

# Review Article

## Changing ways of work: An outline of Digital Platform Economy in India

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### ABSTRACT

**Background:** India is witnessing significant growth in the platform economy, where companies connect workers with tasks through online platforms/portals/mobile applications. These platforms use algorithms to assign piece-rate jobs to independent partners/contractors. The digital economy, which saw a substantial surge after the COVID-19 pandemic, encompasses the platform economy as one of its key components.

**Aims:**The article aims to provide a concise overview of the platform economy in India.  
**Methodology:** The researchers conducted a comprehensive narrative review, drawing insights from peer-reviewed articles, government reports, and their own field research in Kochi, Kerala and Bangalore, Karnataka.

**Results:**Results include a detailed table depicting key details of major platform aggregators in India and two case studies that shed light on digital platform workers' motivations, challenges and incentives.

**Conclusion:**Extensive conceptual and empirical research across various social science disciplines is essential for effectively comprehending and regulating the platform economy. This will benefit all stakeholders in the platform economy, including platform aggregators, service providers (delivery partners, rider partners, etc.), government officials, and end customers, ensuring a fair and equitable environment for all.

*Keywords: Platform economy, gig work, digital platform labourers, online food delivery, online bike taxi.*

### 1. INTRODUCTION

The platform economy is an economic system that uses online platforms as a digital bridge connecting on-demand, self-employed workers with service requesters (i.e., customers or clients) to complete fixed-term or piece-rated tasks (Kuhn & Maleki, 2017). International Labour Organisation (ILO), in its 2021 flagship report titled 'World Employment and Social Outlook - The Role of Digital Labour Platforms in Transforming the World of Work', estimated an increase in the number of gig labour platforms from 142 in 2010 to more than 777 by 2020. During this timeframe, the quantity of web-based platforms tripled, whereas the number of taxi and delivery platforms nearly increased tenfold. A significant number of these platforms is centred in a handful of regions, notably the United States of America (29%), India (8%), and the United Kingdom of Great Britain and Northern Ireland (5%) (International

Labour Organisation, 2021). Services offered in the platform economy in India include on-demand food delivery (ODFD), online ride-hailing (ORH), quick commerce, grocery, medicine and courier delivery (QCD), on-demand home services (ODHS), online freelancing etc. Indian companies such as Ola, Uber, Zomato, etc., began providing these services as early as the 2010s. The global COVID-19 pandemic in 2020 catalysed the growth of the digital economy, including the platform economy. NITI Aayog, the apex policy think tank of the government of India, 2022, estimated a significant jump in the gig workforce in India, from 77 lakhs in 2021 to a projected 2.35 crore by 2030, which would make up to 6.7% of the non-agricultural labour force or 4.1% of the total livelihood in India (NITI Aayog, 2022). To address the expanding platform economy, the Indian government in the year 2020 defined gig work and platform economy in its newly introduced labour codes and encouraged states to develop regulatory mechanisms for this sector. The government of Rajasthan became the first state in India to introduce the Social Security Act for gig and platform workers in 2023. Other states, such as Kerala, Karnataka and Jharkhand, have introduced draft bills to regulate platform workers in their jurisdiction.

The ILO proposed its platform economy conceptual model, which classifies various types of platforms into two categories depending on the nature of work carried out on these platforms: online web-based platforms and location-based platforms. Online web-based platforms mediate freelance work and micro tasks such as translation, competitive programming, medical consultation, creative designing, etc. Individuals seeking employment on online platforms can leverage the internet to connect with clients worldwide, overcoming geographical limitations. Additionally, they can benefit from favourable currency exchange rates when receiving payments. Some companies/platforms that operate in this space include Upwork, Amazon Mechanical Turk, Fiverr, Clickworker, Hackerank, Topcoder, Appen etc. Location-based platforms, which are also the most popular form of platform economy in India, offer services such as ride-hailing, food, grocery & quick commerce deliveries, home services, including domestic work and care services, etc. The geographical location of labourers on these platforms can be a limiting factor. Platforms which employ such workers include Uber, Ola, Rapido, NammaYathri, Swiggy, Zomato, Blinkit, Zepto, Bigbasket, Urban Company etc. (International Labour Organisation, 2021). India's burgeoning platform economy, fuelled by rapid urbanisation, technological advancements, and a young, skilled workforce, presents a lucrative market for companies and a promising avenue for Indian youth seeking employment opportunities.

## **2. LITERATURE REVIEW**

The platform economy originated in the early 2010s after the 2008 economic crisis, incentivised by rapid technological innovations, growing pressure on business executives to cut costs on business processes and increased trends of outsourcing and subcontracting (Mehta, 2020). Various researchers have described these innovative/contemporary employer-employee relationship arrangements with similar terminologies, such as the gig economy (Woodcock & Graham, 2019), the sharing economy (Turpin & Van Belle, 2021) and the on-demand economy (Shapiro, 2018). Although humanity has done multiple jobs simultaneously to find different sources of income or to make two ends meet, never in the history of economic processes has work been organised using technology so efficiently as in the case of the platform economy (Mehta, 2020). Woodcock and Graham (2019) argue that the preconditions for the expansion of the platform economy are digital legibility of work, mass connectivity and cheap technology, gendered and racialised relationships of work, platform infrastructure, globalisation and outsourcing, worker power, desire for flexibility for/from workers, consumer attitudes & preferences and state regulation. Sundararajan (2017) opines that the platform economy is a novel form of digital capitalism that seeks to

reduce business liabilities from their end and pass them on to the workers. Companies and platforms operating in the platform economy often identify themselves as 'technology companies' or 'digital marketplaces' that are mediators between requesters of a particular service (food & grocery delivery, transportation, home services, content creation, translation, etc.) and partners who can carry out the job or task which is requested (Dey et al., 2022). Richard Heeks (2017) proposed a comprehensive framework to understand platform work's multifaceted and diverse nature. His framework understood platform economy or digital platform economy as a spectrum of the following types of jobs – click work jobs (workers hired for carrying out internet-based micro tasks), remote-based or digital labour (facilitating worker customer transactions) and client-led service work (food delivery, ride-hailing or quick commerce). Sharma (2021) argues that the platform economy's continued offering of flexibility degrades solidaristic collectivisation and increases inter-worker competition. Mehta (2020) pointed out that income-generating opportunities are better in online web-based platforms than location-based platforms, depending on the conversion rates of currencies used in the transaction.

Precarious work in the platform economy context is the uncertainty experienced by the platform workers in identifying a steady flow of jobs or gigs. Precarious work transfers social and economic risks from businesses onto workers to reduce operational costs, thereby saving on benefits and emoluments such as sick pay, minimum wage, social security, etc (Kalleberg, 2009). This phenomenon is in continuation with the increasing informalisation of jobs with labour laws being relaxed and skipped to attract investment to boost the economy (Hammer & Ness, 2021). Many researchers have documented the continued challenges faced by platform workers, such as challenges in collectivisation/formation of unions (Sharma, 2021), lack of designation of those employed as workers (Mehta, 2020; Sharma, 2021; Dey et al., 2022), work precarity (Kalleberg, 2009; Woodcock & Graham, 2019) and unpredictable employment conditions (Woodcock & Graham, 2019). This paper provides a framework for understanding digital platform work in India within the context of changing work practices.

### **3. METHODS**

Using a narrative review methodology, the researcher explored peer-reviewed articles, research reports from governmental and non-governmental sources and other published sources to identify key players in the platform economy space in India. Keywords used for the search strategy included 'platform economy', 'gig workers', 'sharing economy' and 'precarious work'. Inclusion criteria for articles included a focus on workers in the platform economy in the Indian context, peer-reviewed status of articles & published government reports and publication within the last ten years. Two case studies from extensive fieldwork by researchers provide a practical understanding of workers' experiences, motivations, and incentives in this space.

### **4. RESULTS**

The following table provides information about significant corporations/platform aggregators operating in India's location-based platform economy. This analysis does not consider e-commerce companies, as they use subcontracting rather than app-based mediation to manage their partners/workers. It also excludes cloud work platforms due to a lack of publicly accessible information related to the number of workers employed in their portal. The table sheds light on the service type of the platform, active years in India, and approximate workers/partners on the platform, depending on publicly available information and the geographical scope of the platforms.

**Table 1: Major platforms offering digitally mediated work in India**

<b>Platform name</b>	<b>Service type</b>	<b>Active years</b>	<b>Approximate workers on the platform (in lakhs)</b>	<b>Cities Active</b>
Zomato	On-demand food delivery	2008-present	~3.5 lakhs	Pan India + a few countries abroad
Swiggy and Swiggy Instamart	On-demand food delivery, Quick commerce delivery	2014--present	~3 lakhs	Pan India + a few countries abroad
Food Panda	On-demand food delivery	Discontinued in 2019	NA	NA
Uber Eats	On-demand food delivery	Discontinued in 2020	NA	NA
Uber	Ride-hailing	2013-present	~30 lakhs	Multinational
Ola	Ride-hailing	2011 - present	~15 lakhs	Pan India + a few countries abroad
Rapido	Ride-hailing	2015-present	~15 lakhs	Pan India
NammaYathri	Ride-hailing	2022 - present	~25000	Bangalore (Expanding to Karnataka Soon)
Urban Company	Home Services	2014-present	~55000	Pan India
Mr Right	Home Services	2013- present	~20,000	Pan India
Zepto	Quick commerce delivery	2021-present	~50,000	Bangalore, Chennai, Hyderabad, Mumbai, Noida, Kolkata etc.
Dunzo	Parcel delivery & Quick commerce	2014-Present	~11,000	Bangalore, Delhi, Gurgaon, Pune, Chennai, Jaipur, Mumbai, Hyderabad, etc.
Blinkit	Quick commerce delivery	2013-present	NA	Pan India

Porter	Parcel delivery & Logistics	2014-present	~5 lakh	Pan India
Big basket	Quick commerce delivery	2011-present	~35,565	Pan India
Flipkart Grocery	Quick commerce delivery	2021-present	NA	Pan India
Amazon Flex	Quick commerce delivery	2019-present	NA	Pan India

Source: Authors

The primary business model of these companies is ordered towards increasing the number of platform-related services they can consolidate under a single umbrella or within a single mobile application. Various MNCs such as Grab, Gojek, Alipay, and Paytm, often referred to as Super apps, are based on this model. On careful analysis and comparison of the Indian platform market space, one can observe a general trend of major app-based aggregators trying to become Super apps by integrating services such as on-demand food delivery, quick commerce and grocery delivery, intra-city parcel delivery, etc. The following table details how platforms offer multiple services other than their primary offering.

**Table 2: Services integration into platform apps in India**

Company name	Services incorporated in the customer app				
	Food delivery	Quick commerce	Dining reservations	Ride-hailing	Parcel delivery
Zomato	Yes (primary offering)	Yes, through Blinkit	Yes	No	Yes
Swiggy	Yes (primary offering)	Yes, through Swiggy Genie	Yes	No	Yes
Ola	Yes	Yes	No	Yes (primary offering)	Yes
Uber	No	Yes, Store pick-up option available	No	Yes (primary offering)	Yes
Dunzo	No	Yes, through Dunzo Daily	no	No	Yes

		(primary offering)				
Rapido	No	No	No	Yes	Yes	(primary offering)

Source: Authors

## **4.1 WORK CHARACTERISTICS AND CHALLENGES FACED BY WORKERS/PARTNERS IN THE PLATFORM ECONOMY**

### **4.1.1 Designation of the workers**

Most platform aggregators entitle workers as 'independent contractors' or 'delivery executive/partners' or 'independent business owners' or 'self-employed' (Parwez & Ranjan, 2021; Pant & Majumdar, 2022; Sharma, 2021; Seetharaman et al., 2021; Mehta, 2020; Fredman et al., 2021). This is to avoid the hassles of maintaining permanent workers and excluding themselves from obliging labour laws in the country. Benefits of being a permanent employee include being eligible for monthly payroll, social protection benefits such as sick leave and pay, provident fund, maternity/paternity leaves, overtime pay, social security etc. (Mehta, 2020; Aloisi 2016). Companies operating in the platform economy often identify themselves as 'technology companies' or 'digital marketplaces' who are mediators between requesters of a particular service (food & grocery delivery, transportation, home services, etc.) and partners who can carry out the job or task which is requested (Dey et al., 2022; Fredman et al., 2021). The result of such positioning is the artificial distancing between themselves and the workers whose efforts create value, which helps the platform companies prosper. In this way, the liability of maintaining a fleet workforce is avoided, yet the workers' services are extracted (Fredman et al., 2021).

### **4.1.2 Challenges in collectivisation of labours (Unionising)**

Sociologists and labour economics scholars have long decried the continued individualisation of the worker, leading to an erosion of class consciousness and, thus, collective bargaining of the workers (Sharma, 2021). Platform economy, known for its continued offering of flexibility, is degrading the solidaristic collectivisation and increasing competition between individual workers (Sharma, 2021). This was indeed visible in many protests conducted by food delivery workers across India. For instance, when a section of Zomato food delivery workers announced a 1-day strike to increase the minimum payout of Rs 6/km to Rs 10/km, the company came out with an increased daily bonus for non-striking workers and those workers in the nearby zones. A lack of a predefined legal framework adds to this lack of collectivism, with certain trade unions aiming to assist those workers. As described by (Webb & Webb, 1920), collective bargaining refers to the process of workers coming together/unionising to send a delegation to the employer for dialogue to improve workers' work conditions. The nature of gig work, which is often distributed geographically and temporally, leaves little room for organising among the gig workers (Masiero, 2021). The terming of gig workers as entrepreneurs and independent contractors has a fair share of challenges for unionising because companies are legally not required to recognise unions if they do not directly employ them (Fredman et al., 2020; Parwez & Ranjan, 2021). On the flip side, research indicates that gig workers around the world use various social media platforms such as X(formerly Twitter), Facebook, and WhatsApp to come together, organise and agitate (Parwez & Ranjan, 2021; Soriano & Cabañes, 2020; Plantin et al., 2018). Many gig workers are also wary about being deactivated or denied access to the platform, essentially firing them from the job (Parwez, 2022). Despite unionisation challenges, many

worker organisations have been working actively across the globe to raise voices for workers' concerns. Certain organisations such as Maharashtra Navnirman Kamgar Sena (MNKS), NammaChalacka Trade Union (NCTU), United Food Delivery Partners' Union (UFDPU) (Parwez & Ranjan, 2021), All India Gig Workers Union (AIGWU) and Telangana Gig and Platform Workers Union (TGPWU) are actively responding to the evolving platform economy in India.

#### **4.1.3 Work precarity**

One of the characteristics of platform work identified by researchers is the precariousness associated with jobs in the platform economy. There is growing evidence from around the world that suggests that the level of precariousness is rather high in jobs belonging to this economy (Woodcock & Graham, 2019; Duggan et al., 2021; Parwez & Ranjan, 2021; Parwez, 2022; Nasreen & Purohit, 2018; De Ruyter & Rachmawati, 2020; Brancati et al., 2020). Work precarity can be understood as a contrast to a standard form of employment, as argued by Aust and Holst (2006). They defined standard employment as 'a relationship having socially secured, long-term, and full-time employment with a wage that allows for a decent living' (Parwez & Ranjan, 2021). Precarious work transfers social and economic risks from businesses and the state on to workers in an attempt to reduce their operational costs, thereby saving on benefits and emoluments such as sick pay, minimum wage, social security, etc. (Kalleberg, 2009). This phenomenon continues with the increasing informalisation of jobs, with flexible labour laws being relaxed and skipped to attract investment to boost the economy (Hammer & Ness, 2021). Work precarity can affect the sole breadwinners of the family who are working on gig platforms as full-time workers more than part-time workers who are supplementing their income with a few hours of work every day (Lee, 2021).

#### **4.1.4 Employment conditions**

Work in gig platforms is characterised by what researchers call login employment (Yakubovich et al., 2018). It essentially means that the worker can log in to the app whenever he or she deems it, and the platform assigns work to the workers depending on the supply of workers and the demand for services offered by the platform. Since the platforms care about servicing their customers at all times, workers are motivated/persuaded to stay on the platform (logged in) at peak hours, often late at night and at weekends, through incentives (Dunn, 2020; Behl et al., 2022). This leads to longer working hours, which is a common feature of almost all platform jobs, along with low incomes and higher stress levels, which are needed to complete targets and for sustainable income (Graham et al., 2020). Existing research suggests the increasing number of young people (aged between 18 and 30) opting for jobs in the platform economy due to comparatively low barriers to entry and the nature of employment (Parwez, 2022). Organisations operating in the platform economy maintain the ability to deny better employment conditions by distancing themselves from the work interaction of the worker, often labelling themselves as job boards or listing platforms where a requester (consumer) meets a servicer (a hotel or a cab) (Dolber et al., 2021).

### **4.2 CASE STUDIES**

#### **4.2.1 Case Study 1: Prakash, the multi-app food delivery Rider in Kerala, India**

##### **4.2.1.1 Introduction:**

Prakash (name changed) is a food delivery partner in Ernakulam, Kerala, India, who accepts gigs from both Swiggy and Zomato, two of the leading food delivery platforms in the country.

He is pursuing a short-term skill development course in Ernakulam after completing his graduation. He attends classes in the morning and works as a food delivery partner on both platforms simultaneously during the evenings and weekends. He represents hundreds of young people seeking to supplement their income through food delivery gigs. He is clear that a food delivery job is not a career path but an opportunity to make a temporary livelihood. He makes enough money to finance his studies, accommodation, and other personal needs. This case study describes Prakash's work experience, the motivations behind his multi-app approach, and the challenges and opportunities associated with this strategy in the Kerala market. He is part of an independent food delivery partner WhatsApp group where he gets information about weather patterns, road traffic situations, daily order patterns on the platforms and any other relevant information on food delivery work. These informal WhatsApp groups have become a new medium of worker organisation in food delivery, coordinating information sharing, worker networking, and activism. Similar WhatsApp groups run by Unions or delivery worker collectives exist in Ernakulam and other parts of Kerala, such as Kozhikode, Thiruvananthapuram, etc. He is disinterested in food delivery union activities coordinated by a popular political party because of his temporary engagement with the platforms. The multi-app approach is a technique used by delivery partners where they are logged in simultaneously in both Swiggy and Zomato applications (in this instance) to maximise earnings.

#### **4.2.1.2 Motivations/Opportunities for multi-Apping:**

- **Increased Income:** Prakash's primary motivation for working with Swiggy and Zomato is to increase his chances of making more income. He can potentially accept more orders and earn more throughout the day by having access to delivery gigs from both platforms. Either he is active on both platforms simultaneously, or he chooses to run for a particular platform for a day or week, depending on the feedback and information he receives from the WhatsApp group.
- **Reduced Dependence on Single Platform:** Working with two platforms reduces Prakash's dependence on the performance of any single company. If one platform experiences a decline in orders, he can rely on the other to maintain his income on any given day.
- **Growing Demand:** The food delivery market in Kerala is expanding rapidly, creating more employment opportunities for delivery riders like Prakash. Major platform companies and local counterparts compete fiercely to capture the market and grow their business. A fresh supply of young delivery partners in the city benefits the companies' expansion.
- **Unionisation/Collectivisation:** There is a growing trend of delivery rider collectives in India. These groups can help riders in collective bargaining by negotiating better working conditions and pay with the platforms.

#### **4.2.1.3 Challenges of multi-Apping:**

- **Managing Two Apps:** Anyone would find juggling deliveries from one platform to another challenging. Prakash must be attentive to both apps simultaneously to ensure timely pick-ups and deliveries and the ability to qualify for incentives.
- **Meeting Delivery Targets:** Each platform has its own delivery targets or performance metrics that Prakash needs to meet to maintain good standing. Daily and weekly targets are part of the strategies platforms employ to ensure a steady supply of labour, minimum level of work performance, and reduced cross-platform work.
- **App Downtime or Glitches:** Technical issues with either app can disrupt Prakash's workflow and lead to lost income.

#### **4.2.2 Case Study 2: Raj, an ITeS worker, finds extra income through bike taxi service in Bengaluru, Karnataka**

#### **4.2.2.1 Introduction:**

Raj (name changed) works in a BPO job in Bengaluru, Karnataka. He lives with his wife and two children in a low-income neighbourhood in the city. He and his wife are working and are finding it difficult to make ends meet when he stumbled upon an advertisement that offered extra income by becoming an online bike taxi rider. Companies like Rapido, Ola and Uber provide opportunities for people who have registered motorbikes to work as bike taxis. This is attractive in India due to its densely packed roads, low-income population who opt for affordable transport options and relative ease in buying or owning motorbikes. Raj usually takes bike taxi gigs after regular work and on weekends, where he says demand is higher, especially from young workers and students. Raj also referred this job to his friends and colleagues to earn a hefty referral bonus (sometimes up to two thousand rupees). This is a general strategy platforms use to recruit more partners for a steady supply of workers for stable operations. Since the legal framework related to bike taxis is ambiguous in certain states in India, Raj sometimes gets in trouble for offering taxi services on his bike, which is a privately registered vehicle (white coloured number plate), from the City Traffic Police. Raj has also experienced mob attacks from agitated auto drivers who campaigned against online bike taxis, fearing loss of business.

#### **4.2.2.2 Motivations/Opportunities for Becoming a Bike Taxi Rider:**

- **Extra source of Income:** In a city like Bangalore, where the cost of living is escalating daily, Raj depends on this job to maintain his family expenses. He capitalises his possession of a bike and the time he spends riding into a secondary income source.
- **Lower Barrier to Entry:** Anyone with a valid driving license, minimal education, and a registered two-wheeler vehicle can access bike taxi services through the abovementioned apps. This income generation option benefits students, early career workers, daily wage earners, etc.
- **Increasing demand for last-mile connectivity:** Bangalore, with its rapidly growing population of over 12 million, is struggling with inadequate public transportation systems. While Bangalore has the second-longest metro system in India, its effectiveness is hampered by poor last-mile connectivity. Many urban mobility experts opine that bike taxis effectively solve these inadequacies and, help alleviate the city's infamous traffic jams and reduce carbon emissions.

#### **4.2.2.3 Challenges of being a bike taxi rider:**

- **Ambiguity surrounding the legality of bike taxis:** While bike taxis are legal in many states in India, they are still illegal in the state of Karnataka. Although this is the case, companies such as Rapido, Ola, etc., still offer bike taxi services to customers. While the State Government proposed the Karnataka bike taxi scheme in 2021 to solve the ambiguity, it led to widespread protests from Autorickshaw unions. Since Autorickshaw driver unions constitute a political constituency powerful enough to organise on a mass scale, political considerations became a priority for the government rather than easing road traffic or protecting the rights of bike taxi riders.
- **Long hours and unhealthy work conditions:** Bangalore is infamous for its densely packed roads and unreliable public transport. Although known for its gardens and pleasant climate, the city has experienced changes in local weather conditions due to its rapid urbanisation in recent decades. Thus, A bike taxi worker works in an unhealthy situation and is prone to road accidents.

#### 4. DISCUSSION

The platform economy undoubtedly provides significant advantages to everyone participating in business activities. This has resulted in widespread adoption of the same throughout the country. These stakeholders include platform aggregators, end customers, delivery/platform partners/executives and government officials. While jobs in the platform economy may find many takers over the passage of years, the questions and concerns on the nature of such jobs are increasingly being scrutinised by scholars, government authorities and labour activists (Mehta, 2020; Turpin & Van Belle, 2021). NITI Aayog through its report released in 2022, suggested policy recommendations for government action to boost employment opportunities and productivity levels in the context of the platform economy (NITI Aayog, 2022). As various researchers have pointed out, an easy-to-access food delivery job/quick commerce job is a very attractive short-term job for a young graduate or student with sufficient requirements (e.g. a driver's license, a two-wheeler and extra time to take gigs) (Mehta, 2020; Dey et al., 2022). Sharma (2021) and (Sivarajan et al., 2021) highlight the role of new forums of communication and collectivisation (such as with WhatsApp and Facebook), which may benefit platform workers. Access to smartphone EMLs and easy loans for two-wheeler vehicles enable people like Prakash and Raj to look for secondary income-generating options, as predicted by Woodcock and Graham (2019).

Lack of protections in the workplace (on the roads) leads to challenges in accessing clean and safe working conditions for platform workers. This is observed in both case studies, where the food delivery partner often finds accessing clean and safe restrooms difficult. In contrast, bike taxi partners are sometimes subjected to violence from angry autorickshaw drivers. The Fair Work research project undertaken by Oxford Internet Institute and Social Science Research Centre Berlin (WZB) is a positive direction towards ensuring fair and decent work for platform workers. It releases yearly rankings of platforms based on five criteria - fair pay, fair conditions, fair contracts, fair management and fair representation (Turpin & Van Belle, 2021; Graham et al., 2020).

#### 4. CONCLUSION

Digital platform work in India is rapidly evolving due to various factors, such as consumer preferences, technological improvements, and market demands. One could quickly conclude that the laws and policies governing and regulating digital platform work have lagged behind the rapid evolution of technology and business practices around platform work. Thus, there needs to be a renewed effort from the government at different levels to explore ways to make the platform economy more just and equitable to all relevant stakeholders. Interdisciplinary research from fields like labour studies, management, law, psychology, and sociology can deepen our understanding of the platform economy. Furthermore, some areas of enquiry in this field include research questions such as how migration impacts platform economy, how quick commerce as a phenomenon is different from e-commerce, why it is relevant, and how ride-hailing technology can be used to address mobility issues in Indian cities, etc.

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