



# Frontline workers choosing gig jobs

How it can be a win-win for both employers & employees



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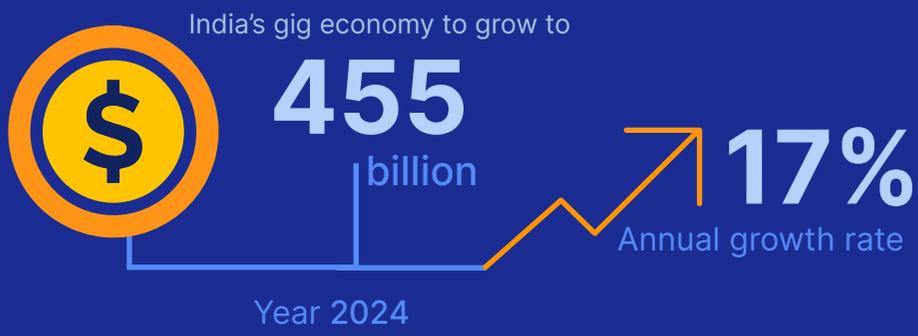
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# Cover Story

## How gig can be a win-win for both employers & employees



India's gig economy is expected to grow to \$455 billion by 2024 at a compounded annual growth rate of 17%. While gig has been there for over a decade now in specific industries like cab-hailing services, food delivery and logistics, the Covid 19 pandemic has thrust such jobs into the spotlight like never before across industries, especially in the blue-collar segment. The increased tech adoption during the pandemic, the rise of on-demand jobs, the lack of job security in full-time employments and the urge of the workers to increase hourly earnings are factors that have cumulatively led to the increase in gig jobs in the economy.

### Blue-& grey-collar in gig

India has the second-largest workforce in the world, with over 450 million being frontline workers. As per a BCG report, over 24 million new jobs would be created in the blue-collar gig space by 2028. When it comes to gig, the sector has the potential to serve up to 90 million jobs in the non-farm sectors of India and add up to 1.25% to the country's overall GDP. By 2022-23, frontline gig work employment is expected to reach 9.9 million in India, up about 45% from 2019-2020, according to a NITI Aayog report. The economy has seen a rise in jobs demand for delivery executives, drivers, field sales executives, data entry executives, back-office executives etc. in FY 21-22, as per BetterPlace report and a significant part of these jobs constitute of gig workers given the labour shortage and inflation in the post-Covid landscape.

-  **450 million** frontline workers as of 2022
-  **Over 24 million** new jobs to be created by 2028
-  Gig has potential to serve up to **90 million Jobs** in the non-farm sectors
-  Gig to add up to **1.25%** to the country's overall GDP
-  Frontline gig employment is expected to reach **9.9 million** in India, up about **45%** from 2019-2020

As per a BCG report



### Frontline workers opting for gig

The uncertainties and the job losses due to the pandemic have led the blue-collar workers to reverse migrate to their hometowns who are now either looking for work opportunities near their hometowns or are seeking increased income sources to migrate to new geographies. They are seeking better visibility of income and diversified sources to rely upon to do away with job insecurities that come with a single income source even if its full time. The gig model offers workers more security and allows flexibility in terms of time and the nature of work, apart from being more rewarding than a fixed salary job. In the coming days, gig workers could see a 25-30% rise in their hourly incomes.



### How employers benefit from gig

The pandemic-induced lockdown has taught enterprises the importance of resilience and the need to have flexibility in terms of resources. Reservations about dependability, resource utilization and high fixed costs have organically led businesses to gravitate towards a just-in-time model. A gig model allows organizations to hire workers based on demand, cutting down on fixed costs by not having to pay during idle hours and reducing dependency on a fixed workforce taking attrition worries out of the equation. Employers can expect to see a 25-30% jump in efficiency, while increasing ROI month over month. Enterprises can leverage upon a productive workforce which is equipped with specific skill sets and determine pay basis expected delivery of assignments.

### A sustainable way forward

The gig model is set to be a key enabler to bridge the economic gaps in the country by uplifting the aspirational frontline workforce. It's a win-win for both employees and employers. While it offers extra earning opportunities to employees along with flexible work hours, it means optimization of cost and increased productivity for employers. However, to make the model sustainable it's important for the employers to encourage the gig mindset to serve the interest of the gig workers and the organization.



Employees must be offered the salary they deserve



Benefits such as PF & insurance must be offered to workers employed for more than four hours



Upskilling & reskilling opportunities need to be provided as and when required

The frontline workers are at the centre of the gig economy. The dynamic market movements and regulatory reforms are working in favour of the shift, ironing out some of the challenges that were holding back growth previously.



The new labour laws have increased the minimum wage ceiling to Rs. 24,000 from Rs.18,000. Niti Ayog has recently released a report suggesting enterprises provide social services like insurance and PF to gig workers to boost the ecosystem. These are efforts that would add a sense of security to the gig workforce which would then lead to cascading benefits for enterprises as these reforms would increase the stickiness of gig workers and tackle labour inflation better. The aggregator platform equipped with technology are also enablers here, increasing the demand-supply visibility in the labour market, led by network effect, scale and agility.

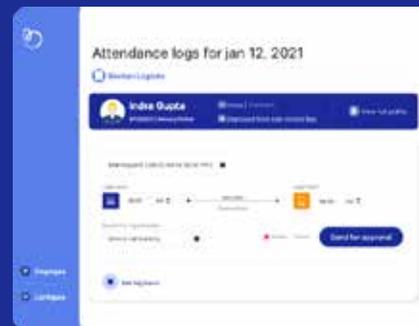


The way forward for enterprises is to operate in a hybrid model with a mix of full-time and gig workforce to manage operations and cost efficiently. While the full-time employees can be engaged for regular tasks, the gig workforce can be employed as per the seasonality of requirements.

In conclusion, to attain more sustainability in the gig ecosystem, labour laws need to be fine-tuned from time to time, competitive pay and benefits are to be offered to employees, constant upskilling opportunities are to be offered to ensure that skills stay pertinent to job requirements and technology adoption needs to be scaled.

# Star Feature

## Attendance



BetterPlace Attendance is an advanced HR management system that automates the entire attendance management process and allows organizations to streamline attendance and payroll even for remote work. From tracking time to marking attendance and managing leaves, BetterPlace Attendance offers an all-in-one solution to increase payroll accuracy, reduce admin hours and cut operational costs.

### A sustainable way forward



Facial recognition and geo-fencing to ensure accuracy



Offline attendance marking



Group attendance marking



Customizable and configurable with high adaptability



Overtime management, approval systems & force logout options



Simple rostering, reports & regularization



Intuitive interface for staff scheduling



Real-time insights covering multiple locations

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# BetterPlace Announcements



Meet  
**Vikram Bhaskar**

## Workforce management startup BetterPlace appoints Vikram Bhaskar as chief business officer

In July 2022, BetterPlace appointed former Monster Chief Revenue Officer Vikram Bhaskar as its new Chief Business Officer (CBO) – software business and benefits.



Enjoy  
**3-month free trial**  
of BetterPlace  
Attendance!



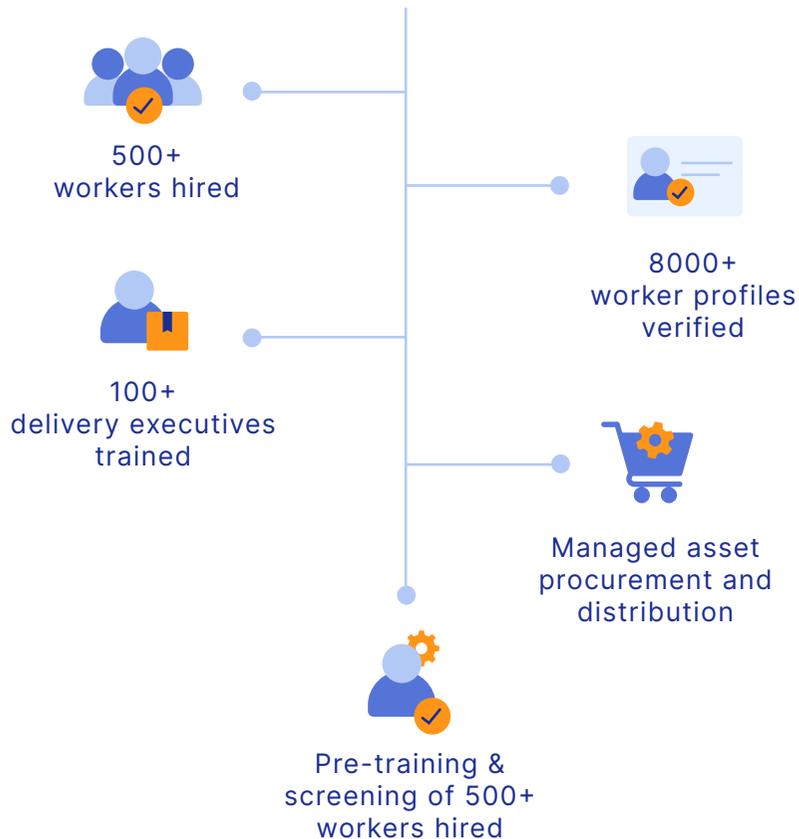
No setup cost

\*Conditions apply!

# Customer Success Story



With a value-proposition of 10-minute turnaround time for all grocery delivery orders, Zepto sought BetterPlace's help in scaling up its operations fast through rapid onboarding, training and managing merchandize-related requirements.



# Blogs



## Background Check for Remote Employees: How Well Do You Know Your Next Telecommuter?

Employees are the face of a company. They uphold the vision and values and have a bearing on the growth trajectory. You want to make sure you have chosen the right ones for your company.

[Read More](#)



## Countermeasures to tackle spoofing challenges in face recognition

Face recognition has become a widely used technology worldwide, especially post Covid-19 breakout, owing to its contactless and biometric features. However, it has its own challenges. Learn how BetterPlace is tackling these challenges with advanced technology.

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## BetterPlace in news

### BetterPlace launches upskilling and discovery platform for gig workers

The platform called Rocket aims at creating a job-ready pool of workers, offering training and upskilling for gig, part-time and full-time employees in specific roles and companies.

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### Businesses have a hard time finding skilled manpower

In blue collar, people are directly proportional to the outcome and everyone is a profit centre. You pay 'X' dollar, you get 'Y' dollar. Hence, shortage of manpower impacts the ability to deliver and delays business goals," said **BetterPlace CEO Pravin Agarwala**.

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### How gig workers are changing the industry for the better?

ETHRWorld in association with BetterPlace organized a forward-looking roundtable discussion wherein business leaders and seasoned HR professionals came together to decode how gig workers are transforming the industry for the better.

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## Industry News

### India's e-commerce firms hire more delivery workers for shopping season

Gig work employment, of which delivery workers and salespersons form a large chunk, is expected to reach 9.9 million in India in 2022-23, up about 45% from 2019-20.

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### How a labour helpline is assisting informal workers in recovering wages

In nine months, the India Labourline phone helpline for migrant/informal workers has registered more than 3,600 cases related to compensation and wage theft

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## Transforming the Indian Frontline Ecosystem

### HRMS Platform

Future-ready  
enterprise platform to  
manage frontline workforce

### SELECT

Tech-enabled  
solutions for contractual  
& gig workforce

### BENEFITS

Insurance &  
Merchandise for  
frontline workforce

### rocket

Pre-verified &  
pre-skilled pool of  
frontline workforce