

The GIG Workforce, an Insight: A Study in Bhubaneswar, Odisha, India

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Abstract:- Online shopping, online food, online vegetables and groceries, online teaching, online commuting. When everything is online, let's discuss online workforce. How do owners manage these workforce? Most of these employees are not permanent and they work on call, sometimes at the last minute call. Here few names come like OLA, ZOMATO, UC, AMAZON, MYNTRA, NYKAA, BYJU's and many more. Is it not a tough job to manage such employees who work with the owners after some formal contract? Are these employees trustworthy? Don't they breach the contract? Do these employees face any kind of difficulties during service providing? Are the employees satisfied with the income?

This study is an effort to know about the trustworthiness of GIG workers and the difficulties workers face during service. A two way study, which tries to find out the various facets of GIG economy. A sample of 35-40 GIG workers will be interviewed in Bhubaneswar, Odisha and 12 company authorities will be interviewed to know the facts. The method of research is purely Interview based and primary data will be collected. After data collection, data analysis will be based on subjective inference as most of the questions would be open-ended. The Sampling will be Random. Questions will be asked to 35-40 GIG employees as per the convenience of the Researcher. Already 12 company authorities have been contacted and a different set of questions will be asked to them as well.

Service Industry is growing everyday in India and with the COVID-19 pandemic outbreak, GIG economy has a name in each Indian household. Many people became jobless during Pandemic and a large portion of that unemployed workforce joined the GIG workforce. People got temporary jobs and got some relief. Some are preferring these kind of jobs rather than working 9-6 jobs. Mostly ladies are preferring such jobs as they are working as per their convenience. This system is a blessing for them during Pandemic. So, the researcher has made an effort to know the two way impact of this system.

Keywords:- GIG Workforce, COVID-19 Pandemic, Formal Contract.

I. INTRODUCTION

Corona virus Pandemic has shown many aspects to us. Unemployment is the most negative and hardest aspect. Many people lost their jobs due to COVID-19 outbreak. Reasons are very obvious. We will not discuss the reasons of Unemployment. Rather we will discuss how these people managed their life and family. Here, part time jobs played a major role. Service sectors provided many job opportunities to the Unemployed people around the Globe. GIG economy and GIG workforce addressed the world's unemployed problems.

A **gig economy** is a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments. In a gig economy, temporary, flexible jobs are commonplace and companies tend to hire freelancers and independent workers instead of full-time employees. A gig economy undermines the traditional economy of full-time workers who rarely change positions and instead focus on a lifetime career.

GIG worker is a person who works temporary jobs typically in the service sector as an independent contractor or a freelancer. In a gig economy, large number of people work in part-time or temporary positions or as independent contractors. The result of a gig economy is cheaper, more efficient services, such as OLA, Zomato, UC etc., for those willing to use them.

Here Bhubaneswar smart city is taken for the study, where GIG workforce is on rise. It is a new concept for the people in Bhubaneswar. Every household more or less are starting to depend on GIG economy slowly. For Transportation people are using OLA and UBER. For ordering cooked food, they are using ZOMATO. For grocery, Jiomart or Go to basket is available. One common thing in all these is Use of Technology. People have to use Technology to avail these services. Teaching has also become part-time. Professors may be treated as Adjunct or Contractual Professors for one semester.

A study comprising of both Workers interviews and Company authorities interviews is reflecting some untold facts about GIG economy. An sincere effort has been made to study these.

Objectives of the Study:

- 1-To know the difficulties faced by GIG workers in Bhubaneswar.
- 2- To find out about the satisfaction of GIG workers.
- 3-To know the loyalty of GIG workers.

These objectives are set very carefully as per the probable availability of information.

II. RESEARCH METHODOLOGY

A sample of 40 GIG workers were interviewed in Bhubaneswar, Odisha and 15 company authorities were interviewed to know the facts.

The method of research is purely Interview based and primary data was collected. After data collection, data analysis was based on some Subjective inference. The Sampling was Random convenient sampling.

40 GIG workers were interviewed from Urban Company, OLA, Zomato, Odisha Fresh, SAV home, Milky Moo and Jio Mart, Myntra, Apollo 24 7.

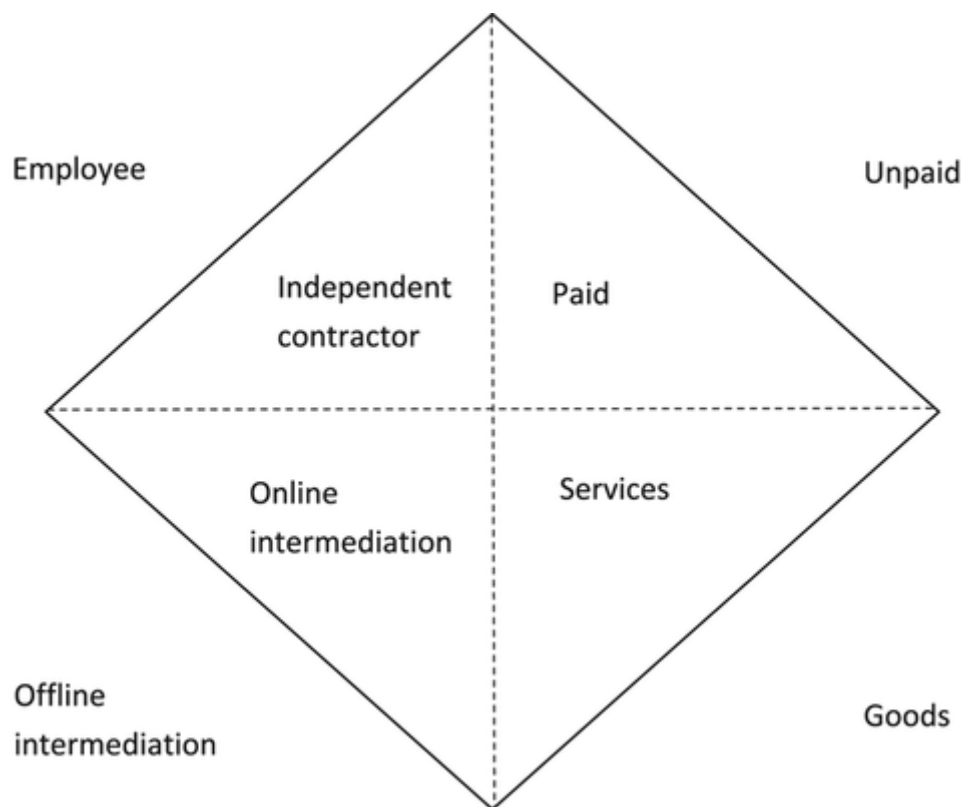
And 15 Company authorities from Jiomart ,SAVhome and Odisha Fresh were interviewed.

As per the objectives, questions were designed and asked. Two different sets of questions were asked to two different groups. Results are summarised in a subjective manner as many of the questions were open-ended.

Literature Review

A gig worker means “a person who performs work or participates in a work arrangement and earns from such activities outside of traditional employer-employee relationships”.

The Four dimensions along which definitions of the gig economy diverge between authors is shown in Figure. They include (a) online platform versus offline intermediation; (b) independent contractor versus employee status; (c) paid versus unpaid work; and (d) delivery of services versus goods.



A wide variety of jobs are included in the category of a gig. The job can be of delivering food to writing code or freelance teaching. Adjunct and part-time professors, for example, are contractual employees versus full-time professors. Colleges and universities can cut costs and match professors to their academic needs by hiring more adjunct and part time Professors.

America is well ahead to establish a gig economy, and studies show one third of the working population is already

in some gig capacity. Predictions are this working number to rise, as these types of positions facilitate independent contracting work, with many of them not requiring a freelancer to come into an office.

Employers also have a wider range of choices to choose from because they don't have to hire someone based on their availability. Additionally, computers have developed to the point that they can either take the place of the jobs people previously had or allow people to work just

as efficiently from home as they could in person. Study says One in four hires will be GIG this year. Creating income from short-term projects and engagements is seen as an advantageous alternative to a long-term employment contract today. Yet, it is not all rosy as individuals face many challenges as they move away from the comfort of life-long employment contracts.

Gig workers are part-time workers and work in their free time and will. The challenges which GIG workers face are given below:

- 1-Uncertainty-There is no fixed income and you may not get work always.
- 2-You are the Product-You have to sell yourself by showing your performance.
- 3-No mentoring-No mentor or training is available for you. Some companies are giving short term training but that may not be available always.
- 4- Long term engagement is not guaranteed.

III. FINDINGS OF THE STUDY

When I began interviewing independent workers, the first thing I realised was the GIG workers work at their convenient time. They do not have to report to any Corporate office and there is no time bound. The workers feel a sense of ownership for their work.

Yes, there is no fixed income at the month end. The GIG workers are insecure about their income always.

The GIG workers are worried about their productivity. Perform or Perish is the only message lying in GIG economy. Workers who do not perform good, will not get next assignment. This aspect is challenging. GIG workers may earn more than full-time counterparts and sometimes they earn remarkably less than their counterparts.

Customer satisfaction is a big concern for GIG workers. As feedback is online and instant, they feel a kind of fear within about customer satisfaction level.

My first objective is to study the difficulties GIG workers are facing. As per their opinion, some results are summarised here :

- 1-GIG workers at times feel the absence of Peer groups and feel left out from the society.
- 2-There is a pressure from within to perform good, because their productivity is their only identity.
- 3-They feel insecure about their continuous income as they may get more or less calls in a month.
- 4-Sometimes they get threatened by the Company that they won't be hired in future for some or the other reason.
- 5-Sometimes, customers give low feedback unintentionally and irresponsibly, for which they don't get job calls in future.
- 6-As Bhubaneswar is a growing city and not much developed like Metros, use of Technology becomes a problem for most of the customers. So, GIG workers face lot of difficulties during returning of products.

7-Sometimes GIG workers in Bhubaneswar also face customers' anger due to inappropriate product.

8-Cash on delivery is also troublesome in some cases as they have to wait for long time to receive cash.

My second objective is to study the satisfaction level of GIG workers in Bhubaneswar. Some results are given below:

- 1-As it is a freelancing job, many housewives are engaged in Urban Company's Salon services. So, they are happy with their earning.
- 2-GIG workers are developing relationship with the customers and are happy for this.
- 3-Income wise they are not happy in Bhubaneswar as GIG workers feel their contribution to the company is little high.
- 4-As Bhubaneswar is a growing city and online purchase is not accepted widely here, GIG workers are not getting work everyday. So, income wise they are not very happy.
- 5-Sometimes, GIG workers get last minute call. So this is also not acceptable to them.
- 6-Some GIG workers do not get proper response from the Company. This is also quite harassing for them.
- 7-A single mistake may ruin their image, so GIG workers in Bhubaneswar are always in a state of uncertainty.
- 8-Bhubaneswar GIG workers are not accepted by the society and family in some cases as people are not very open-minded. So there is an Identity crisis unlike full-time workers.

My Third objective is to know the Loyalty of GIG workers. The results are summarised below:

- 1-Company people keep a track of the GIG workers, but some cases are really surprising. GIG workers create their own customer data base and contact them personally for the services without the knowledge of Company.
- 2-They promise to give better service in a cheaper price, so that the company share is saved.
- 3-GIG workers replace the original products with duplicate ones sometimes.
- 4-Some GIG workers in Bhubaneswar are not professional and land up in arguments with the customers. Company has to face the after effects.

IV. CONCLUSION

To conclude, I must say there so many other aspects for the study of GIG economy and GIG workers. I have taken only 3 aspects and some results are here. But the GIG workers in Metros are very happy and earning handsome money as per the news.

As per my opinion, people in the gig economy must prepare themselves to accept any challenge that comes in their way as it is a great opportunity to earn in your free time. A feeling of ownership comes with GIG jobs. What you do and how you perform completely depends on you. The world is heading towards GIG economy very fast, so Bhubaneswar is trying to cope up with that and

GIG workers of Bhubaneswar are trying their best to face all challenges coming their way.

LIMITATIONS OF THIS STUDY

Empirical study would give more accurate results, which was not possible due to pandemic. Reaching out to people became difficult and data collection for Empirical study was not possible. GIG workers did not understand the importance of my research, so it became difficult to gather data.

There is a lot of scope for further studies in GIG workforce.

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