respectively.
2. It also found that analysis most of (31%) the women gig workers are possessing higher qualification like graduate and professional degree.

3. It is clear by the above results that involvement of skilled women workers in gig economy is very high .because it saves their time, as well as it is convenient to manage their work life balance .
4. It has seen the above results that 50% of respondent says that there is good amount availability of Skilled Gig work force in study area.
5. It can be said from the above analysis that most of the women gig force faces some problems while working in gig economy.
6. The analysis shows that 75% of respondents are highly satisfied working with gig economy .as it gives them comfort zone compare traditional full time employment.
7. It is also clear by above result the Preference of full employment over Gig work is very high. More than half of the respondents are happy with gig work.
8. It also found from the above analysis that most of the women gig force feels gender disparity in terms of getting varied income compare to men gig workers ,also income they gets from gig work has been inconsistent from week to week.

Conclusion: Gig Economy as “a way of working that is based on people having temporary jobs or doing separate pieces of work, each remunerated independently, rather than working for an employer.” Gigs’ are piece of work or tasks done for different clients over a stipulated period. The gig economy seems to be the just right way to assist the group of more women into the workforce by making work flexible for them. After all, self-employed professional and readily available, at your fingertips, at short notice, do not depend on a material workplace and endow with the option of supple job timings. This suggests a much-desired option to the conventional system that overstrains working women, who frequently embark on most of the voluntary work at home in addition to their permanent profession. While the domain of this brief is some degree of skilled women worker. Gig economy has renovate the way we work, providing beyond belief suppleness and independence to women workers around the globe .It also found that Gig work facilitate women to be paid a decent earnings, improving their lifestyle and financial liberty. Breaking gender stereotype: The gig economy face up to conventional gender role by providing women with admittance to healthy job opportunities. Whereas, Gender-based prejudice, disruptive customers, rapid change in company guidelines, job uncertainty and Privacy safeguard remain a increasing and unanswered worry for women. As of now, gig work is mostly a secondary income for women. In the future, certainly it will become a primary source of income.

Suggestions:

1. It is suggested that some of motivation techniques should use for women gig workers by
 - a) Offering tangible incentives.
 - b) Inviting feedback from your freelancers.
 - c) Persuading constant learning.
2. Gender disparity should diminish in pay between men and women by providing same pay scale.
3. some of Challenges should be reduced which are faced by gig women force like Job insecurity, Irregularity of wages, Social security. Similar to anti-harassment, suppleness, and sensitivity should also be contoured in the organization’s policies for women to realize their fullest potential.
4. Inconsistency in income from week to week shall remove. It should be steady for certain duration or time of period

5. The fastest way to make a change in the workplace is to implement equal pay for equal work and experience and provide dedicating resources to invest in women.
6. Companies should celebrate women's strengths and accomplishments as it assists in attracting and retaining women in their workforce.
7. To build a more enabling environment for women gig partners, the government must empower women to be leaders, which will have enormous implications on economic expansion and national development.

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