



The gig economy in India is progressing by leaps and bounds. Gig workers are in huge demand in the metro and tier-2, 3 cities such as Indore, Bhopal, Pune, Patna, Jabalpur, Kanpur, and Hubballi.

A study report by the NITI Aayog estimates that in 2020-21, 77 lakh workers were a part of the gig economy. The gig workforce is expected to expand to 2.35 crore by 2029-30. About 47% of the gig work is in medium-skilled jobs, about 22% in high skilled, and about 31% in low-skilled jobs.

Taskmo, an on-demand task fulfilment platform, recently revealed the first edition of the Taskmo Gig Index(TGI), a tool to measure the demand and supply of gig work across India. According to the Index, quick commerce, health tech, fintech, and e-commerce are the top sectors in the Indian gig space. Gen Z and millennials constitute 48% of the gig economy. Top recruiters in the gig economy have strengthened their roots across tier-2 and tier-3 cities such as Puducherry, Mirzapur, Patna, Jabalpur, and Kanpur. City-specific data indicates that the demand for gig work across tier-1 cities saw an overall 33% growth month-on-month. While cities such as Hyderabad(45%), Mumbai(45.45%), Delhi(32%), Bengaluru(25%), and Chennai(23.4%) saw maximum growth, demand across tier-2 cities such as Indore(59%), Bhopal(22.4%) and Pune(20%) was almost at par with the metros. Other cities such as Coimbatore and Mysore noted hiring demand of 17% and 16%, respectively. Across tier-3 markets, Shivamogga(10%), Vadodara(11.11%), and Hubballi(11.11%) have shown moderate demand for gig workers.

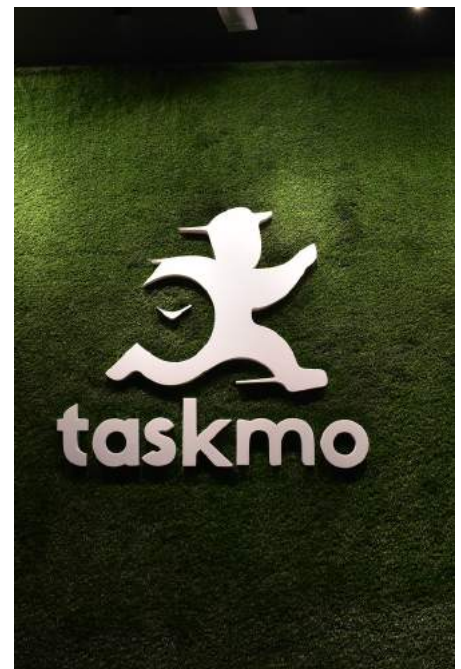
GIG JOBS SEE A SURGE IN TIER-2 AND TIER-3 CITIES

The pandemic has been a blessing in disguise for the gig economy as the crisis created numerous opportunities for workers.



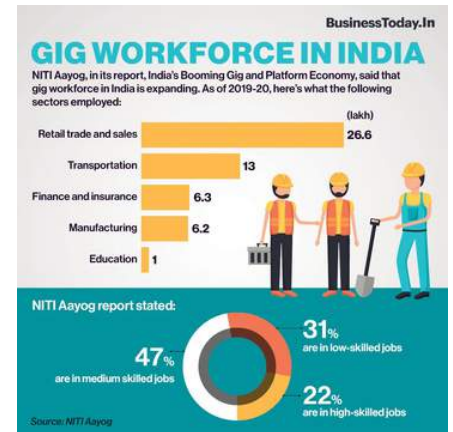
DEMAND & SUPPLY

"Most of us instinctively recognise Gig Workers as low-skilled or medium-skilled workers such as cab drivers, delivery executives, and service providers like electricians, plumbers, carpenters, beauticians, etc. However, owing to the popularity of several gig job discovery platforms and the pandemic-evoked tech-driven hybrid-work model, the demand for high-skilled gig employees, including independent consultants, administrative assistants, graphic designers, tutors, content writers, engineers, etc., has risen dramatically," says Prashant Janadri, co-founder, Taskmo.



INDIA'S GIG ECONOMY IS EXPECTED TO REACH 2.35 CRORE WORKERS BY 2029-30

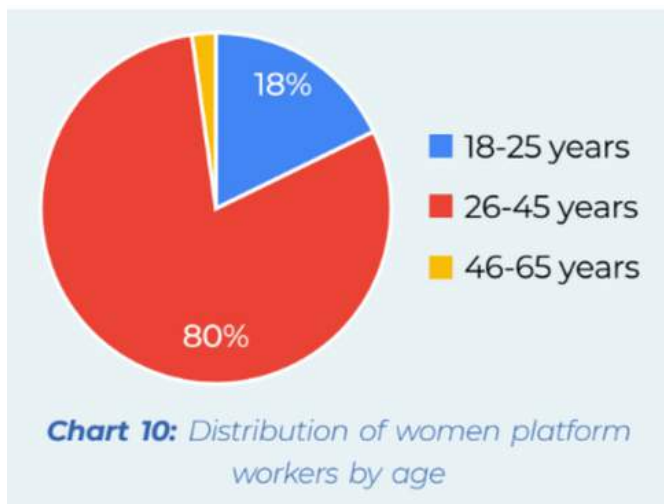
- NITI AAYOG



WOMEN'S PARTICIPATION IN GIG ECONOMY

Flexibility and freedom to choose is the primary motivation for individuals to join the gig economy. In the context of the gig economy, an emerging positive trend suggests women are more likely to take up gig jobs after their education and marriage. Additionally, the gig economy allows women to earn extra money and choose their working hours, place of work, and the nature of work.

According to Taskmo Gig Index, women have 28% participation in the gig economy, which is continuously growing with time. To increase women's participation in the gig economy, the NITI Aayog has proposed "Fiscal incentives such as tax breaks or startup grants will be applicable for businesses that provide livelihood opportunities where women constitute a substantial portion (say, 30%) of their workers,".



Women's participation is dominated by the age group 26-45 years, they hold up to 80% of total participation, followed by the age group 18-25 years with 18% and then 46-65 years that is only 2%.

The rise in the demand for more remote-based gig tasks could lead to a decrease in the gap in the labour market. Companies prefer to hire short-term contractors for specific projects instead of permanent employees in the gig economy. Advantages of this approach for employees include a more flexible schedule and the ability to work remotely.



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