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Employment Trends **in the** **Gig Sector in** **India**



Report by
CIEL HR

CIEL WORKS 

The survey conducted by **CIEL on the gig workforce** reveals significant findings regarding the presence, motivations, challenges, and future outlook of gig workers.

The results indicate that a notable **55% of surveyed organisations** have started using Gig Workers. In certain cases the proportion of Gig Workers accounts for as high as **20%** of their overall workforce, suggesting a huge share of gig workers. Moreover, **57% of respondents express** their intention to **increase the proportion of gig workers in their workforce for the fiscal year 2024**, signalling a growing interest in expanding the use of gig workers.

Among the various factors influencing individuals' decision to pursue Gig Work, two prominent motivations stand out: the opportunity to engage in diverse projects and the freedom associated with being their own boss.

Gig work empowers individuals to take control of their professional lives, make independent decisions, and set their own work schedules.

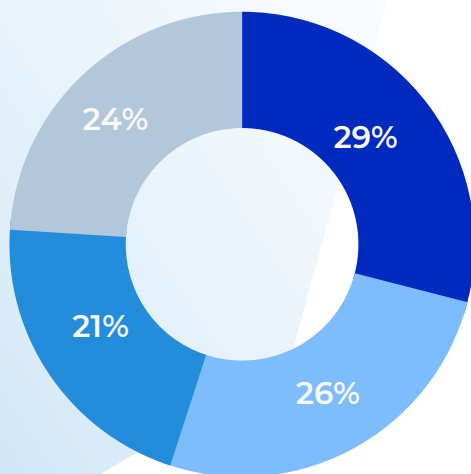
Despite all these factors, stability remains a major concern for the Gig Workers. A significant no. of surveyed gig workers (50%) express their interest to pursue full-time employment.



EVALUATING THE PROPORTION OF GIG WORKERS IN WORKFORCE:

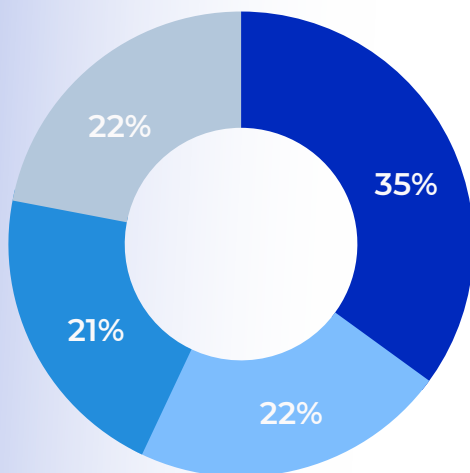
As per a [Niti Aayog](#) report titled 'India's Booming Gig and Platform Economy', the Indian gig workforce is expected to expand to **23.5 million workers by the year 2029-30**, which is nearly a 200% jump from the current 7.7 million.

What is the percentage of Gig Workers in your workforce?



■ 0-5% ■ 5-10% ■ 10-20% ■ >20%

IS YOUR COMPANY PLANNING TO INCREASE THE SHARE OF GIG WORKERS IN FY24?



■ yes 5-15% Increase ■ Yes, >15%
■ No Same as before ■ No Doesn't employee GIG

While the outlook for gig workers remains promising, it is important to note that gig employment is still in the early stages of adoption within many organisations.

Talent landscape has vastly changed over the last 3 years. Organisations have exhibited openness towards adopting Gig Workers. Around **55% of organisations surveyed** have started using Gig Workers. Notably, in some cases, the proportion of Gig Workers has reached as high as **20% of their total workforce**, suggesting a huge share of gig workers within these organisations.

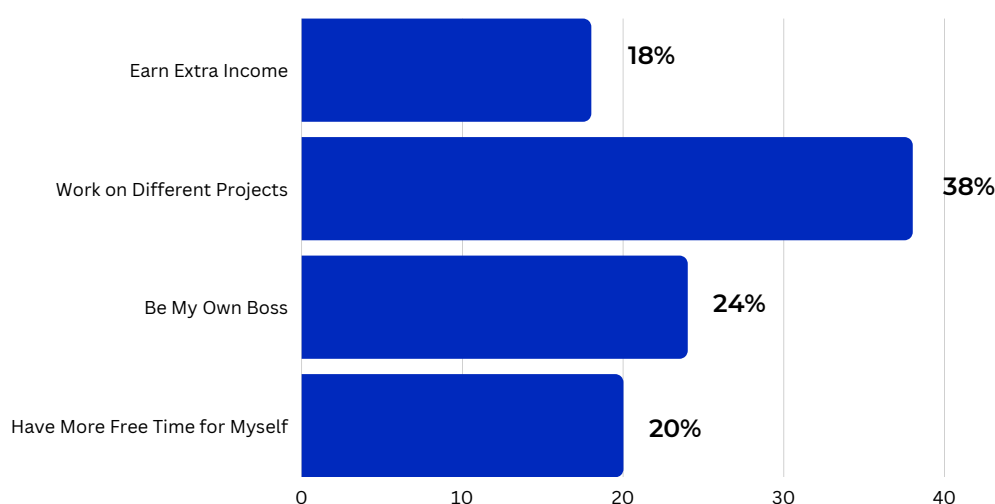
Encouragingly, more than **half (57%) of the respondents express their intention to increase the share of gig workers within their workforce for the fiscal year 2024.**

This statistic indicates a growing recognition of the advantages associated with gig employment, including cost-effectiveness, scalability, and access to specialised skills.

UNDERSTANDING THE KEY DRIVERS FOR CHOOSING GIG WORK AS CAREER OPTION

Among the various factors influencing individuals' decision to pursue Gig Work, two prominent motivations stand out: the opportunity to engage in diverse projects and the freedom associated with being their own boss.

Factors Influencing Gig Workers

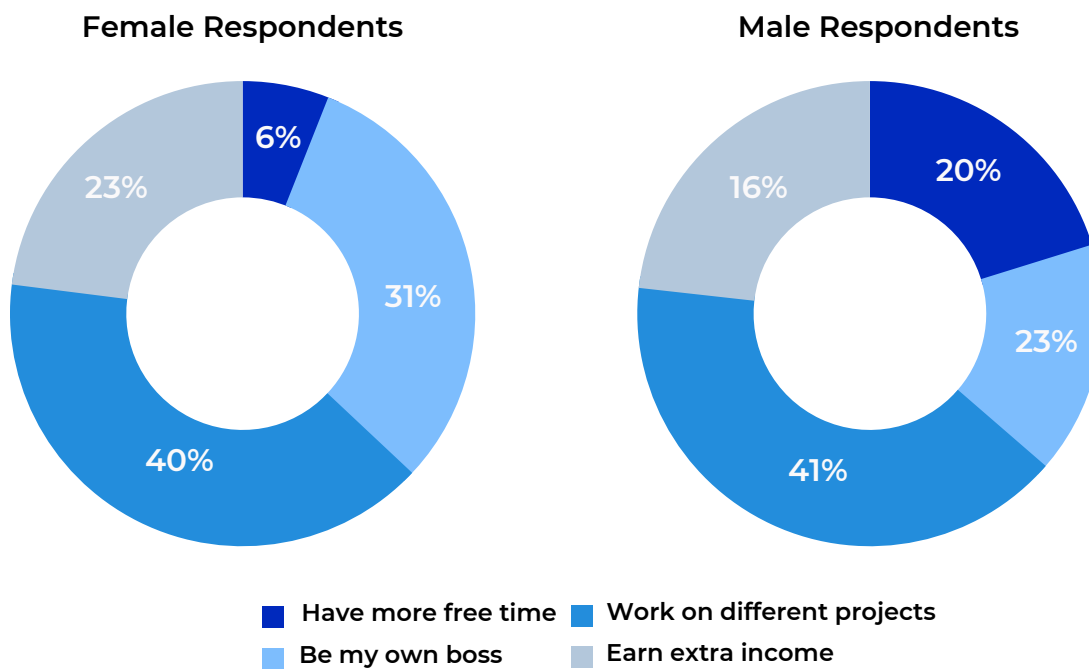


A significant portion (38%) of gig workers surveyed cited the ability to work on different projects as their primary motivation. The allure of diverse assignments allows gig workers to continuously expand their skill set, gain valuable experience across various industries, and pursue their passion for diverse work opportunities.

For 24% of gig workers, the opportunity to be their own boss is another key motivator. Gig work empowers individuals to take control of their professional lives, make independent decisions, and set their own work schedules.

VARIATION ON MOTIVATION LEVELS BASED ON GENDER

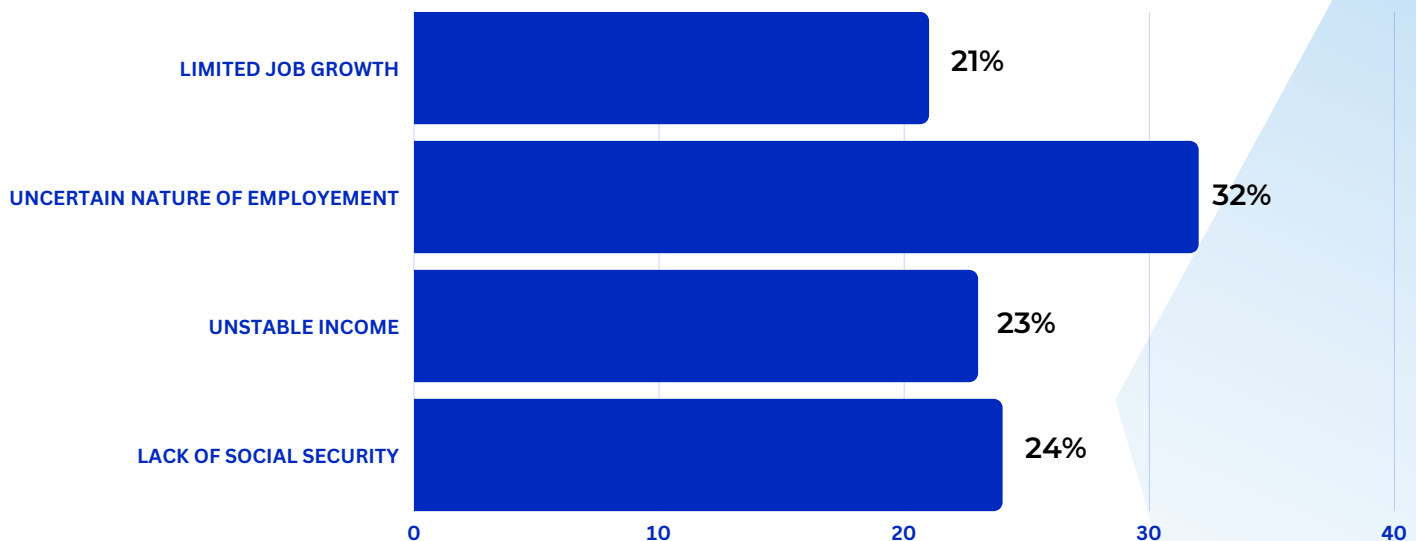
Primary motivation to Remain a Gig Worker



Both male (41%) and female (40%) respondents shared a strong interest in working on different projects. This suggests that gig workers, regardless of gender, appreciate the opportunity to engage in diverse work experiences. This suggests that gig workers, regardless of gender, appreciate the opportunity to engage in diverse work experiences.

Female respondents showed a higher inclination towards being their own boss, with 31% selecting this as their primary motivation. This indicates that women in the gig economy value the independence and control that comes with being self-employed.

KEY CHALLENGES FACED BY GIG WORKERS



The most significant challenge gig workers face is the uncertain nature of their employment, with 32% of respondents highlighting this issue. This points to the lack of stability and predictability that gig workers often experiences, such as uncertain project opportunities or fluctuating work hours.

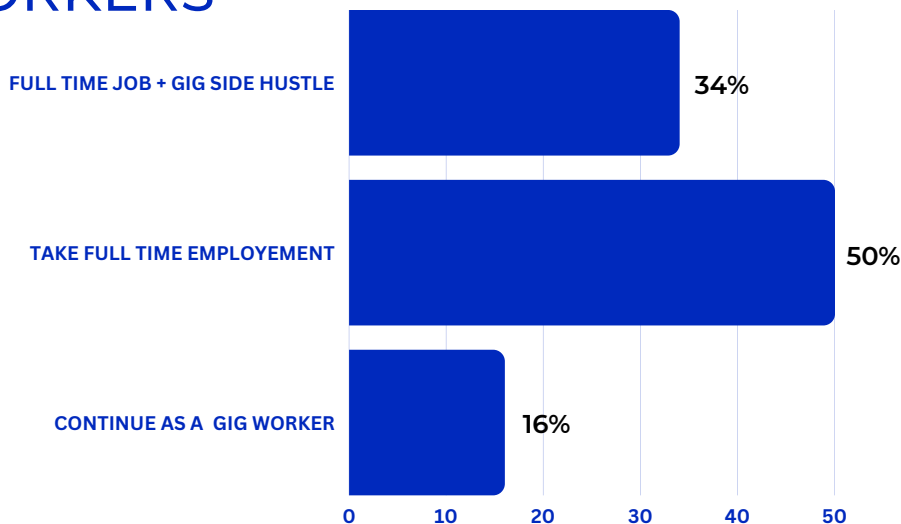
The survey also revealed the prevalence of a lack of social security among gig workers, as many do not have access to essential benefits such as health insurance, retirement plans, and paid leave, leaving them financially vulnerable.

Unstable income was another significant challenge identified, with gig workers facing irregular and fluctuating earnings that hinder financial stability. Additionally, limited job growth opportunities within gig platforms were noted, posing barriers to career advancement and professional development.





STABILITY IS A MAJOR CONCERN FOR GIG WORKERS



In light of the aforementioned challenges, the survey revealed that a significant 50% of gig workers express their interest to pursue full-time employment. A considerable number of gig workers view gig work as a temporary or transitional phase, with the intention of eventually securing a more permanent full-time position.

Additionally, 34% of gig workers expressed a desire for a full-time job while maintaining a gig side hustle, possibly as a way to diversify their income streams and mitigate the risks inherent in relying solely on gig work.

While a smaller percentage, 16% of gig workers express their intention to continue working in the gig economy. This suggests that for a subset of gig workers, the flexibility, autonomy, and potential for higher earnings associated with gig work outweigh the desire for traditional employment.

METHODOLOGY

This report presents the findings of a comprehensive survey based on responses from **400+ organisations pan India, across Industry sectors, and 1200+ White Collar Gig Workers** encompassing a diverse range of age groups, gender, years of experience, and geographical locations.

The survey aimed to gather insights into the gig workforce, exploring their motivations, challenges, and future aspirations. The data collected from this extensive survey forms the basis of this report, providing valuable information on the gig economy and its impact on workers across various demographics.



ABOUT CIEL WORKS

CIEL Works aims to conduct detailed research and analysis across sectors for a deeper understanding of the changes happening in the field of Recruitment, Staffing, Business world and present insights for the leaders to be informed on today's evolving business and human resources while making critical decisions

ABOUT CIEL GROUP

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CIEL HR is India's fastest growing HR services company (CAGR of 136% over the last 7 years), servicing ~400 companies across industry sectors for their Temporary staffing needs and 2600+ companies to find the right talent for their Permanent positions. It finds talent for companies in the industry sectors of Manufacturing, Energy, Infrastructure, IT & Outsourcing, Pharma, Financial Services, Consumer Products and Services. Over the last 8 years, CIEL has recruited 1,20,000+ people across levels and functions.