A STUDY ON WORK LIFE BALANCE OF GIG WORKFORCE AT BANGALORE

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ABSTRACT:
The gig workforce referred to people work in part time or short period of time due to flexibility of time or unemployment issues. They are not bound by any long term contracts. Our Study is mainly focused on such gig workforce productivity, worklife, job satisfaction, job security with not stable income and permanent jobs. We took samples around 30 gig workers of delivery work, freelancers, outsourced experts by conducting survey as primary data and to analyse gig workforce worklife balance and even to aware about government schemes related to gig workers.

Keywords: Job satisfaction, productivity, job security, gig workforce and worklife balance.

1. INTRODUCTION:
The flexible economy has had a significant impact on work patterns and work experience, affecting work-life balance, job satisfaction and job security. Despite being free and independent, he also lacks job security, making it difficult for him to balance commitments and find new work. Job satisfaction in the flexible economy is influenced by independence, job diversity, stable income, and social interaction. However, job constraints can affect the satisfaction and satisfaction of resilient workers, reflecting their concerns about job security. To improve the health and job satisfaction of flexible workers, policy makers, employers and flexible platforms must collaborate on legal protection, access to benefits and social protection. These efforts aim to create a supportive flexible working ecosystem that increases job satisfaction and addresses job security through skill development and career development.

In India, where many people depend on the resilient economy for their livelihoods, it is crucial to consider the workers' perspective in solving unemployment. Mental health is critical to employee performance. Flexible working hours and freedom can improve job satisfaction and overall health. However, other factors do not affect the work-life balance of flexible employees. The flexible economy benefits companies and employees by reducing training costs, saving workspace, improving communication, and allowing employees to personally share their experiences without limitations. The flexible economy or on-demand economy is growing in India and the traditional workplace is being replaced by freelance and temporary work. This study assesses employees' understanding of the flexible economy, identifies problems, and proposes solutions.
2. LITERATURE REVIEW:


This paper says gig economy refers to less structured work arrangements and flexible jobs mediated through online platforms, which have been viewed as a growing "on-demand" economy. This trend has been echoed in the late 1980s and 1990s, with a dramatic growth in the number of people working in contingent or precarious jobs. The recent resurgence of interest in nontraditional work arrangements reflects the perception that new technology and restructuring of business enterprises are producing an accelerated pace of change in the organization of work, having important effects on both workers and firms. However, different sources of data send conflicting messages regarding the prevalence of nonemployee work generally and gig employment specifically. The percentage of the workforce that is self-employed has shown no upward trend in the Current Population Survey (CPS) and other household surveys, while administrative data derived from tax filings provide stronger support for the popular perception that nonemployee work arrangements are a growing phenomenon. More definitive evidence regarding trends in nonemployee work is essential for understanding how changing work arrangements affect workers and firms.


This study examines the relationship between traditional human resource management and the flexible economy by focusing on the experiences of flexible employees. As digital workforce platforms expand, managers, leaders and professionals should consider using batch jobs. This study discusses the challenges and opportunities of HRM activities in outsourcing organizations, HRM activities in digital platform companies, and HRM policies and practices among organizations that create their own sub-platforms. The resilient economy presents unique challenges to HRM theory and research, where most academic and social discussions focus on employee experience and outcomes. The research provides a basis for decision-makers to assess the challenges and opportunities arising from flexible economy and digital workforce platforms. Because managers, managers, and project managers may not have received significant HR training, HR policies and practices regarding collective work should be based on HR professionals.


The Online Workforce Index (OLI) is a labor market test that roughly estimates the labor market's rate of new job openings. It measures online work efforts across countries and businesses by tracking jobs and jobs posted on major online gig platforms in near real-time. OLI is a business metric that compares online business to traditional business. It measures employee online platform usage and overtime across countries, providing solid evidence for policy and future research. Published online as an updated open source document, the OLI is designed to serve policymakers, business researchers and the public. Results are published as an online discussion forum updated daily. OLI's methodology and use of web-based data collection make it a valuable tool for understanding the online business economy and its impact on employees.


The gig economy has provided workers with extreme temporal flexibility, allowing them full control over their work schedules. However, workers face constraints such as structural and cultural-cognitive constraints, with the most formal platforms presenting the greatest challenges. Workers have developed informal practices, tools, and communities to address these constraints. The study concludes that focusing on outcomes rather than control is a more effective way to assess flexible working arrangements. Gig economy platforms have grown globally at a 26% annual rate, allowing workers to combine work with various life situations and choices, boosting productivity and balancing work and other commitments. However, these technologies have not changed the temporal demands of work but have interacting with existing institutions, structural conditions, and management ideologies. The adoption of teleworking technologies and flexible working time policies.
since the 1980s has had diverse and unexpected consequences, with gendered expectations affecting women's and men's time use differently. The sociomaterial practices of online piecework, a subset of online gig work, represent roughly 10-20% of all online gig work.


The paper gig economy, which refers to non payroll-based or independently contracted work, has gained attention in recent decades. Despite media reports suggesting an increase in nonstandard work since the Great Recession, little evidence exists regarding hours or earnings from these arrangements. A study using data from the Survey of Informal Work Participation (SIWP) reveals that participation rates and earnings remained mostly flat, while average hours for gig workers declined by economically and statistically significant margins. The aggregate number of full-time equivalent jobs embodied in informal work also declined by an economically significant margin between 2015 and 2017. However, ridesharing hours more than quadrupled between 2015 and 2017. The study suggests that the recent declines in informal work hours may be a response to declining unemployment rates or upward structural pressure on gig work, which provided a boost to platform-based work. The size and growth rate of the gig economy and its implications for worker well-being remain a subject of debate.


This paper says Hiring inexperienced workers can provide valuable information about their abilities, potentially benefiting future higher-ability workers. However, firms may not have sufficient incentive to generate this information, as it is partially public and workers receive part of its value as higher earnings. Hiring workers is costly, as managers must explain jobs and monitor their progress. Additionally, firms incur opportunity costs of lost time if jobs are not completed correctly or timely. If workers cannot compensate firms for hiring them and producing the information, they may hire inefficiently few entry-level workers. This paper evaluates whether inexperienced workers would benefit from simply obtaining a job, as it would allow them to demonstrate their abilities. The experiment involved low-wage data-entry specialists applying for 10-hour data-entry jobs, with 3,767 workers applying for hourly wage rates of $3 per hour or less. The study aimed to determine the impact of hiring jobs to relatively inexperienced workers and providing the market with more information about workers' job performance on their future employment outcomes and the market as a whole.


This paper says Uber, a ride-sharing company, has experienced exponential growth since its inception in 2010. This paper analyzes the labor market for Uber's driver-partners, focusing on their flexibility, compensation, and hourly earnings. Most Uber driver-partners have full- or part-time employment before joining the platform, making flexibility more valuable. They often cite the desire to smooth fluctuations in their income as a reason for partnering with Uber. The study analyzes the characteristics, labor supply, and earnings of workers who provide car rides using the Uber platform. Uber is a crucial on-demand economy company, responsible for about two-thirds of all activity in the platform-based labor market. The study provides the first detailed analysis of a representative national sample of Uber driver-partners, drawing on anonymized administrative data from Uber. The number of active Uber driver-partners doubled every six months from 2012 to 2015, implying that the growth rate will inevitably slow down. To use the Uber platform, potential drivers must pass a background check and a driving history review. The study emphasizes the importance of understanding the labor market for Uber driver-partners and the potential impact of the "on-demand economy" on the future of work.

The gig economy, characterized by online platforms and isolated independent workers, presents challenges to traditional labor regulations and employment standards. The growth of gigs in Australia presents challenges to traditional models for regulating work and setting minimum standards. Existing regulations are unclear about their applicability to gig workers, and in some cases, evading traditional regulations may have been a key rationale for establishing digital businesses. The article reviews the extent of gig work in Australia and its main characteristics, citing Australian and international legislation and case law. It suggests five major options for strengthening and expanding the regulatory framework governing gig work: enforcement of existing laws, clarifying or expanding definitions of 'employment,' creating a new category of 'independent worker,' creating rights for 'workers,' not employees,' and reconsidering the concept of an 'employer.' The article urges regulators to be creative and ambitious in protecting minimum standards and conditions of workers in these situations. The concept of digitized, irregular work, or 'gigs,' applies to various industries and types of businesses, and the article urges regulators and policymakers to be ambitious and creative in devising instruments consistent with this goal.

3. OBJECTIVES OF THE STUDY:

i. Knowing the gig economy
ii. Examining Gig Work Conditions.
iii. Assessing Workers Well-being.
iv. Identifying the Motivations and Drivers.
v. Analyzing Economic and Social Impact.
vi. Examining Regulatory and Policy Implications.

4. HYPOTHESIS:

H0: Gig workers at Bangalore are secured and satisfied at gig job’s
H1: Gig workers at Bangalore are not secured and satisfied at gig job’s

5. RESEARCH METHODOLOGY:

5.1. DATA:

This paper is based on primary data. The gig economy is a growing trend in the job market, with temporary or freelance positions becoming more prevalent. Digital platforms connect independent workers with short-term job opportunities, such as ride-sharing and food delivery. This trend drives flexibility and autonomy, but concerns about worker protections and benefits persist. Policymakers and businesses must balance gig work's advantages with fair treatment and protection for those participating in this evolving economic landscape.

Primary data collection in the gig economy faces challenges due to dispersed workers and diverse backgrounds. To avoid biased conclusions, researchers must ensure a representative sample and consider temporal aspects. Primary data is crucial for understanding the gig economy, evidence-based policy-making, and fostering a more inclusive and sustainable future of work. This survey could cover topics such as income levels, working hours, job security, and access to benefits. In the survey we have asked 17 question from 30 people, respondent data have been linked below.

https://in.docworkspace.com/d/siEKug49J_4uTpgY
5.2. METHODOLOGY:

5.2.1. GRAPHS AND INFERENCES:

![Figure 1: Qualification of Gig Workers](attachment:figure1.png)

From above figure we can see that
1. From the responses it's very clear educated gig workers are high.
2. Gig workers of Degree holders are clear indication of under employment.
3. It's necessary to Government to consider Gig workforce as priority.

![Figure 2: Age](attachment:figure2.png)

From above figure we can see that
1. Age group of gig workforce are maximum with 21-30 years.
2. Most of the gig workers consider this job as part time during studies so we even have 6 members of age group 15-20.
From above figure we can see that
1) There are more number of gig work experience where out of 30, 22 responses said they have experience.
2) Where less number of people says no for work experience

From above figure we can see that
1) Here in both finance and insurance sector out of 30 each 7 numbers has said they are working at gig.
2) The lowest number is education and house wife.
From above figure we can see that
1) Here most of the people work between 0-6 that is out of 30, 7 work 0-6hrs.
2) Here lowest number of hours people work is only 2 out of 30.
3) Workers operating in the gig economy are allowed to work any of the hours they desire. In most cases, a task will be given to a worker with an end date, but when they work on it is completely up to their discourse.

From above figure we can see that
1) Here 30 members we have surveyed where both have equally said yes and no.
2) It is the way to motivate and reward gig workers.
3) Since gig workers are often hired for short term, time sensitive bonus or increments or pf any benefits receiving can help to achieve consistent work that benefits the overall organization. short-term contract work can become a source of extra income.
From above figure we can see that
1) It is clear that the gig workers no extra money they earn on top of their regular income.
2) Most of the gig workers with the clear indication that they earn extra money on top of their regular income, which helps them to achieve their financial goals.

From above figure we can see that
1) Here 30 members we have surveyed where both have equally said yes and no.
2) Flexible jobs rarely offer access to health insurance, which forces gig workers to seek out private providers to purchase personal health care plans.
From above figure we can see that
1) It is clear majority of the gig workers take this job as full time.
2) Both full-time employment and gig work have their own advantages and considerations.
3) Full-time employment provides stability, comprehensive benefits, and opportunities for career growth.

From above figure we can see that
1) Here most of the people says there job is secured.
2) Some says that there job is not secured because of there company structure low skilled people.
3) job is secured because of the work environment, government schemes and more.
6. RECOMMENDATIONS (suggestions)

1. Employees should be familiar with the concert system or volunteer work.
2. Volunteering should be encouraged because it can help organizations run efficiently.
3. Employers should provide better support to promote independence.
4. The skills of flexible workers should be strengthened to prepare them for the future and skill development should use a lifelong learning approach. Such Measure can help women workers consider moving to a better career path.
5. Appropriate steps should be taken to investigate complaints about all aspects of work, including harassment, abuse, and other practices on the platform. Section training, including discussion of operating rules and platform counter-terrorism, will be available to all platform workers.
6. There should be a move towards written agreement that clearly defines all the terms and conditions that platforms and the business workers must abide by, rather than just contract.
7. Optimize your payment methods
8. Offer tangible incentives
9. Gig economy is to a great extent an urban marvel in Bangalore so distant; be that as it may, it holds significant potential for development in provincial regions. To create it more comprehensive, it is basic to reduce gender holes in portable possession and web utilization. Progressing women computerized literacy for fostering their evenhanded participation within the gig economy may be a squeezing require. Customized preparing on essential computerized abilities might be a game-changer, and offer assistance capture workers at ‘source’.

7. GOVERNMENT SCHEMES:
1. Pradhan Mantri Shram Yogi Maan-dhan (PM-SYM): This plot may be a intentional annuity and social security plot focused on at unorganized workers, counting gig laborers. It points to supply them with a least guaranteed annuity of Rs. 3,000 per month after accomplishing the age of 60. Gig laborers can enlist in this plot and make customary commitments to secure their future.

2. Aatmanirbhar Bharat Rozgar Yojana: Propelled as portion of the COVID-19 financial alleviation bundle, this plot points to incentive managers to enlist more specialists. Gig specialists who discover work in qualified organizations can advantage from this conspire through the employer's commitments to the Worker Provident Finance (EPF).

3. Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJBY): Whereas not particularly outlined for gig specialists, these protections plans give inadvertent passing and inability cover and life protections scope, separately, at reasonable premiums. Gig laborers can profit themselves of these plans exclusively to secure themselves and their families.

4. State-specific welfare plans: A few Indian states have presented their possess welfare plans for unorganized laborers and gig specialists. These plans may shift from one state to another and seem incorporate different benefits such as well being scope, ability advancement programs, and money related help amid emergencies.

5. Expertise Advancement Programs: The government and non-governmental organizations have been working on ability advancement programs for gig laborers. These activities point to upgrade the employability and pay potential of gig specialists by giving them with pertinent preparing and certification in their individual fields.

6. Gig laborer stages and affiliations: A few gig laborer stages and affiliations have begun advertising benefits and help to their enlisted gig laborers. These benefits seem incorporate protections scope, get to money related administrations, and bolster amid emergencies.

It is vital to remain up-to-date with the most recent advancements, as modern plans and activities may have been presented since my final overhaul. Gig laborers in India can ask almost the particular plans accessible to them by coming to out to government workplaces, labor welfare divisions, and pertinent gig laborer stages and affiliations.
8. CONCLUSION:

In the future of India that we live in today, gig platforms will continue to flourish and act as the technological innovations resource power grids for the world stage. Based on current trends, the country will be at the forefront of technology, labour, and skillfulness working hours should be provided so that they can spend time with their families outside of work, and a balance should be maintained between work and private life. In these uncertain times, employees need support to help them feel confident and motivated at work and in life. Productivity cannot be studied or predicted based on factors like motivation and factors like income that we used in our research. The flexible working hours of the employees who do not have to report to anyone during the day compared to the full time employees determine high level of satisfaction. Companies can focus on technology to improve products to be more successful and provide ultimate service to customers. It can motivate employees to make them happy, which can have a positive impact on productivity, thereby ensuring worklife balance and happiness, which in turn keeps them motivated to work happily, thus balancing other factors such as life satisfaction, welfare-benefits. Life integration is the most important, it acts as a bridge between personal and work life. Businesses can take advantage of this and create consistent policies to create overall value. The flexible economy is growing and is expected to outperform pre-pandemic forecasts as many flexible workers need to be replaced by full-time jobs. While the government has taken the first step to guarantee health security for flexible workers, the Social Security Act still needs improvement. Also, all platform workers must have insurance under Bharat Pradhan Mantri Jan Arogya Yojana, Pradhan Mantri Suraksha Bima Yojana and Pradhan Mantri Jeevan Jyoti Bima Yojana. Employers can help with this, retaining employees and sustaining the resilient economy for the long haul. A link was also found between work-life balance and employee turnover. When worklife balance is achieved, the employee turnover rate decreases somewhat. However, it is important to improve the work environment and reduce the workload of employees to help them balance work with personal and social responsibilities. Employee development, recognition, and rewards for performance and training are initiatives that can help motivate employees. As a result, work-life balance and job satisfaction will increase, as well as workplace stress and staff turnover.

9. REFERENCES:


