

Unlocking the Gig Economy in India

Edited by

Dr. Sumanta Dutta

Senior Faculty Member

*Postgraduate and Research, Department of Commerce (M. Com.)
St. Xavier's College (Autonomous), Kolkata, West Bengal*

Dr. Ravi Kant Modi

Professor & Dean

*Department of Commerce and Management
Nirwan University Jaipur, Rajasthan*

MGM PUBLISHING HOUSE

JAIPUR – DELHI

© Publisher

This book, or any part thereof must not be reproduced or reprinted in any form, whatsoever, without the written permission of authors except for the purpose of references and review.

Published by

MGM Publishing House
Durgapura, Jaipur-302015
Rajasthan, India

© Publisher

ISBN: 978-93-49468-71-9

Book DOI: 10.62823/MGM/2025/9789349468719

Edition: 2025

All rights reserved. No part of this book may be reproduced in any form without the prior permission in writing from the Publisher.

Price: Rs. 1285/-

Printed by:
In-house-Digital
Jaipur-302018

Disclaimer

The originality and authenticity of papers in this volume and the opinions and facts expressed therein are the sole responsibility of the authors.

MGM Publishing House & the editors of this volume disclaim the responsibility for originality, authenticity and any statement of facts or opinions by the authors.

This is to certify that this edited book entitled
"Unlocking the Gig Economy in India" bearing
ISBN No. 978-93-49468-71-9 is refereed and
published after due peer-review process.

Thanks


Publisher

Contents

Chapter 1	Gig Workers and their Social Security Measures <i>N V Ramachandran & A Josphine Reena</i>	<i>01-12</i>
Chapter 2	The Gig Economy and its Social Implications <i>N Janani</i>	<i>13-27</i>
Chapter 3	Women Gig Workers – Challenges and Opportunities <i>R Malarvizhi</i>	<i>28-34</i>
Chapter 4	The Conundrum of Gig Economy in India: Employability Versus Autonomy <i>Dyuti Chatterjee & Jayjit Chakraborty</i>	<i>35-42</i>
Chapter 5	Click Economy: A Conceptual Model of India's Gig Work Revolution <i>M. Dhanalakshmi & Jith R</i>	<i>43-54</i>
Chapter 6	Role of Education and Vocational Training in Gig Readiness <i>Nilesh Kharche</i>	<i>55-62</i>
Chapter 7	Examining Job Security and Workers' Rights in the Gig Economy of Tamil Nadu <i>Mithula Muralidharan</i>	<i>63-74</i>
Chapter 8	Swipe to Earn: India's Leap into the Platform Economy: A Study of the Structural Transformation of Employment in the Digital Era <i>Jith R & M. Dhanalakshmi</i>	<i>75-86</i>
Chapter 9	Empowering the Gig Workforce in India: Digital Platforms and Evolving Skill Requirements in Platform-Based Services <i>Rounak Kumar</i>	<i>87-96</i>
Chapter 10	Socio-Economic Challenges for Gig Workers in India's Emerging Labour Landscape <i>Viha Jain & Sudarsana Sarkar</i>	<i>97-107</i>

Chapter 11	Gig Workers and Financial Security <i>Vikram Sherawat</i>	<i>108-124</i>
Chapter 12	Identification of Factors for Determining the Employee Contentment of Gig Workers through Job Satisfaction Index in Kolkata <i>Dr. Aniruddha Bhowmick & Prof. Shantanu Chakraborty</i>	<i>125-140</i>
Chapter 13	Impact of Social Media on the Gig Economy <i>Amanpreet Kaur</i>	<i>141-147</i>
Chapter 14	Gig Workers towards Work Engagement <i>Dr. R. Bharth Vajan & Dr. Janani N</i>	<i>148-158</i>

Cont....