



The Impact of App-Based Gig Work in India

To what extent has the post-pandemic expansion of app-based gig work contributed to economic growth in India's urban services sector between 2020 and 2023 while reshaping consumer behavior and labor market dynamics?

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Abstract: The rapid rise of the digital economy caused an expansion of app-based gig work in India's urban services sector from 2020 to 2023. The rise in gig platforms such as Swiggy, Uber and BlinkIt has reshaped India's labor market dynamics, consumption patterns and GDP composition. This paper investigates the economic and social implications of this rapid expansion using quantitative data and qualitative insights. It traces the growth of gig employment, analyzes its contribution to economic output and evaluates the evolving dynamics of consumer behavior in urban areas. The research focuses on how app-based gig work has supported income generation and driven platform-based consumption while highlighting challenges such as labor informality, income volatility, and lack of social protection. The paper concludes with policy recommendations to formalize and sustain the gig economy's growth while protecting worker rights and fostering equitable digital inclusion.

Keywords – Gig Economy, Labor Market Dynamics, Consumer Behavior, Economic Growth, Urban Services

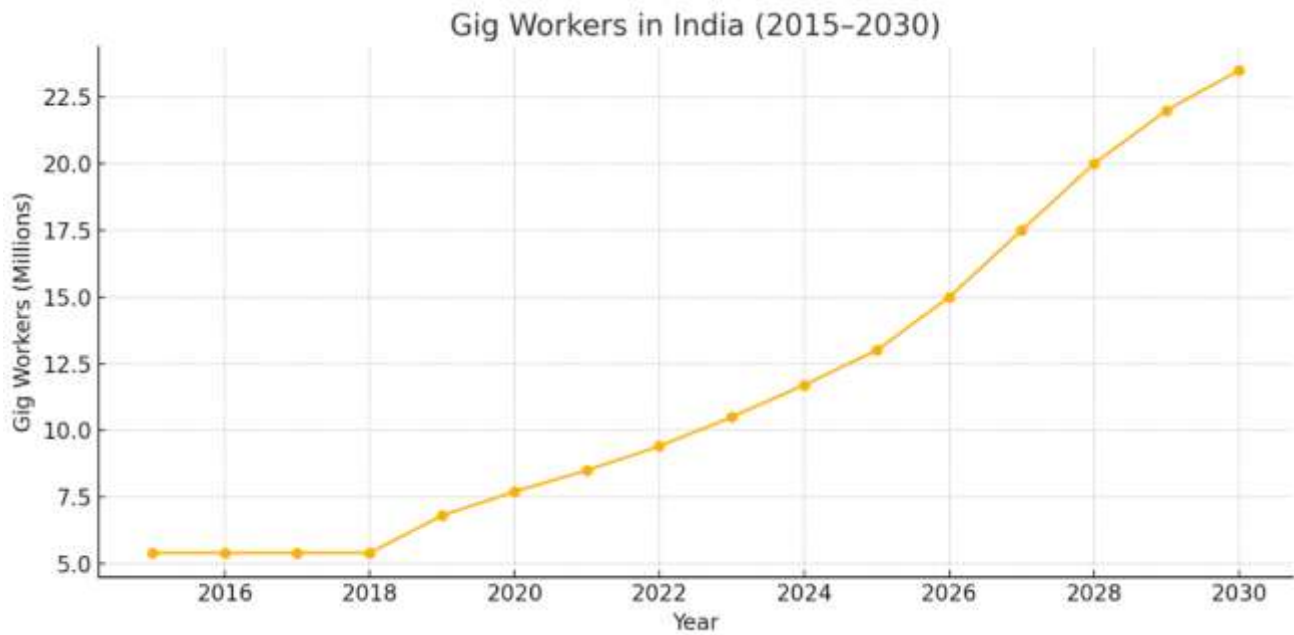
1. Introduction

A gig economy, also known as the sharing economy or access economy, relies heavily on temporary and part-time positions filled by independent contractors and freelancers rather than full-time permanent employees¹. It is characterized by a labor market where workers earn money from providing on-demand work, services or goods. App-based gig work refers to the segment of the gig economy where digital platforms such as Swiggy, Zomato, Uber, etc mediate a network of short-term, flexible jobs. India has become the new hub for the gig economy revolution as it has a demographic dividend of half-a-billion labour force and the world's youngest population, rapid urbanisation and a widespread adoption of smartphones and other technology. COVID-19 forced many people in India and around the globe to work from home and rely on purchasing goods and services online leading to an expansion of app-based gig work.

This rapid rise of platform mediated services became an increasingly important component of the urban-services sector, especially in Tier 1 cities such as Hyderabad, Mumbai, Delhi and Bangalore. The gig economy enables firms to increase their workforce without the increased fixed costs associated with traditional employment while workers are able to gain flexibility on their own terms making the gig-economy a ground breaker economically. In India, the gig economy is emerging and growing rapidly, driven by urbanisation, increased internet users and a younger workforce seeking flexible income sources. Although, this growth leads to many economic challenges such as income volatility and a lack of social security. The following research assesses the positive contribution of the gig economy to GDP growth in urban services, examines trends in labor and technology adoption and analyses the downsides of the gig economy.

¹Gig Economy." Investopedia, <https://www.investopedia.com/terms/g/gig-economy.asp>.

2. Growth of the Gig Economy in India



Graph 1: Growth of Gig Workers in India

In the fiscal year 2020–21, an estimated 7.7 million workers were engaged in gig work. By FY2023-24, this had risen to roughly 11.7 million gig workers, reflecting an annual growth rate of about 13% with estimates that it will expand to 23.5 million workers by 2029-30 ²assuming that policy support continues through NITI Aayog-backed platforms like eShram and there is no shift in labor market preferences. This figure may vary as new regulations related to labor rights and formalization come into light. Demand may decrease if there are AI-enabled logistics or autonomous delivery or worker saturation causing variability in the assumed figures

The above graph demonstrates the clear increase and rise in gig workers, especially post pandemic. From 2020 to 2025 there has been a 68.8% increase in gig workers indicating a strong post-COVID shift toward gig work due to unemployment shocks, remote work, and app-based job availability.

However, currently gig workers remain a minority in India's vast labor pool (under 3% of the total workforce as of 2023) but the absolute numbers and economic impact of these workers has skyrocketed. Tier-1 urban centres are the primary hubs of all platform gig activity due to dense consumer markets and vast startup ecosystems. By the end of FY2021-22, Bangalore had approximately 234,000 app-based gig workers, the highest in India, followed closely by Delhi (~225,000) and Mumbai (~133,000)³. Together, Mumbai, Delhi NCR, and Bengaluru accounted for over 53% of nationwide gig work demand by 2024. Simultaneously, Tier-2 cities such as Surat, Jaipur and Lucknow have also seen a growth in demand for platform based services (12–15% in 2024) but the majority of the gig output is concentrated in India's urban environments.

² "India's Booming Gig and Platform Economy." NITI Aayog, Government of India, June 2022, https://www.niti.gov.in/sites/default/files/2023-06/Policy_Brief_India%27s_Booming_Gig_and_Platform_Economy_27062022.pdf.

³ "Metro Cities with Highest Gig Economy Engagement." SDMIMD International Conference 2023, <https://www.sdmimd.ac.in/iec2023/papers/IEC23210.pdf>.

Multiple factors have been crucial in driving the growth of the platform-based gig economy:

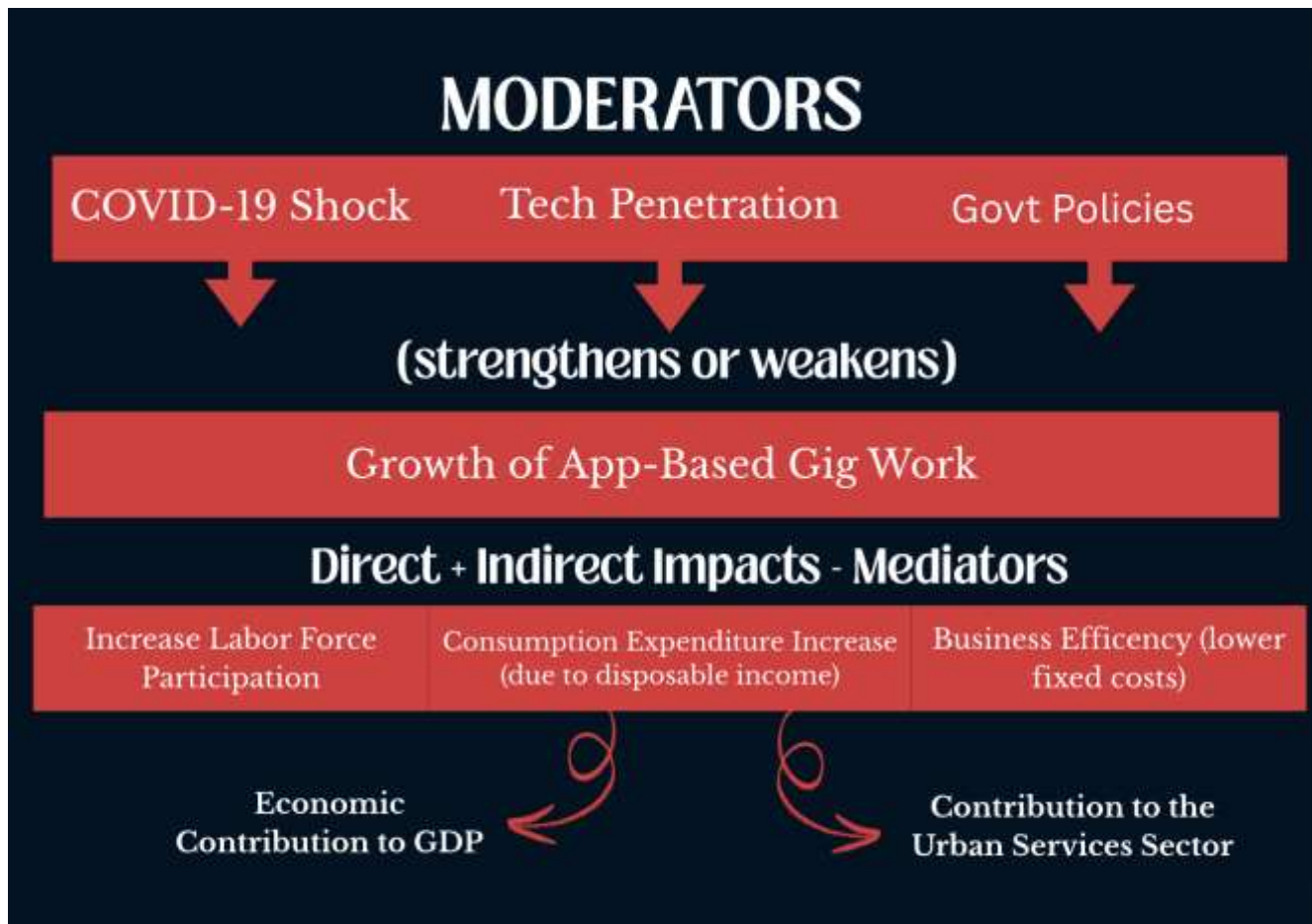
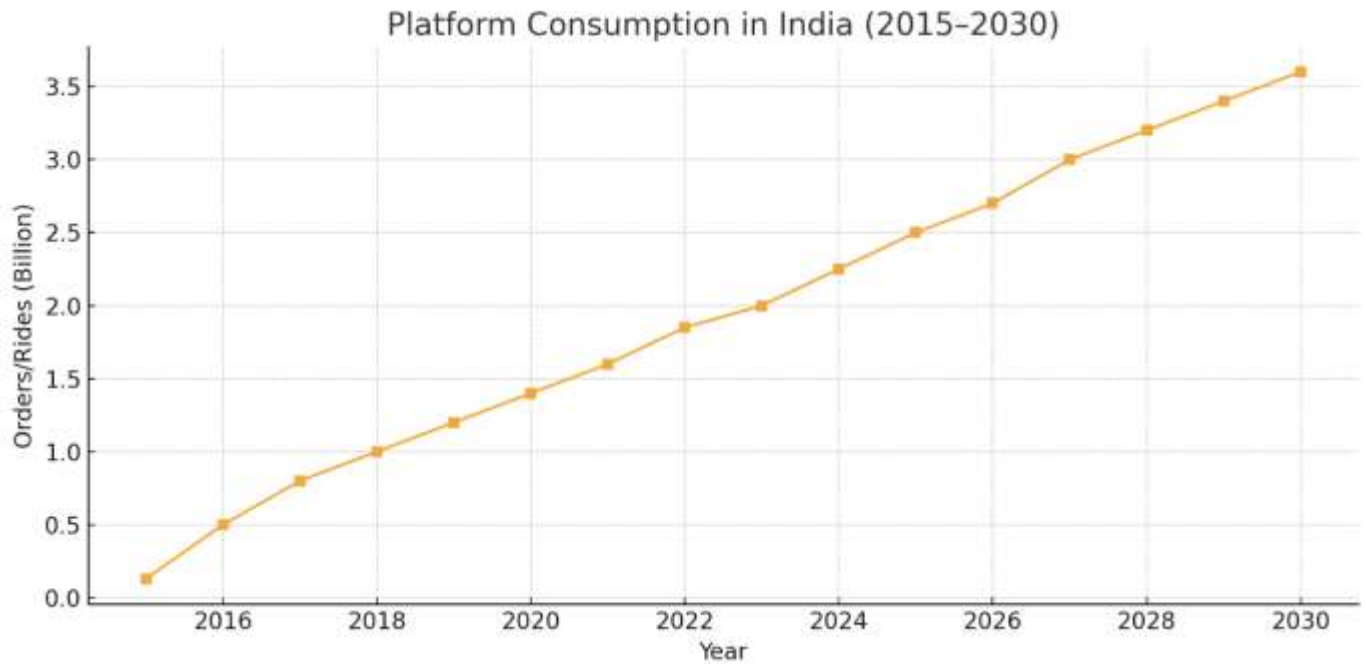


Figure 1: Conceptual Framework Diagram

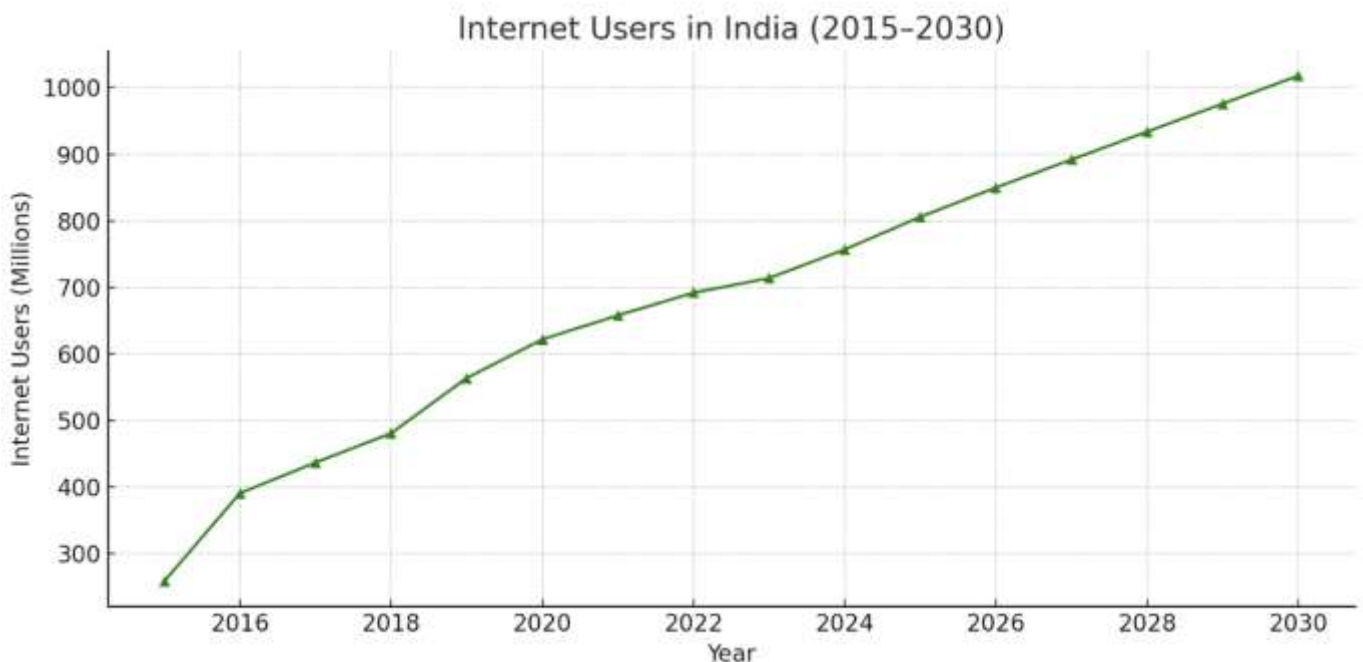
Figure 1 is a conceptual framework diagram which showcases how various moderators such as the COVID-19 shock, Technology Penetration and Government Policies strengthen or weaken various mediators such as labor force participation, consumption expenditure and business efficiency. These factors thereby impact the growth of app-based gig work leading to economic contribution to the GDP and contribution to the Urban Services sector. Together, these components provide a structured understanding of how app-based gig work has become a significant economic force, particularly in India's urban environments, and highlight the conditions under which its impact may be optimized or constrained.

The COVID-19 pandemic has also been an accelerator in the gig economy. During this time there were many layoffs and consumers began relying on digital platforms. This allowed gig work to expand rapidly as the demand for online services rose and many workers were looking for flexible, new job opportunities due to the mass layoffs creating an environment for app-based gig work to expand.



Graph 2: Increase in Consumer Spending

The rise in *consumer spending*, particularly on e-commerce and food delivery, has increased demand for gig workers. Above is a graph showcasing the rise in platform consumption in India from 2015 to 2030. As we can observe there is a consistent rise from 2015 to 2025 with a steeper increase between 2020 and 2025. The increase between 2020 and 2025 was around 78.6%. It is assumed that this growth will continue into 2030. There was a rise in the demand for quick services such as food delivery, especially in urban areas, which boosted gig opportunities and customer support. India's e-commerce market is expected to reach \$200 billion by 2026, per a 2024 Deloitte report, driving demand for gig workers. This is expected to grow by 44% by 2030 assuming that urban demand is sustained. Factors such as increased inflation or economic downturn may cause the trends in spending to change thereby slowing expansion.



Graph 3: Increase in Internet Users

The increase in *digital platforms* and *internet connectivity* has created numerous opportunities for the labor force allowing the gig economy to grow. The graph above showcases how the number of Internet Users in India has rapidly increased by approximately 211.2% between 2015 and 2025. This increase has been consistent and this growth is estimated to continue going towards 2030 by at least 26.3% assuming that smartphone penetration grows with low cost devices and affordable data continues. E-commerce has had a substantial impact on the growth of gig workers in India, particularly in urban areas. Increased access to smartphones and the internet has made it easier for workers to join gig platforms and for consumers to use platform based services. The Digital India program has improved internet access, enabling more people to participate in the gig economy. As per a 2024 IAMAI report, 81% of India's population has access to smartphones (936 million internet users) allowing the digital economy to contribute to the overall

economic growth of the country through the gig economy. The increased use of smartphones has amplified the gig economy's reach and efficiency.

3. Economic Contributions of the Gig Economy in India

Table 1: Growth of Gig Economy

Indicator (India)	~2020 (FY2020-21)	~2023 (FY 2023-24)	2029–30 (Projected)
App-based gig workers	7.7 million	11.2 million	23.5 million
Share of non-agricultural workforce	2.6% (approx.)	3.0%	6.7%
Share of India's GDP (output from gig economy)	< 1% (estimated)	1.25%	4%
Gross volume of platform transactions	(base year)	\$455 billion (expected by 2024)	~\$250 billion (annual, by 2030)

The growth of the gig economy has positively impacted the country's economic growth. By 2023, app based gig work accounted for approximately 1.25% of India's GDP⁴. This share has increased from well below 1% in 2019–2020 showcasing that app-based services have been outpacing many traditional service sub-sectors. The gig economy market is expected to grow at a compounded annual growth rate (CAGR) of 17 per cent, according to a white paper by the Forum for Progressive Gig Workers projecting the gross transaction value of India's gig economy at \$455 billion by 2024⁵ assuming that app based consumption continues rising across India and gig platforms continue to scale and grow. This figure includes the gross volume of platform transactions (ride fares, delivery orders, freelance payments, etc.), which indirectly contributes to GDP via platform fees, driver earnings, and associated consumption. A 2022 NITI Aayog report estimated that the gig economy could contribute 15 billion USD to India's GDP by 2030, assuming continued growth. Potential variability may occur from regulatory pressures reducing gig supply, reductions in consumption expenditure from economic downturns or decreased internet connectivity. These numbers illustrate that tens of billions of dollars worth of economic activity are flowing through app-based services each year.

The gig economy enables income generation for millions thereby contributing to the GDP of the country while simultaneously creating jobs. India's *unemployment rate* was around 7% in 2024, which encouraged many to look towards gig work as a source of income. Indian gig workers take home an average of ₹20,000 to ₹26,000 per month, a competitive amount when compared with regular salaried employees. Hence, the increased disposable income creates incentive for greater consumption allowing the income to circulate back into the economy. By 2030, India's gig economy could support 90 million jobs, handle USD 250 billion in work volume, contribute 4% to GDP, and make up 6.7%⁶ of the workforce.

Companies benefit from the gig economy because platforms allow the firms to reduce and avoid operational costs such as health insurance, paid leave, or pensions by at least 20-30% compared to traditional employment according to a 2023 PWC India report. The decreased costs allow businesses to upscale their production, increasing output and contribution to GDP. The gig economy further allows firms to meet increased demand at peak times such as festivals as the app-based services can onboard more laborers to meet demand without incurring long-term financial commitments.

⁴ policycircle.org

⁵ "India's Gig Economy Set to Hit \$455 Billion This Year: Report." *The Economic Times CFO*, <https://cfo.economictimes.indiatimes.com/news/economy/indias-gig-economy-set-to-hit-455-billion-this-year-report/115882141>.

⁶ "Gig Economy." *Drishiti IAS*, <https://www.drishitias.com/daily-updates/daily-news-analysis/gig-economy-9>.

4. Labor Dynamics and Employment trends

The gig economy provided a critical livelihood source for millions during 2020–23 and is changing labor dynamics rapidly as the low entry barriers for gig and platform jobs in India have the potential to reduce the unemployment rate. India holds immense potential to transform its underutilized labor force by leveraging enhanced digitization of services. In a labor market struggling with unemployment, gig platforms offered quick entry into paid work for migrants, students, and others – often with minimal credential barriers. The gig economy allows workers to work *flexibly* as they can take advantage of flexible hours and earn extra income without any commitments which attracted many who needed supplemental income or could not commit to full-time jobs. The flexible nature of the gig-work helps workers balance personal and professional life while enhancing skills and earning potential. In fact, surveys indicate many workers deliberately choose gig roles for independence and autonomy.

However, gig workers face income instability as they earn on commission. This means that there will be fluctuations in their income with low earnings during slow months. This affects the workers ability to spend, save and invest. App-based gig workers face job insecurity; their income is unpredictable due to their dependency on opaque algorithms and customer ratings which control their work, pay and employment. The workers also incur direct costs, such as fuel, vehicle maintenance, and data plans, which can reduce their net income. A 2024 NITI Aayog report found 90% of gig workers lack savings and face high vulnerability, while a 2023 Fair Work India study reported average monthly earnings of Rs 15,000–Rs 20,000 only.⁷

Platform delivery workers are officially classified as independent contracts meaning laws like the Contract Labour Act, 1970, and Employment Compensation Act, 1923, are inadequate for gig workers⁸ due to the flexible and decentralized nature of platform work. This means they lack essential rights such as minimum wage, paid leave and health benefits, such as health insurance or retirement savings, for these workers posing a long-term economic risk and making them vulnerable to exploitation. Due to this nature of work, during economic downturns, gig workers may experience a reduction in job opportunities, making them vulnerable to financial hardship.

Case studies showcase the hardships faced by these platform gig workers. After spending hours on the road without breaks, insurance or job stability delivery drivers may only earn ₹18–25 per order; even after logging 72 hours a week, a cab driver may struggle to clear ₹25,000 a month and these stories are far from rare. According to the National Institute of Health, gig workers reported lower mental health and life satisfaction than those employed full-time and part-time in 2022. Gig workers also experienced higher levels of loneliness and financial insecurity.

Furthermore, gig workers often possess more talents than needed for the activities they perform leading to increased underemployment - a situation where individuals are working, but their job doesn't fully utilize their skills, capabilities.

Labor Policy Responses

By introducing minimum wage standards or insurance schemes, governments can help stabilize gig workers' incomes which helps increase their contribution to consumer spending. There is an urgent need for the implementation of Labour Codes in the gig economy through clear, enforceable rules which ensure social security and avoid overlaps with existing frameworks. Platformer workers may achieve financial stability if we extend financial services and access to banking to them. India could consider a portable benefits system - a system where benefits are linked to the employee, rather than the employer, allowing them to carry these benefits when they change jobs - offering health insurance, retirement, and unemployment benefits across platforms to enhance gig workers' stability and financial security.

A major aspect to allow the gig economy to grow is improved working conditions. Given that such workers often fall in the grey zone between organised and unorganised labour, affecting benefits and resources, India should require gig platforms to provide an avenue for workers to report unfair practices ensuring timely resolutions under labor laws. App-based gig companies like Amazon, Flipkart, Zomato, and Swiggy are already working towards improving worker conditions with safety gear, resting areas, and water access.

India could follow countries like the Netherlands, UK, and California by reclassifying gig workers as employees to guarantee social security benefits and ensure a sustainable gig economy.

India has begun their efforts in recognizing app-based gig workers to ensure the workers receive fair and equal benefits. The e-Shram portal, launched in 2021, has registered over 290 million unorganised workers, including gig workers. Although, it fails to address the concerns of gig workers as it does not categorize the platform gig workers as a separate group.

The "Gig ID" can be introduced to fix this oversight. This ID would be a single digital identifier that can be used across platforms, banks and government departments. It could keep track of a worker's employment history, earnings, performance and training allowing access to formal financial services such as microloans, insurance, and pension schemes ensuring that the workers are fairly compensated.

Gig workers operate in constant transition, from restaurant to doorstep, from task to task. In between these tasks, the curb becomes a lunchroom or shaded wall becomes a waiting zone and gig workers have to resort to using urban commons as rest spaces. Due to

⁷ "Gig Economy." *Drishti IAS*, <https://www.drishtias.com/daily-updates/daily-news-analysis/gig-economy-9>.

⁸ "Gig Economy." *Drishti IAS*, <https://www.drishtias.com/daily-updates/daily-news-analysis/gig-economy-9>.

the nature of work, the International Labour Organisation underscores that appropriate rest facilities are crucial for workday breaks, and for gig workers on the move, these must be available across the city. In 2023, Zomato piloted “Rest Points”, offering toilets, drinking water, seating, and phone charging to delivery workers. It is important that we recognize that the responsibility to sustain labour does not lie with the gig-worker alone⁹.

Studies estimate that government policies such as health insurance or a gig worker welfare fund, may cause disposable incomes to rise to ₹30,000-₹35,000 per month. This increased earning could add 11 billion USD annually to consumer spending, thereby boosting sectors such as retail and hospitality.

However, Nirupama Soundararajan, founder, Policy Consensus Centre, cautioned against equating full-time and gig workers¹⁰. “While social benefits for gig workers are essential, it’s crucial to maintain a distinction between full-time employment and gig work. Equalising the two could disrupt the labour market, diminishing the appeal of full-time roles and impacting productivity and economic stability”.

5. **Technological Adoption and Transformation of Services**

The app-based gig workforce is largely dependent on digital infrastructure and credit for its expansion and contribution to economic growth can be given towards the transformation of digital technology over the pandemic. Through mobile apps and algorithms, the economy is able to match supply and demand in real time - such as efficient delivery orders or assigning the nearest driver to a rider. This has created the opportunity for app-based gig services which has been improving productivity in many sectors including food delivery, taxi services and courier logistics by increasing output. It has been recognized that taxi drivers on apps are serving more rides per day than traditional cab drivers due to better ride matching, which has been made possible due to technological advancements. Such efficiency gains contributed to overall service-sector productivity and GDP.

During the pandemic, there was a burst of innovation in service delivery models such as instant grocery delivery, app-based telemedicine, app-based education/tutoring and other new categories all of which have been enabled by improved tech. These app-based platforms became a solution for a variety of needs thereby contributing to the GDP of India. Many traditional service platforms were promoted to digitize their operations during this period leading to the creation of many new app-based services such as Urban Company (a home-services platform). By encouraging urban services into the digital world, the output and reach of this service rises and economic growth takes place.

Big data, predictive analytics and AI are increasingly used by these companies (to predict demand surges, set dynamic pricing, or plan delivery routes) which will drive further economic growth and job creation by enhancing gig work’s efficiency and reach making increased digital adoption is an economic asset as it drives economic inclusion and allows the gig economy to become a key player in India’s economic growth.

A surge in the tech field could result in 30 million Indian gig workers by 2030 (7-8% of the workforce). As platforms begin to integrate AI for job-matching, earnings may also increase to ₹40,000 per month, adding ₹1.2 trillion to annual consumer spending. Hence, the gig economy’s GDP contribution could hit ₹1 trillion, driven by higher productivity and demand for services while creating indirect jobs, such as tech support roles for gig platforms, further amplifying the economic impact.

Although technology has been a game changer in the boom of gig platforms, it has also introduced many challenges. It creates a digital barrier as there is a constant need for smartphones and internet access. Those who lack devices and digital capabilities will not be able to participate in contribution to the gig economy preventing further growth. Additionally, app-based management often forces drivers or riders to adapt to frequent rule changes or updates, usually without clear explanations or a way to question them.

6. **Changes In Consumer Behaviour**

It has been made evident consumer expenditure and consumption has risen rapidly after the pandemic, partly due to the app-based gig economy. The platform-based gig economy has contributed to many changes in relation to consumer behavior as the growth in these services has made consumers accustomed to many goods and services being delivered to their doorsteps, in minutes.

⁹ Khanter, Nupur. “Urban Commons Shape the Lives of India’s Gig Workers.” *Mongabay India*, 14 May 2025, <https://india.mongabay.com/2025/05/urban-commons-shape-the-lives-of-indias-gig-workers-commentary/>.

¹⁰ Abrar, Peerzada. “India’s Gig Economy Could Add 90 Mn Jobs, Enabled by Large Multinationals.” *Business Standard*, 22 May 2025, https://www.business-standard.com/economy/news/india-s-gig-economy-could-add-90-mn-jobs-enabled-by-large-multinationals-124112800721_1.html.

Table 2: Consumer Behavior Patterns

Indicator (India)	Pre-COVID (2019)	Post-COVID (2022–2023)
Online food delivery penetration	~8% of food service market	~12% of food service market ($\approx 2.8\times$ growth)
App-based ride-hailing usage	100% (baseline in Jan 2020)	Demand recovered to >100% of pre-COVID (Uber India ~30% YoY growth in 2023)
Net household financial savings rate	~7.5% of GDP (pre-pandemic avg.)	5.1% of GDP (FY2022–23, 47-year low)
Annual credit card spending	₹6.3 lakh crore (FY2020–21)	₹18.3 lakh crore (FY2023–24) ($\approx 3\times$ in 3 years)

India's online food delivery orders had rebounded strongly – the two biggest platforms, Swiggy and Zomato, were together fulfilling about 1.8–2 million orders per day in January 2021¹¹ and grocery and essentials delivery spiked with an 80% jump in online grocery market size that year¹². A Bain & Company–Swiggy study finds that online food delivery penetration nearly tripled from about 8% of the food services market in 2019 to 12% in 2023 which indicates that consumers have begun ordering food rather than cooking due to the new exposure to speed, variety and convenience offered by gig-based platforms causing an increase in their consumption.

It is evident that urban consumers in India have begun to spend more on the convenience that is offered by these gig-based platforms. The ease of home delivery and on demand services, even at a higher price, is preferred over the pre-pandemic norm of going out for errands. This convenience has enabled the gig economy to grow and caused a shift in consumer behavior as they spend a larger proportion of their income on these app-based platforms. Previously, consumers might have skipped ordering food multiple times a week or booking cabs on short notices but the gig platforms have made these services more accessible causing this shift in consumer behaviour. It has been noted that savings have fallen post pandemic but around 2.4% while overall spending is simultaneously increasing by over ₹12 lakh crores. This increase is not caused purely by gig-platforms but they play a large role in this rise.

The convenience of gig services has in some cases made it easier to spend money frequently causing a reduction in savings. The Reserve Bank of India reports that the net household savings rate fell to just ~5.1% of GDP in FY2022–23. Although many factors contribute to this figure, gig-platforms play a large role. People that saved money by cooking at home or using public transport now casually indulge in these app-based gig services. These apps frequently use saving strategies like discounts and subscriptions options that can encourage extra usage. These gig services have become a routine part of consumption especially in urban families.

One economic analysis noted that this tech-enabled consumption has contributed to a structural shift: Indian households are allocating a larger share of wallet to gig services and relatively less to basic necessities¹³. India's income growth has contributed to this but the exposure to convenience has resulted in urban consumers spending more on gig platforms.

Financial planners advise that urban consumers need to balance their new consumption habits with budgeting and planning, such as setting limits on app-based spending and using the convenience of gig services in a limited manner. The gig platforms themselves are integrating finance features (pay-later options, wallet balances).

¹¹ "India Online Food Delivery Market." *Mobility Foresights*, <https://mobilityforesights.com/product/india-online-food-delivery-market>.

¹² "COVID-19 Accelerates the Growth of India's Online Grocery Market." *United States Department of Agriculture (USDA), Foreign Agricultural Service*, 17 May 2021, https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=COVID-19%20Accelerates%20the%20Growth%20of%20India%27s%20Online%20Grocery%20Market_Mumbai_India_05-17-2021.pdf.

¹³ Majumdar, Rumki. "India's Economic Outlook: April 2024." *Deloitte Global Economics Research Center*, 26 Apr. 2024. *Deloitte Insights*, <https://www2.deloitte.com/us/en/insights/economy/asia-pacific/india-economic-outlook-04-2024.html>

7. Conclusion

The gig economy has played a vital role in transforming India's labor market, service sector, reshaping employment, consumption and economic productivity. App-based gig work has grown rapidly driven by widespread internet access, an increasingly flexible workforce and increased consumption expenditure in Tier-1 cities. The pandemic acted as a driving force to allow the gig economy to mark its place in the urban services economy by pushing millions of consumers and workers toward digital platforms.

While the sector has contributed positively to GDP growth and job creation, there are still various limitations preventing further growth. Gig workers continue to operate without adequate income stability, and are excluded from formal labor protections. The flexibility of gig work leaves them exposed to financial and legal precarity. Additionally, it has caused significant increases in consumer spending while consumer saving is decreasing immensely.

To harness the full economic potential of the gig economy while protecting its workforce, India must implement targeted policy interventions. These should include portable benefits, minimum wage guarantees, formal recognition of platform workers, and infrastructure investments to support their needs. Technological innovation will continue to be an accelerator but it must be paired with inclusive digital access and labor protections to ensure that growth is equal and sustainable.

Ultimately, the gig economy is not just a stopgap employment solution—it is a structural shift in how work is conceived, delivered, and compensated. If supported with the right frameworks, it can become a cornerstone of India's inclusive economic growth story in the decades ahead.

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APPENDIX

1.1 - Data utilized for Growth Trend Observations

India_Gig_Economy_Table_2015_2030_

Year	Gig Workers (Millions)	Platform Consumption (App Orders/Rides, Billion)	Internet Users (Millions)	Notes
2015	5.4 (estimated)	0.13	259	Uber/Ola: ~130M rides/year
2016	5.4 (estimated)	0.5	391	Uber/Ola: ~500M rides/year
2017	5.4 (estimated)	0.8	437	Food delivery picks up; freelance sector expands
2018	5.4	1.0	481	Gig workers est. 5.4M (NITI est.)
2019	6.8	1.2	564	NITI: 6.8M gig workers (1.3% of workforce)
2020	7.7	1.4	622	NITI: 7.7M workers (1.5% of workforce)
2021	8.5	1.6	658	Growth driven by food delivery, ride-hailing
2022	9.4	1.85	692	eShram portal begins tracking gig workers
2023	10.5	2.0	714	Freelance market + gig platforms rising
2024	11.7	2.25	757	Projected growth (NITI Aayog)
2025	13.0	2.5	806	Projected growth (NITI Aayog)
2026	15.0	2.7	850	Projected growth (NITI Aayog)
2027	17.5	3.0	892	Projected growth (NITI Aayog)
2028	20.0	3.2	934	Projected growth (NITI Aayog)
2029	22.0	3.4	976	Projected growth (NITI Aayog)
2030	23.5	3.6	1018	Projected: 4.1% of workforce in gig jobs

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