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Future of Workforce

Decoding the Gig Workforce 2.0



Research Partner **AON**

Industry Partner **indeed**

Foreword

With the current market dynamics, organisations are faced with new challenges every day. Between the great resignation and the demand and supply woes, the industry has seen an opportunity for the gig economy and how this workforce has started playing a crucial role for them.

The gig workforce has emerged as an important talent management strategy for organisations and is helping the country in closing the tech talent demand-supply gap. Notably, India has the lowest tech talent gap among top tech locations such as USA, China, and UK.

Our analysis over the past 2 years indicate a transformational change for gig workforce in Indian technology sector, with a higher share of organisations hiring gig workers, and a shift in skill sets from primarily back-end profiles to more front-end specialized roles.

This shift is also showing great impact with increased efficiency in completion of tasks, reduced time for hiring for new roles, and a more diverse workforce which includes retired professionals as well as women returning to the workforce. Though gig is making an impact, ensuring quality of workforce and hurdles with respect to verification and security checks remain key challenges for organisations.

Going forward, the majority of organisations either plan to increase or maintain the share of gig talent. NASSCOM and Indeed in partnership with Aon, have conducted an extensive study to understand the gig workforce landscape in the technology sector, current and future trends and how the gig workforce is emerging as one of the levers for us to address the tech talent demand and supply gap. This report is an update to the 2020 NASSCOM report - Gig (Decoding "Gig Economy").

Hope the insights from this report are helpful to you. We welcome your feedback at research@nasscom.in.



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Executive Summary

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Executive Summary

(1/4)

Gig Workforce is a Growing Phenomena

Globally, Gig Economy is on the Rise, India following suit

~\$455 Bn

Expected gross volume globally by 2023*

23.5 Mn

Expected Indian gig workforce by FY30*

Gig an important factor in closing Tech Talent Demand Supply Gap in India

Key strategies that support closing this gap include - fresher hiring, increased hiring in Tier 2 cities, increased sub-contracting and gig

The Gig Landscape in India

External Platforms – Solving for additional workforce requirements

Internal Gig Platforms – Maximizing utilization and meeting specialized skill requirements of clients

Defining Gig in the tech industry

Freelancing, independent consultants, project based workers, temporary or part-time hires

Indian tech segments entered “Zone of Optimism” in Gig Promotor Score in 2022

*All data relates to overall gig workforce which includes both white collar and blue-collar workforce.
Source: Mastercard; Niti Ayog

Executive Summary

(2/4)

Rapid Maturity in Gig Workforce Engagement Models in India *(Key Survey Insights)*

Two-third of the organisations are now **employing gig workers**, a higher share compared to **57%** organisations in 2020.

34%

of the organisations used **referrals as the top sourcing strategy** to hire gig workforce

~70%

of organisations highlighted that **business managers lead the responsibility for performance review** of gig

90%+

of the organisations have **no location preference** while employing gig

65%

Organisations highlighted gig workforce **proportion to total workforce remains < 5%**, while for **smaller organisations with < 2000 FTEs gig worker proportion is >5%**

85%+

of the organisations have **HR and Business teams managing their gig workforce internally**

40%

of the organisations **fix compensation at the beginning** of the project, with **1 out of 4 gig workers hired** for projects with **duration over 12 months in 2022** compared to up-to 9 Months in 2020

Note: The report covers only pure white collar gig roles in the technology sector which are professional roles primarily desk jobs. It does not include subcontracting of any kind i.e. full-time staffing to a provider.

**All proportions represent share of respondents*

Executive Summary

(3/4)

Gig Workforce Able to Create Impact Through their Specialized Skills

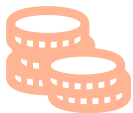
Top Demand Drivers



Specialized Skills



Employee Demand Elasticity



Cost Optimization

Focus on specialised skills pushing organisations to **move towards gig for technology roles** which traditionally were restricted to HR and support functions

Top Gig Tech Skills



Software Development



Data Analytics



UI/UX Design

Top Ways Gig is Creating Impact*

24% Increased Efficiency in Completion of Tasks

24% Reduced Time to Hire

- 53% organisations highlighted that they **have a policy for absorbing gig workers as full-time employees**
- Over 90% are open to **re-hire them for other projects in the organisation**

19% Ability to Attract Diverse Talent

- 45% of organisations are **open to hiring retired professionals**
- 27% of gig workers hired by organisations are **women**

Top Challenges*

71% Ensure Quality of Gig Workers

57% Hurdle of Verification and Security Checks

39% Maturity of Company Policies for Gig



Challenges mainly procedural in nature and are largely mitigable

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*Share of respondents

Executive Summary

(4/4)

Structured Engagement Models Can Help Drive Future Growth of Gig Workforce

Best Practices

Work on Culture

- Ensuring that the culture is welcoming enough for gig workers
- Should be a priority for both Business and HR

Codify Agreements

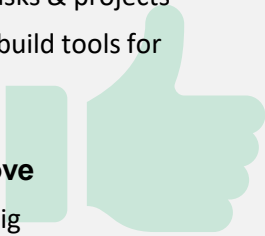
- Clear policies need to be in place

Make it Actionable

- Deconstruction of roles into tasks & projects
- Create standard processes or build tools for complete onboarding process

Execute and Continually improve

- Create a culture to integrate gig



Recommendations

Industry

- Formulate structured policies for gig
- Encourage retired and women folks to join as gig
- Use technology to solve for security concerns
- Nurture an inclusive culture

Gig Workers

- Invest in upskilling
- Utilize online gig platforms
- Follow highest standards of business ethics and data security
- Maintain professional ethics

External Gig Platform

- Verify credentials
- Encourage retired and women folks to join the portal



Outlook

Increase in Share of Gig

- **46%*** organisations **plan to increase proportion of gig workers** from current levels

Top Giggable Roles in Future:

- Software Development
- Product Development
- Data Analytics
- AI/ML
- Cloud Computing
- Digital Marketing
- Content Management
- Sourcing and Recruitment
- UI/UX Design and Data Science



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*Share of respondents



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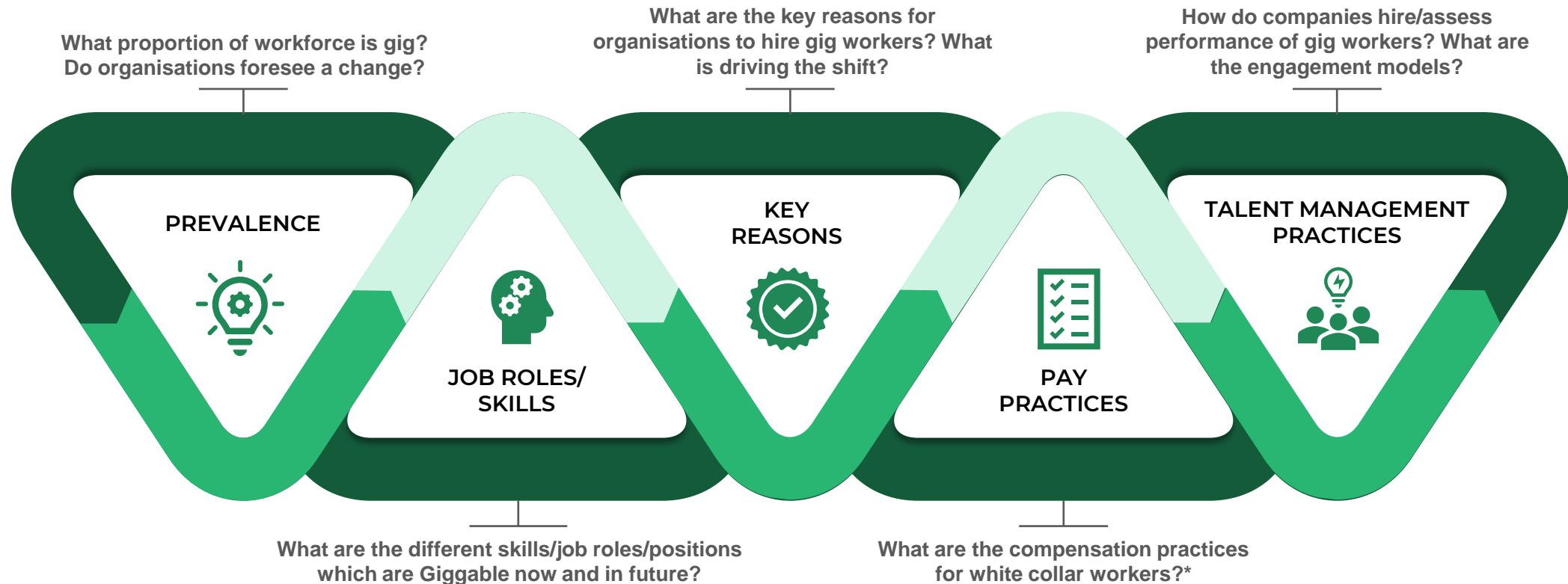
Objective, Research Methodology & Definition

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About the Study

With the aim to highlight the rapidly evolving gig workforce landscape in the **technology sector**, NASSCOM and Aon, supported by Indeed, came together to build a detailed analysis in a study titled – “**Future of Workforce: Decoding the Gig Workforce 2.0**”



*The report covers only pure white collar gig roles in the technology sector which are professional roles primarily desk jobs. It does not include subcontracting of any kind i.e., full-time staffing to a provider.
Note: This report is an update of NASSCOM report - Decoding "Gig Economy", December 2020

Research Methodology



Questionnaire Design

A comprehensive questionnaire was designed to capture insights on the evolution of **gig workforce* in the technology sector.**



Data Collection

- The questionnaire was administered amongst HR Professionals from **July to August 2022**
- Data was collected, verified and processed and queries were closed individually with participating firms
- Interviews with selected HR professionals, gig platforms and start-ups in the sector were conducted



Data Analysis

- Data for **over 70 organisations** was collected and analyzed
- In the report design, various parameters have been captured to ensure thorough analysis with actionable insights
- Evaluated the shifts in overall Gig Promoter Score (GPS) for the technology industry

*The report covers only pure white collar gig roles in the technology sector which are professional roles primarily desk jobs. It does not include subcontracting of any kind i.e., full-time staffing to a provider.

Defining Gig Talent

Different organisations have different definitions for gig workers.

Our data suggests that over 60% of organisations think of gig workforce as Independent Consultants or Project Based Workers.



The definition of gig workers has transformed substantially over the years. It originated from the music and entertainment industry where musicians landed “gigs” and was primarily restricted to the unorganized sector. But over the last decade, gig has made its way to the organized sector, wherein, corporate giants are hiring gig workers for vast multitude of assignments.

The Many Ways of Defining Gig Talent in Tech

Freelancers
A self-employed individual who might have multiple employers at the same time

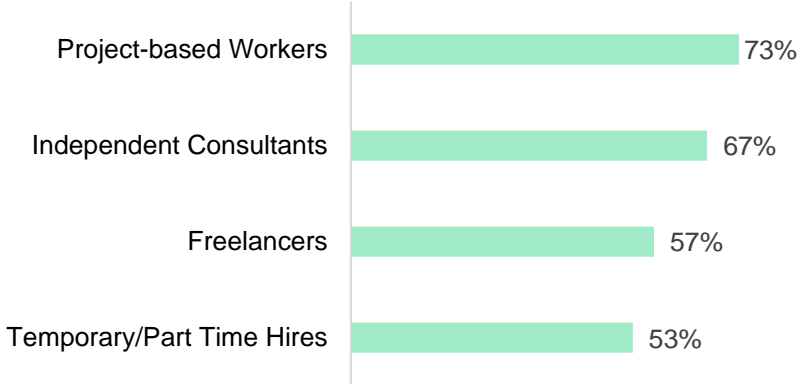
Independent Consultants
Typically works with one client for a longer time frame

Project-based Workers
Typically hired for a particular project

Temporary/Part-time Hires
Individuals who work for fewer hours than full time employees

Organisation’s Definitions of Gig Talent in Tech

Based on NASSCOM AON Survey Responses



What’s Not Included

Blue Collar Roles
Primarily where hard manual labour is involved - it could be skilled or unskilled

Sub Contractors - Staffing
Roles which are outsourced to a staffing agency

Sub Contractors - Provider
Roles/Work which is outsourced to another provider

*The report covers only pure white collar gig roles in the technology sector which are professional roles primarily desk jobs. It does not include subcontracting of any kind i.e., full-time staffing to a provider.
Source: NASSCOM – Aon Gig Talent in India Study 2022



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State of Gig Workforce

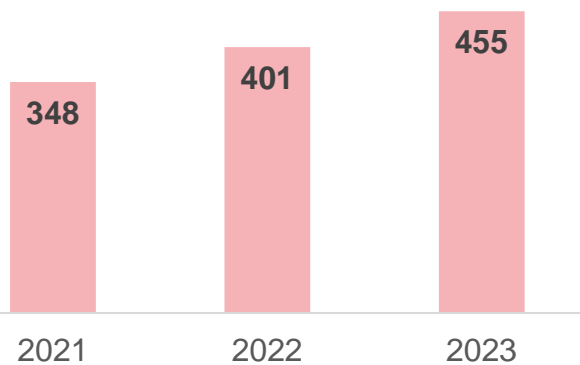
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Globally, Gig Economy is on the Rise

India is Following Suit

Projected Gross Volume of Global Gig Economy (In USD Bn)*



Size of Gig Economy

The size of the gig economy is projected to grow at 14% CAGR and generate a gross volume of ~\$455 bn by 2023.

Developing countries witnessing increasing demand

Countries such as India, Philippines, Pakistan and Ukraine are witnessing a surge in freelancers.

The India Story*

Projected Growth

The Indian gig workforce is expected to expand to **23.5 Mn** workers by **FY30** from 7.7 Mn in FY21

Proportion of Gig Workers

Gig workers will form **4.1%** of the total workforce in India by **FY30**, from **1.5%** in FY21

Skill Based Distribution

~**22%** of the jobs are **high-skilled**, **47%** are **medium-skilled**, and ~**31%** are **low-skilled**.

Key Enablers of the Gig Economy



Talent demand volatility driven by the pandemic - Increased demand for gig workers across the globe



Digitization - During the pandemic organisations enhanced their technology infrastructure to support work from anywhere



Changing needs of workforce - There has been a cultural shift towards embracing “flexibility” and work-life balance



Rising inflation - Rising inflation is one of the primary reasons why people are seeking more work in the form of gig roles

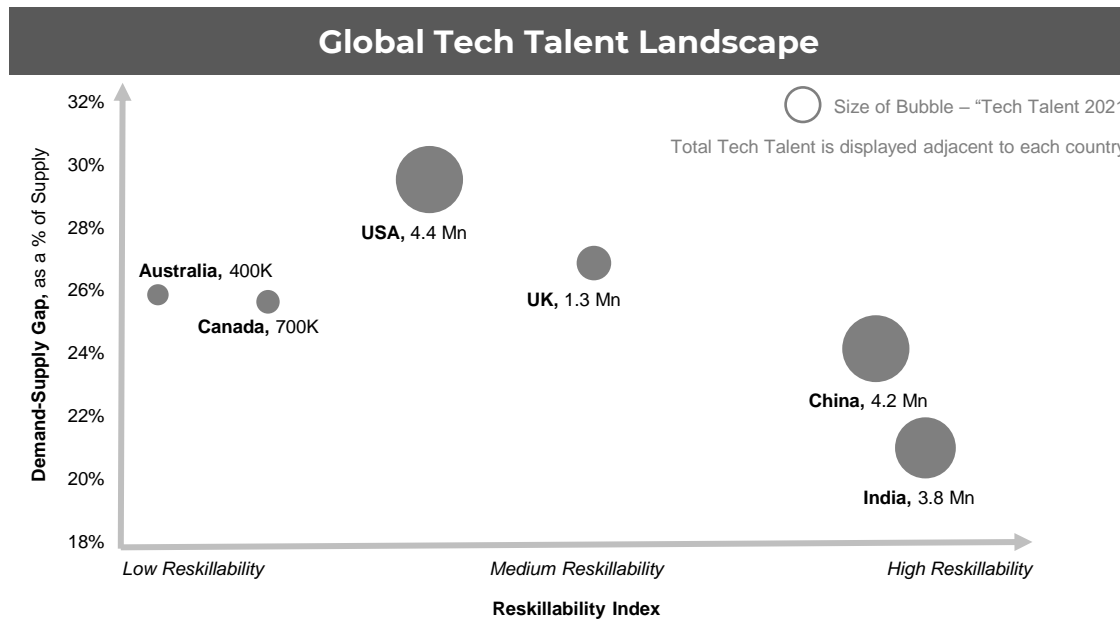


Achieving cost efficiency - Hiring gig workers allows access to a larger talent base, saving on additional recruiting costs

*All data relates to overall gig workforce which includes both white collar and blue-collar workforce. Source: India's Booming Gig and Platform Economy, June 2022, Niti Ayog; Mastercard

Gig Workforce a Key Lever in India Tech Growth Story

India has Lowest Talent Supply-Demand Gap in the World



India has the Lowest Demand-Supply Gap in Tech Talent

- Current Talent Gap** In 2021, demand-supply gap for tech talent stood at **21.1%** (as a percentage of supply)
- Lowest Among Nations** This gap is **lowest among top tech locations such as USA, China, and UK**
- India catching up fast on Tech Talent** **India and China are rapidly closing in the tech talent pool with USA;** with a high Reskill Ability index

Key Strategies that Continue to Support in Closing the Gap

- Fresher Hiring**
 - Companies are hiring more freshers and skilling them
 - Top 5 tech companies hired over 200 thousand freshers in FY22 and plan to hire another 180 thousand in FY23
- Increased Hiring in Tier 2 Cities**
 - Availability of talent and the rise of remote working the key drivers
 - Companies are setting up new centers in these cities
- Increased Sub Contractors and Gig Hiring**
 - Increased hiring of sub-contractors and external gig workforce specially for niche digital technologies
 - Internal gig platforms for better utilization of existing employees

India Strengths

- India has the **2nd largest annual supply of STEM graduates**
 - **4x-4.5x higher than USA**
- Global Leader in **Women Diversity among STEM Graduates at 47.1%**

Source: India's Tech Industry Talent: Demand Supply Analysis, February 2022, NASSCOM

Improvement in 2022 Gig Promoter Score

Reflective of Growing Demand for Gig Workforce

Indian technology industry has entered in zone of optimism

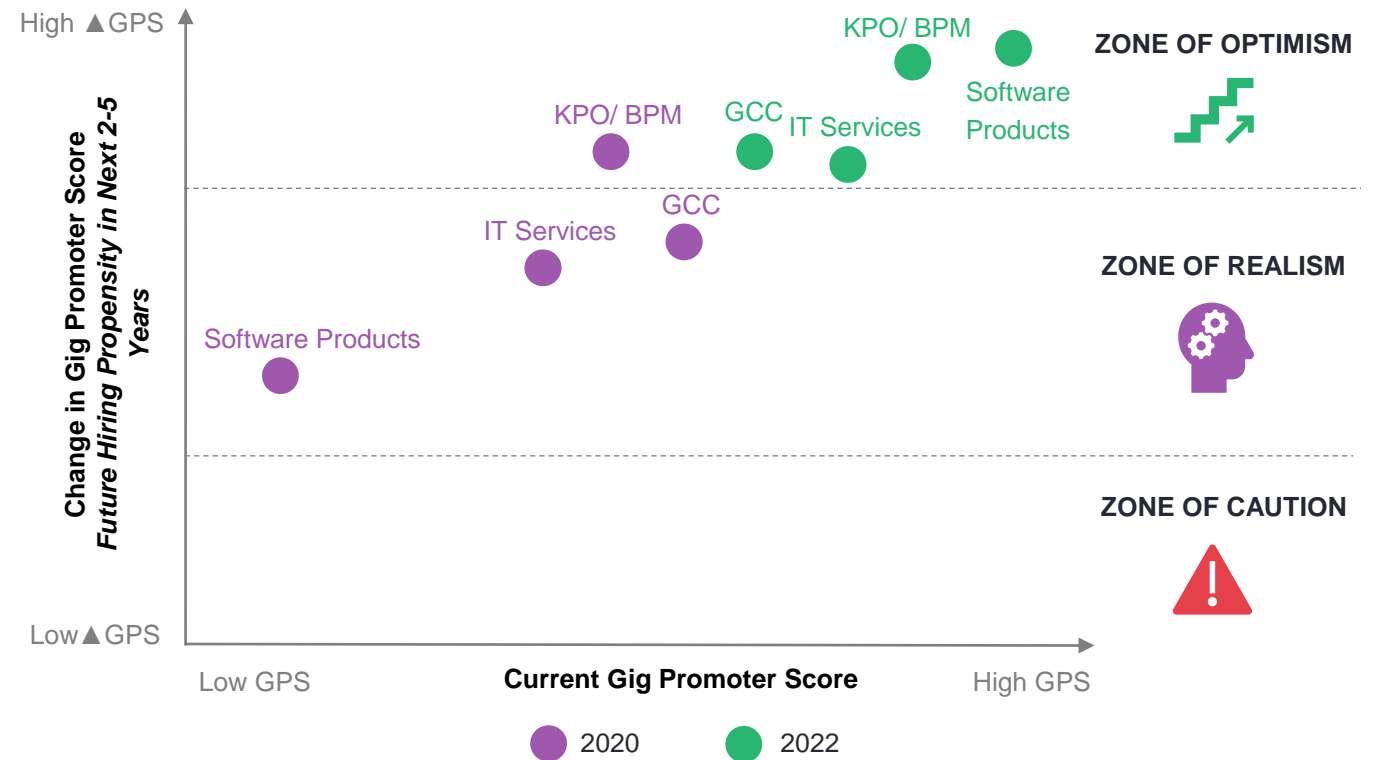
How do we measure GPS?

GPS is measured as a ratio of the number of organisations who strongly agree to increasing gig workers in the future versus organisations that don't agree to increasing gig workers.

How do we analyze GPS?

Based on the GPS, the industry can be classified into three broad categories:

- **Zone of Optimism** - Employ average-to-high number of gig workers now, and believe that the demand for gig workers will increase substantially in the future
- **Zone of Realism** - Employ low-to-average number of gig workers now, and believe that the demand for gig workers will remain steady in the future
- **Zone of Caution** - Employ low number of gig workers now, and believe that the demand for gig workers will not increase in the future
















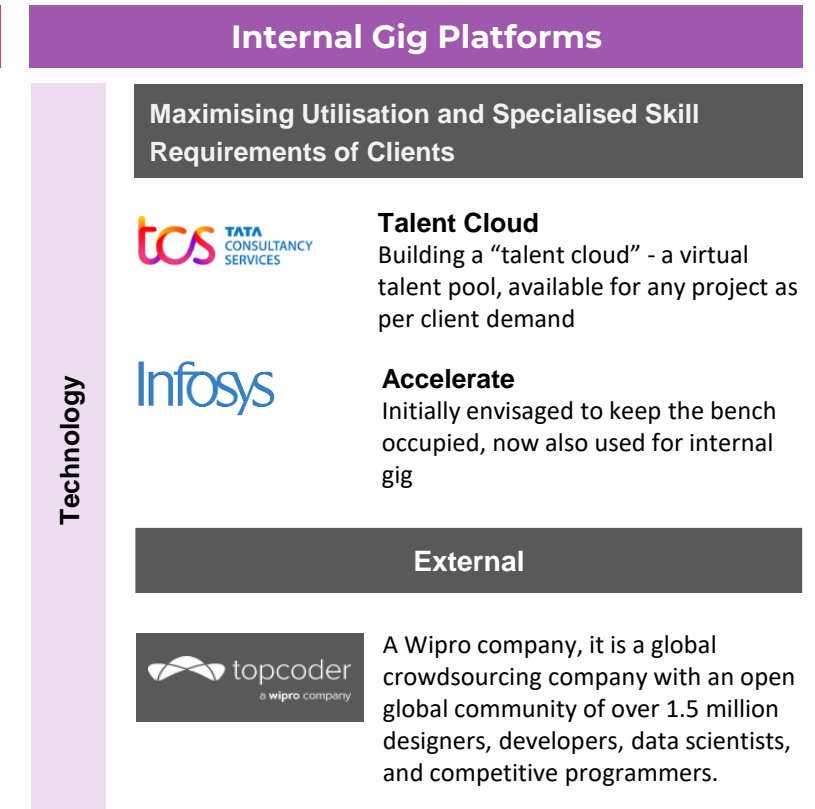
Source: NASSCOM – Aon Gig Talent in India Study 2022

Diverse Gig Landscape in India

Comprising Internal and External Platforms

Illustrative

External Gig Platforms			
Global Platforms in India			Collaboration Platform
	61 Mn+ employers and freelancers	Administrative or Technical Jobs such as - web developers, social media managers, or finance consultants Creative Jobs , such as writers, graphic designers, Illustrators	
	12 Mn+ freelancers		
	5 Mn+ jobs		
	1 Mn+ freelancers		
	830K+ freelancers		
	28K+ online jobs		
	NA		
Indian Gig Platforms			
Diversified Professionals		Specialized Jobs	
	70K+ consultants		Designing: 100+ Clients
	46K+ freelancers		Writing: 800+ Freelancers
	5 Mn+ jobs		Sales Support: 50+ Clients

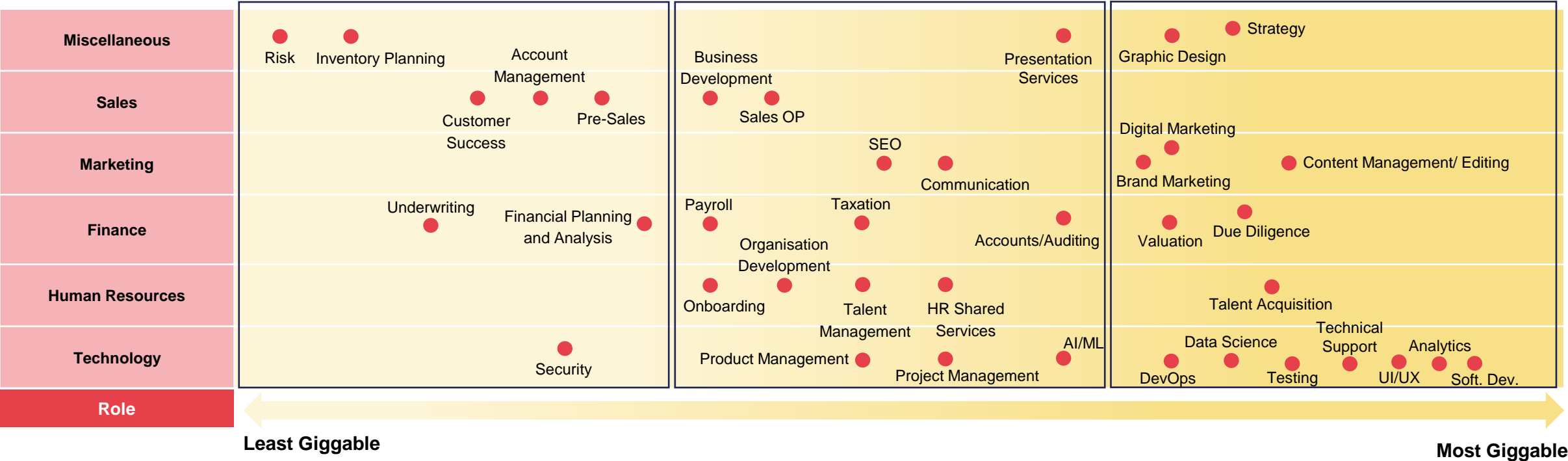


Source: NASSCOM – Aon Gig Talent in India Study 2022

Increasing Shift Towards Hiring Gig Talent

For In-Demand Tech and Front-End Roles

Pre-pandemic gig workers were primarily hired for Admin & Support and HR Roles. The disruption caused by the pandemic has led to organisations hiring Gig Workers extensively for Technology and Front-end Roles



Source: NASSCOM – Aon Gig Talent in India Study 2022

Skills for Which Gig Workers are Hired

Top 3 Skills: Software Development, Data Analytics and UI/UX Design

Owing to talent shortages and for cost effectiveness, technology roles have emerged in addition to support roles for which gig workers were traditionally hired.



Technology

- Software Development
- Data Analytics
- UI UX Design



Marketing

- Content Management/Editing
- Brand Management
- Digital Marketing



Strategy & Sale

- Strategy and Consulting
- Sales Ops
- Business Development



Finance

- Accounting and Auditing
- Taxation
- Payroll Processing



Human Resources

- Talent Acquisition
- HRSS
- Talent Management



Others

- Graphic Design
- Presentation Service

- In HR the role of Talent Acquisition is often assigned to Gig Workers. Other functions are currently moderately giggable
- Roles relating to Security, Risk Management and Quality are not giggable currently, primarily due to data privacy and security concerns


Source: NASSCOM – Aon Gig Talent in India Study 2022, News Articles


Top Drivers of Gig Hiring


Access to Specialized Skills and Employee Demand Elasticity


For organisations as well as gig workers specialized skills remains a top driver for hiring gig


Employers-Demand Side View

01 Specialised Skills 


02 Employee Demand Elasticity 


03 Cost Optimization 


04 Unable to Find Full-time Talent 


05 Transactional Work Only 

Gig Talent-Supply Side View

01 Specialised Skills 

02 Interim Role-Holders 

03 Efficiency in Cost 

04 Time Critical Projects 

- Gig Workers are hired to fulfil skill set requirements for a specific duration
- As per a survey by Flexing It, 86% of freelancers agreed that they work on projects that are a strategic priority for the client organisation
 - Access to specialized skills - top reason for organisations to engage with gig workers. Also, gig workers hired as interim role holders when their existing employees go for maternity leaves or sabbaticals

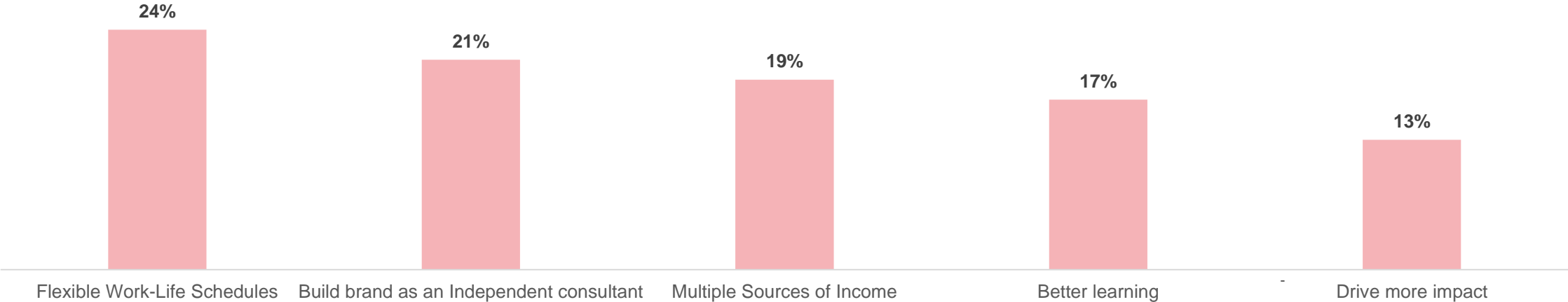
Source: Skilled Freelancers Perspectives Report by Flexing It

Flexibility Remains the Key Motivation

For the Gig Talent to Take Up Assignments

It is needless to mention that one thing that the current working professionals of India highly value is flexible working schedules and a healthy work-life balance.

Proportion of Gig Workers



- One-fourth of gig workers take up gig assignments for a flexible work life schedule
- Other factors include building a brand for themselves and leveraging that to earn more, learn more and create a better impact

Source: Skilled Freelancers Perspectives Report by Flexing It



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Tech Industry

The Gig Workforce Effect

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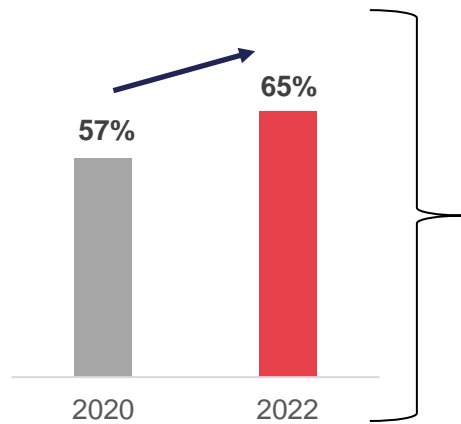


>6 out of 10 Organisations are Hiring Gig Workers

Gig as a Share of Total Workforce Remains Low

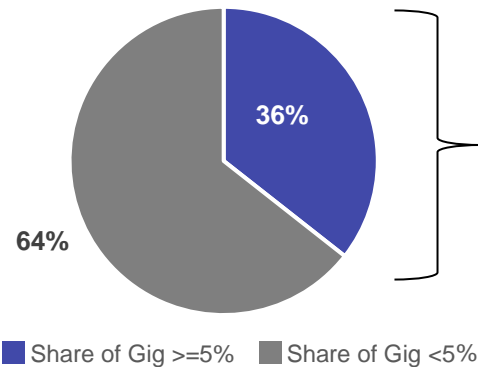
Two-third of the organisations are now employing gig workers, a higher share compared to 57% organisations in the year 2020.

Companies Employing Gig

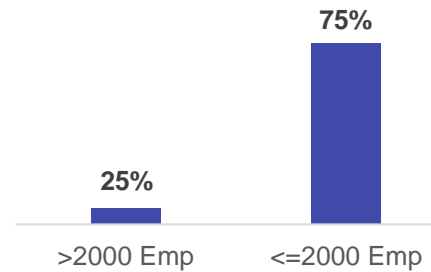


Proportion Of Gig Workers

75% of organisations which had a gig employee share of $\geq 5\%$ had ≤ 2000 employees

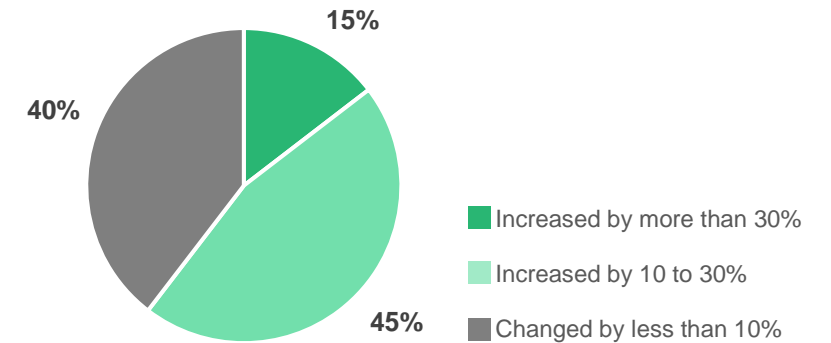


No. of employees in organisations with 5% or more of gig workforce



Change in Proportion of Gig Workers over 2020

Notably, none of the organisations mentioned a decline



- While, the share of organisations employing gig workers has increased, their proportion remains $< 5\%$ of the total workforce
- Few start-ups reported to have employed over 40% gig workers owing to their unpredictable demand for talent, and the need to save costs
- In about 15% organisations, the proportion of gig workers in the past two years has increased by $> 30\%$ proving the efficacy of the model

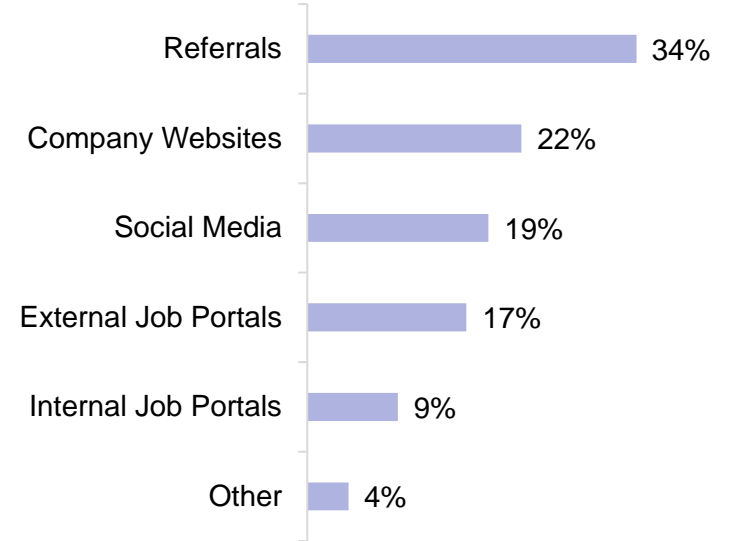
Based on NASSCOM AON Survey Responses
Source: NASSCOM – Aon Gig Talent in India Study 2022

Gig Workforce Hiring Models

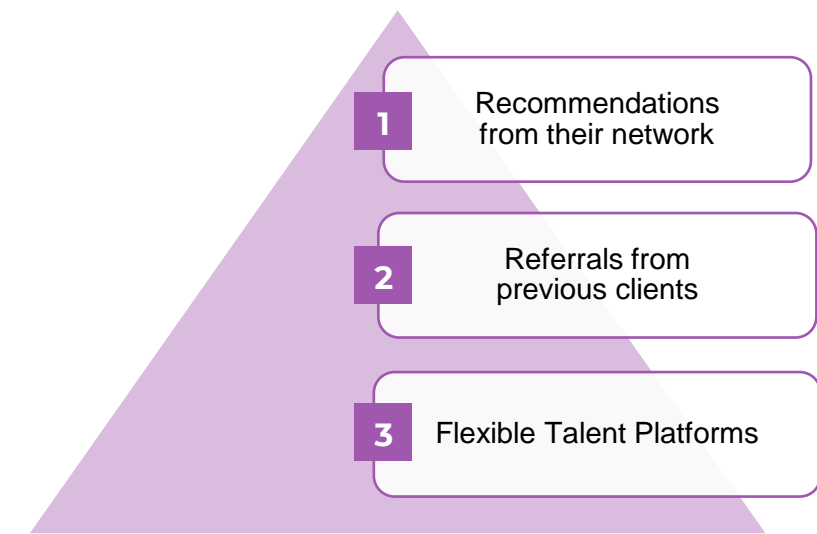
Referrals Preferred by Both Organisations and Gig Workers

Referrals emerge as the most preferred way to source gig workers. Gig workers also depend on referrals which remains the key source in addition to using gig talent platforms to identify new prospects.

Sources Used by Organisations to Hire Gig Workers*



Sources used by Gig Workers to find Work



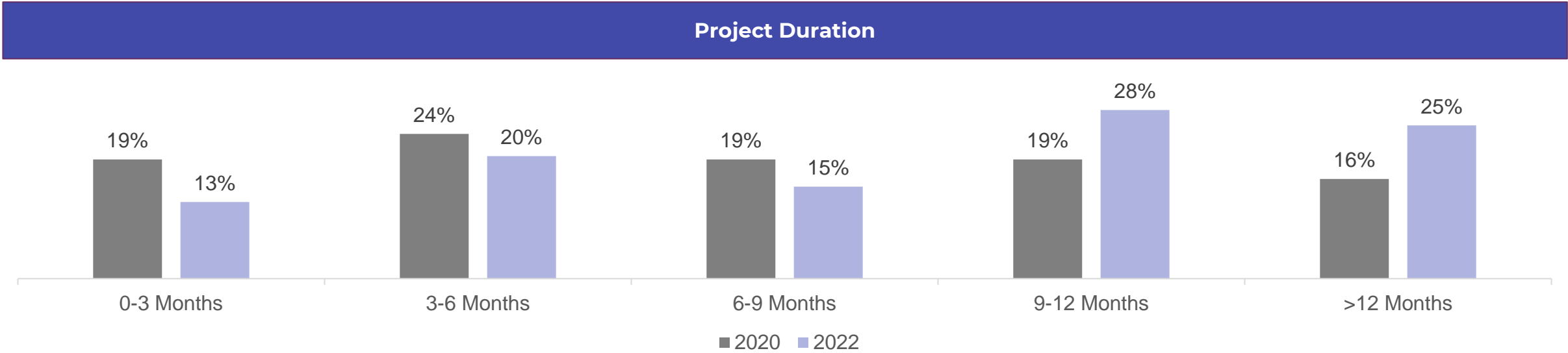
- 34% organisations are using referrals to hire gig workers. Other common methods of hiring include company websites and social media.
- Organisations also use external job portals and have highlighted their interest in hiring retired professionals for their gig assignments.
- A survey by Flexing It shows that while freelancers currently access their projects mostly through recommendations in their network and previous clients, partnerships with trusted flexible talent platforms is fast emerging as a preferred solution to access new projects.

*Based on NASSCOM AON survey responses
Source: Skilled Freelancers Perspectives Report by Flexing It, NASSCOM – Aon Gig Economy Study 2022

Increase in Duration of Projects

Offered to Gig Workers Post Pandemic

*In 2020, gig workers were mostly hired for projects with duration up-to 9 Months.
In 2022, 1 out of 4 gig workers were hired for projects with duration over 12 months.*



25% organisations are open to hiring gig workers for projects with duration >12 months indicating the growing demand for talent and their effective use to meet short-term talent needs.

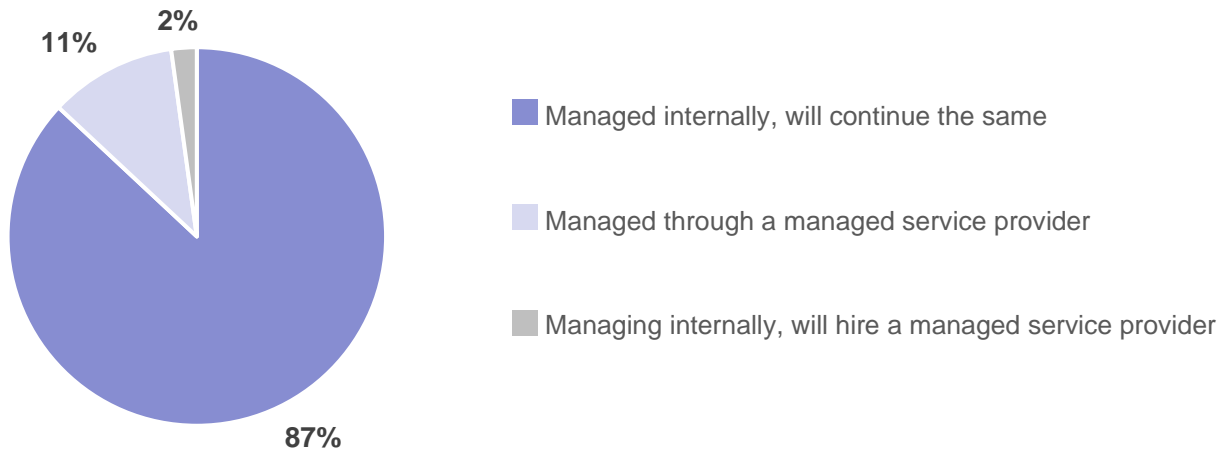
Based on NASSCOM AON survey responses
Source: NASSCOM – Aon Gig Talent in India Study 2022

Gig Workforce Management Models

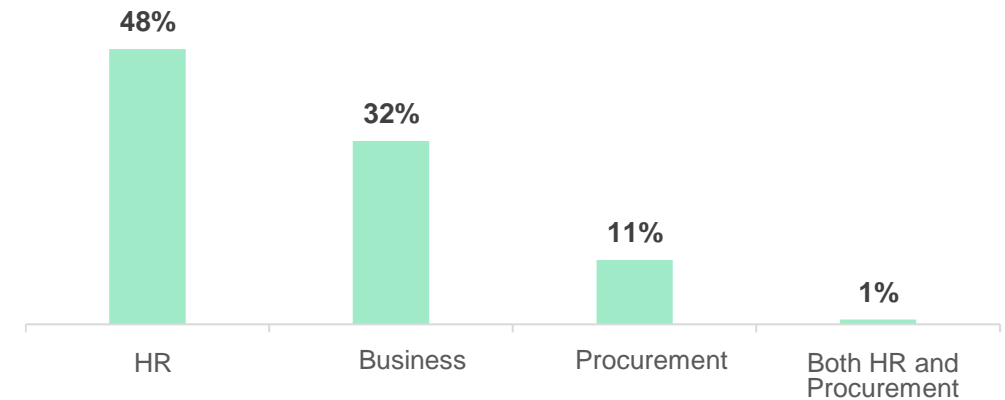
HR and Business Teams Take the Lead

Gig Workers are primarily managed internally with few organisations using a managed services provider for the same. This practice is likely to continue in the near future.

Gig Managed Internally or through Service Provider?



Primary Responsibility to Manage Gig



- As most organisations are managing gig workers internally, the primary responsibility for their overall management lies with the HR and Business Teams.
- Some companies have also created specific policies for the gig workforce to ensure efficiency and engagement

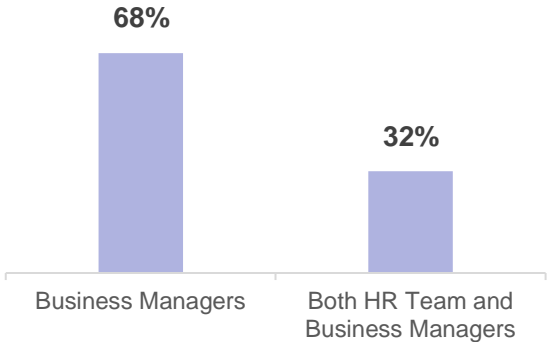
Based on NASSCOM AON survey responses
Source: NASSCOM – Aon Gig Economy Study 2022, Skilled Freelancers Perspectives Report by Flexing It

Gig Workforce Performance Management Models

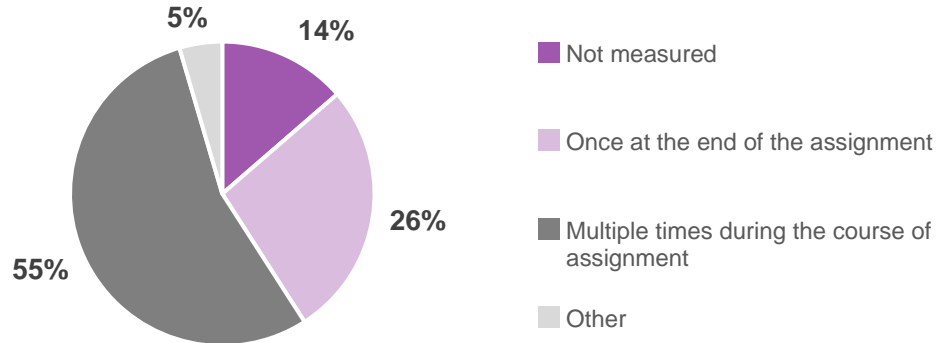
Business Managers take Primary Responsibility

Gig workforce performance management measures put in place by majority of organisations

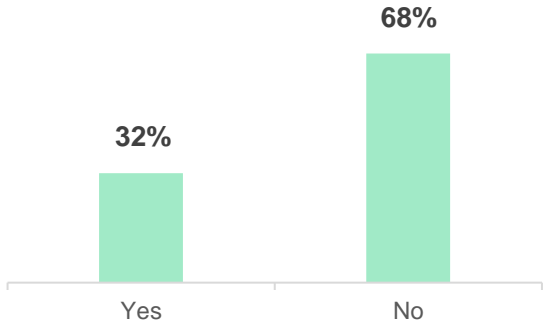
Primary Responsibility



How is Performance Being Measured?



Use Internal Tools to Measure Performance



- Out of over 80% organisations that measure performance of gig workers, approximately one third have an internal tool. Some of the tools that are used are – TalenDroid Platform, Zoho People, Jobs.oneforma.com, SAP Successfactors, Darwinbox, CSS On Demand Platform or other internal tools
- Research indicates that project reviews are mostly done by Business Managers/ Function Heads/ Key Stakeholders. HR Teams involvement is mostly limited to recruitment and onboarding formalities

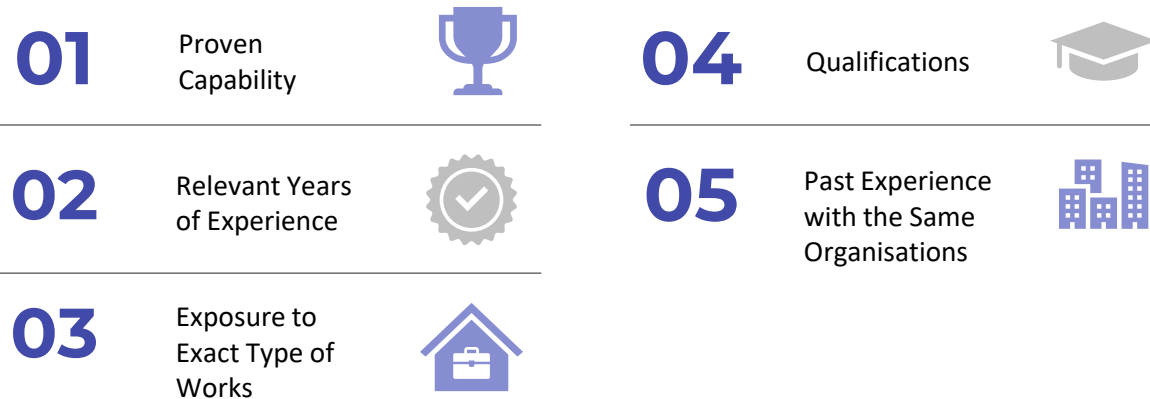
Based on NASSCOM AON Survey Responses
Source: NASSCOM – Aon Gig Talent in India Study 2022; Flexing It

Gig Workforce Compensation Models

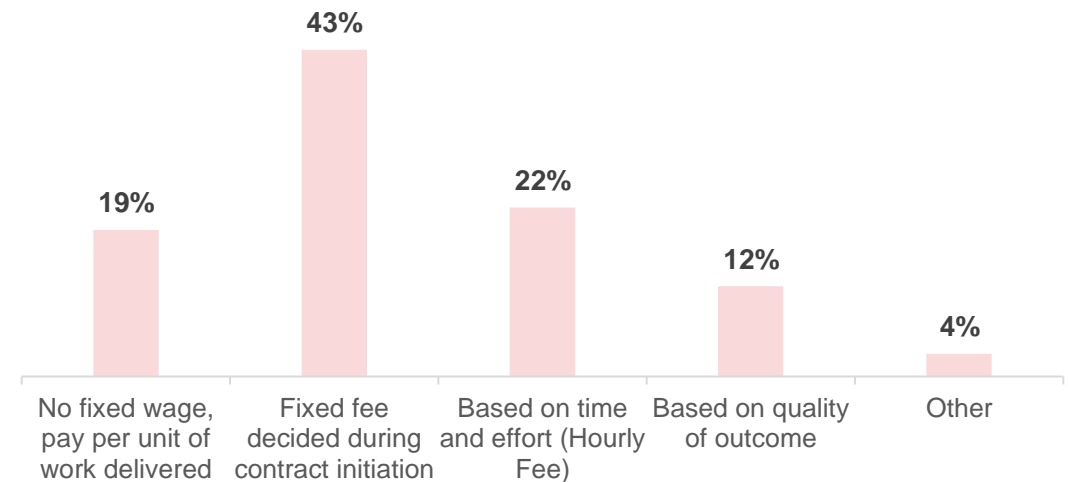
Over 40% Organisations Prefer the Fixed Fee Model

Proven capability in the areas of expertise, qualifications and years of experience are the top factors determining compensation for gig workers

Factors Determining Remuneration



Method of Remuneration



- Several factors are considered to arrive at a fixed fee at the start of the assignment
- About 65% organisations have a structured methodology to arrive at the compensation for gig workers

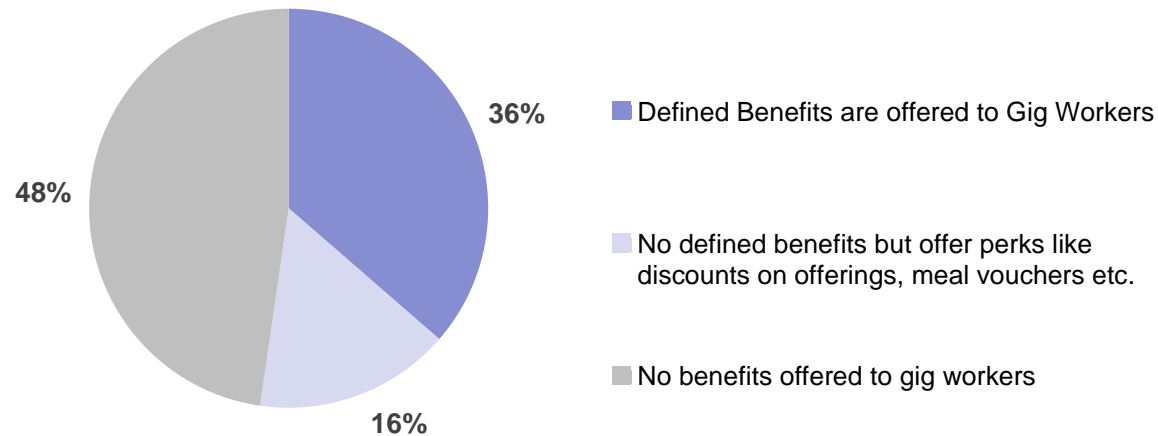
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Source: NASSCOM – Aon Gig Talent in India Study 2022

Gig Workforce Benefits Models

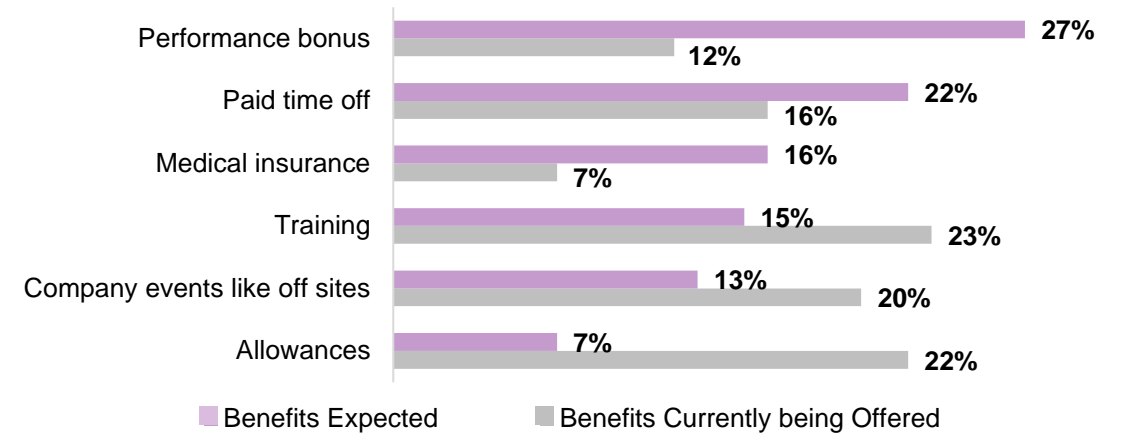
Some Disconnect in Expectations Remains

48% organisations are not offering any additional benefits to the gig worker.
Surveys reveal an evident mismatch between what is being offered and their expectations

Additional Benefits Offered-Employer's Story



Additional Benefits Offered – Gig Worker's Story



- Some disconnect between benefits that freelancers would like to receive and what is provided by organisations
- Gig workers want recognition for their skills with 'performance bonus' followed by 'paid time off' topping the list of benefits they expect

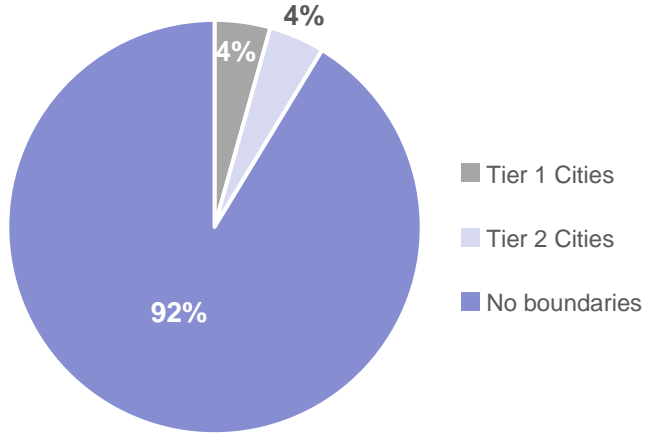
Based on NASSCOM AON Survey Responses
 Source: NASSCOM – Aon Gig Talent in India Study 2022, Skilled Freelancers Perspectives Report by Flexing It

Gig Workforce Location Model

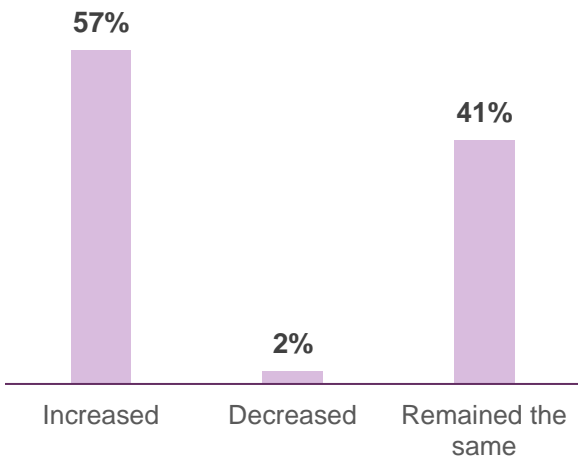
Pandemic Induced Digitization has Dissolved Location Boundaries

Most organisations do not place any locational boundaries when it comes to hiring gig workers. Pandemic-led digitization and enhancement of technology infrastructures has given rise to increase in hybrid form of working and has enabled gig workers to work from anywhere.

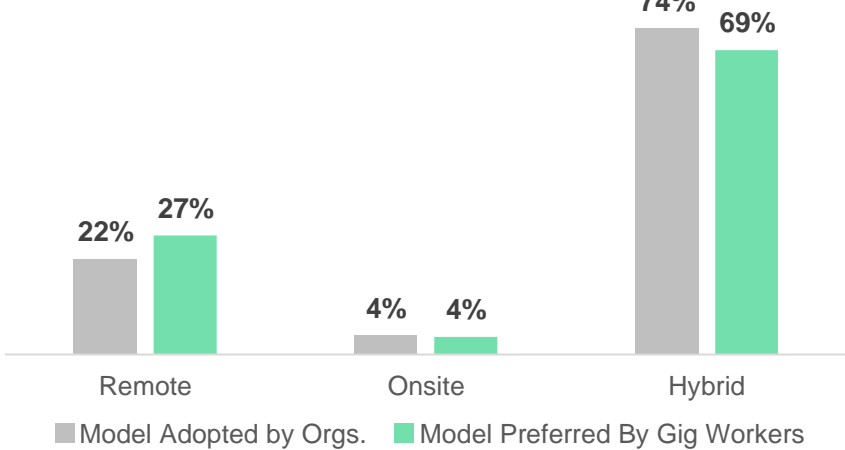
Location Preference



Hiring from Tier 2 Cities



Model of Working



- Mostly gig workers are hired regardless of base location, with an increase in hiring from Tier 2 cities
- Hybrid working model remains the preferred model among the gig workforce and employers

Based on NASSCOM AON Survey Responses
 Note: Tier 1 refers to Metro cities, while Tier 2 includes non metro cities
 Source: NASSCOM – Aon Gig Talent in India Study 2022



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Gig Workforce: Creating Business and Social Impact

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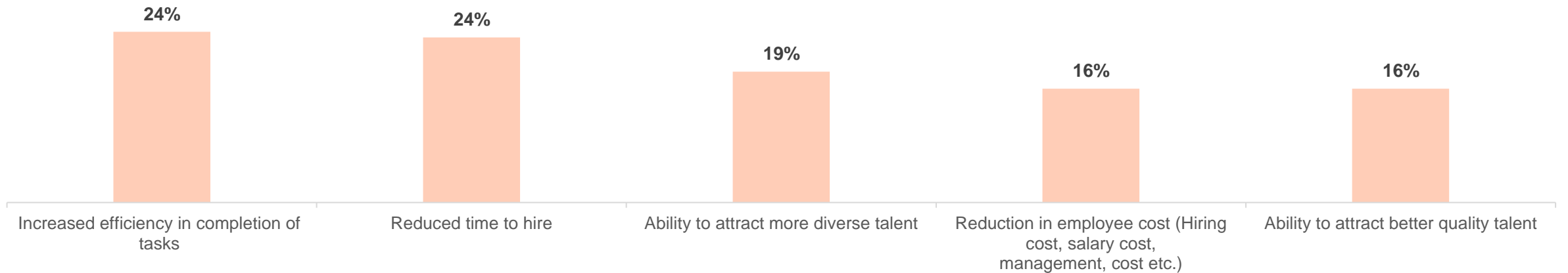


Increase in Hiring of Gig Workers

A True Testament to the Impact Created

Gig workers are creating a promising impact by bringing in niche skills, greater efficiency and quicker hiring. They are also enabling organisations to attract and hire a more diverse talent pool.

Impact Created by Gig Talent



- The pandemic-induced remote work aided in recognizing the efficiency and specialized skills of gig workers
- The period of 'Great Resignation' has led to organisations looking at the gig workforce as an alternative to full-time employees for specific job roles and skills
- Pool of retired professionals, women returning back to work, people with niche skills and flexi-talent from any location is making gig an attractive choice

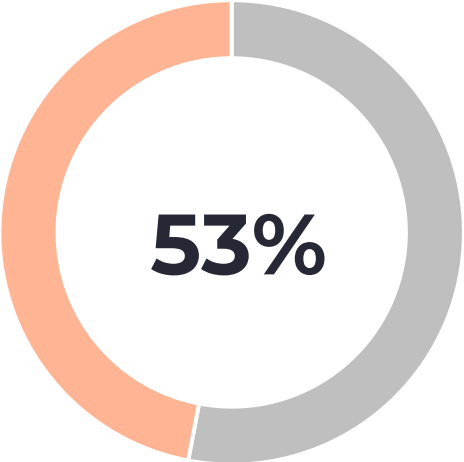
Based on NASSCOM AON Survey Responses
Source: NASSCOM – Aon Gig Talent in India Study 2022

Organisations Absorbing their Gig Talent

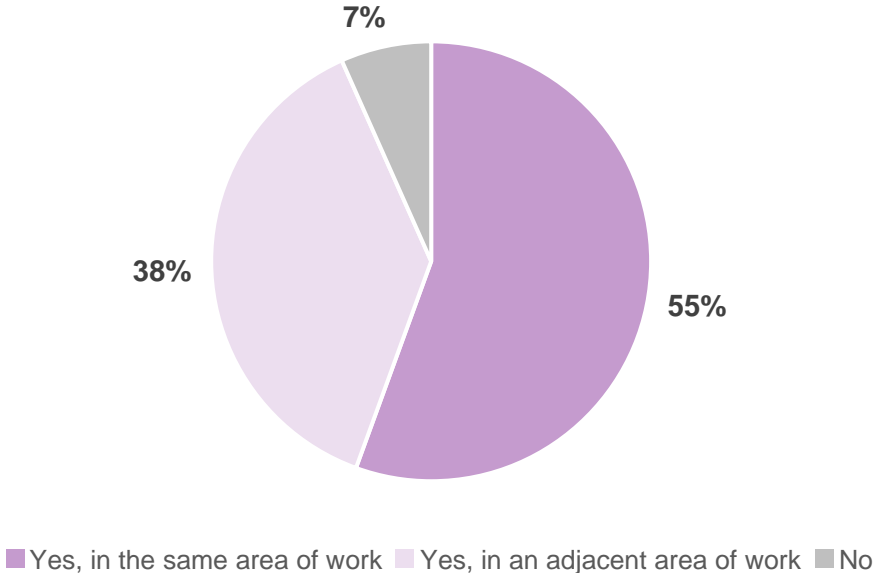
Over 50% Absorbed Them as Permanent Employees While Over 90% are Open to Re-hire Them for Other Projects

Gig opportunities act as a testing ground for workers, post which as many as 53% organisations highlighted that they absorb them as permanent employees. Moreover, organisations remain open to referring gig workers in the same area of work for subsequent assignments.

Percentage of Organisations that have a policy to absorb Gig Workers



Open to Referring Gig Workers for Opportunities within the Organisation



- While organisations remain open to rehiring gig workers in the same or adjacent areas of work, past performance is evaluated before rehiring
- Established gig hiring organisations prefer to re-engage with gig workers in same areas of work, over providing opportunities in adjacent areas of work.

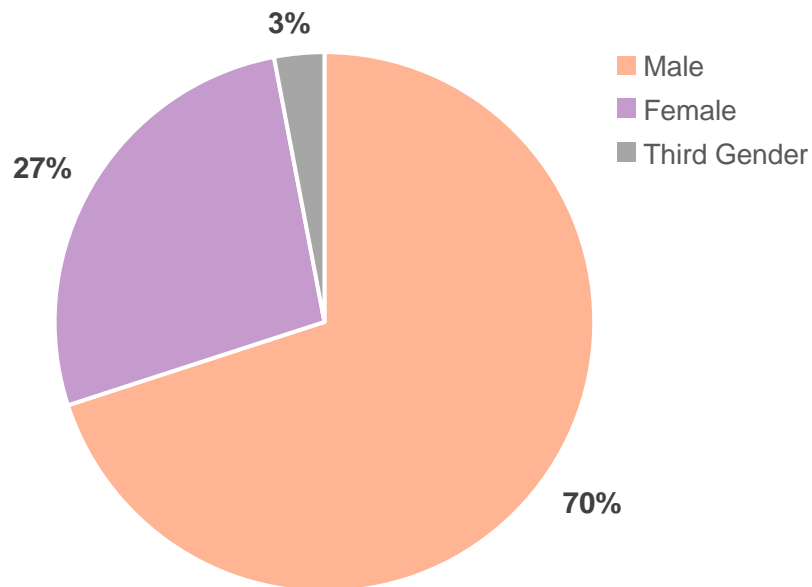


Based on NASSCOM AON Survey Responses
Source: NASSCOM – Aon Gig Talent in India Study 2022

Gig Offers Women Workers an Opportunity to Return-to-Work

Gig provides an opportunity for women who are looking for flexibility or are planning to return to work after a career break

Gig Hiring By Gender



Based on NASSCOM AON Survey Responses
Source: NASSCOM – Aon Gig Talent in India Study 2022

Women Returning to Work: Talent Pool Waiting to Explode

- Gig assignments offer women who are returning to work after a break or new mothers the flexibility to work at their convenience
- Women account for 27% of the total gig employment, compared to 36% of full-time women employees in the tech industry workforce in India
- Increased awareness around trusted sources of quality projects will act as a catalyst for higher women participation

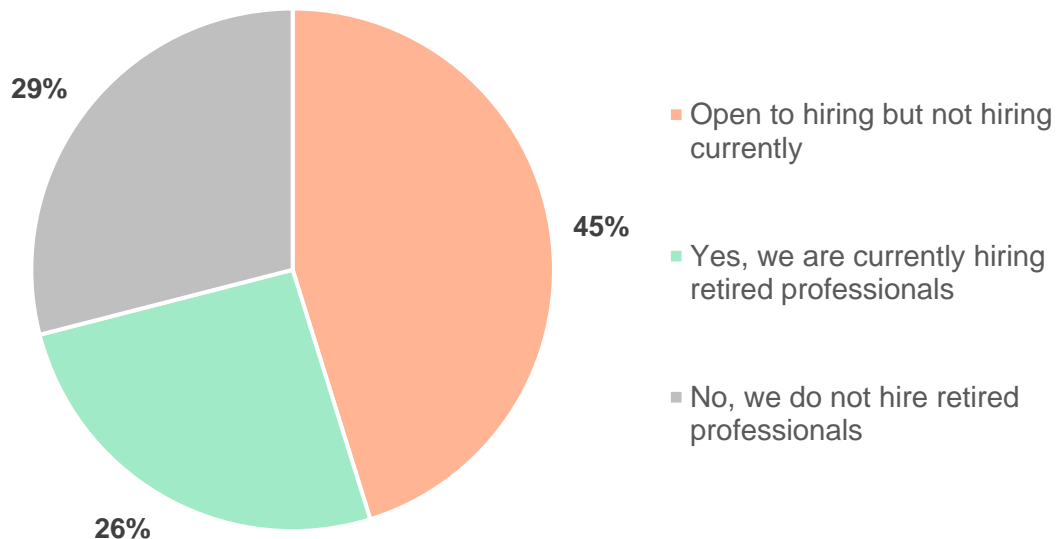


Organisations Focus on Inclusivity

As They Plan to Hire Retired Professionals in Gig Roles

71% Organisations are hiring or are open to hiring retired professionals for their gig assignments as focus on diversity and inclusivity becomes a norm. Prevalence of third gender hiring has also been observed

Hiring Retired Professionals in Gig Roles



Based on NASSCOM AON Survey Responses
Source: NASSCOM – Aon Gig Talent in India Study 2022

Redeemer for Retirees

- Gig economy is making it possible to work even after retirement. Continue to stay productive and provide value from their experience
- Garner an extra source of income post retirement





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Gig Model: Redefining the Future Workforce

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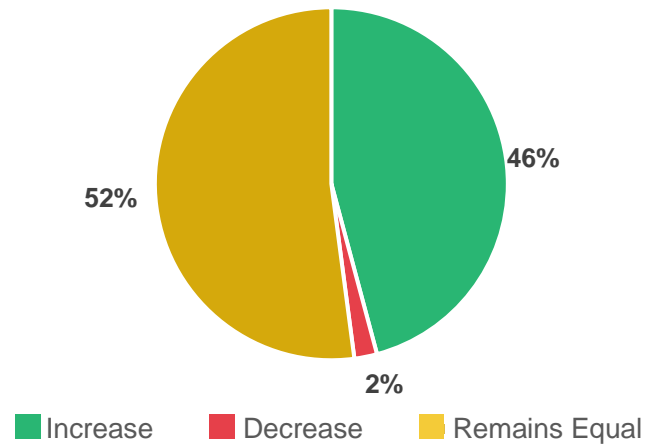


The Future of Gig

In the Tech Industry in India Looks Promising...

46% organisations plan to increase proportion of gig workers from current levels

Proportion of Gig Workforce in the Future



Top Areas That will be Giggable in Future



Software Development



Digital Marketing



Cloud Computing



Product Development



Content Management



Data Science



Data Analytics



Sourcing and Recruitment



AI/ML



UIUX Design

- The future of gig seems promising in India as it creates a larger impact. Organisations expect to achieve better efficiencies, reduced time to hire and cost saving; while gig workers are motivated by better working schedules and building an independent brand
- Gig economy especially has immense opportunities for new mothers, women returning to work and retired professionals
- Challenges because of lack of structured internal policies around this model, ensuring trust, culture fit and imperative engagement

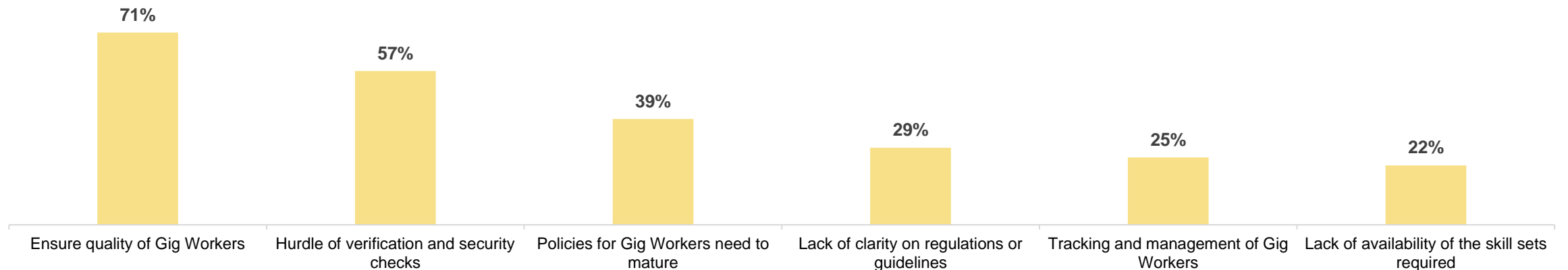
Based on NASSCOM AON Survey Responses
Source: NASSCOM – Aon Gig Economy Study 2022, Skilled Freelancers Perspectives Report by Flexing It

...However, there are Several Challenges

That Need to be Addressed

With the absence of structured policies, organisations are finding it difficult to ensure the quality of gig workers as their verification and security checks create hurdles

Key Challenges while Hiring Gig Workforce





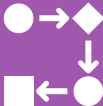

- Organisations do not have enough clarity on the regulations and guidelines which is a major challenge apart from ensuring quality, conducting security checks and lack of internal policies
- One-fourth of the organisations face difficulty in finding the required skill set, tracking and managing gig workers

Based on NASSCOM AON Survey Responses
Source: NASSCOM – Aon Gig Economy Study 2022

Best Practices for Employers

To Implement a Successful Gig Workforce Model

Best Practices to ensure the successful implementation of a gig model

1. PEOPLE	2. POLICY	3. PROCESS	4. PRACTICE
			
Work on Culture	Codify Agreements	Make It Actionable	Execute & Continually Improve
<ul style="list-style-type: none">Ensuring that the culture is welcoming enough for gig workers is a key priority, and an effort needs to be made to integrate them into group activities whenever possibleThis should be a key priority both for HR as well as business leads	<ul style="list-style-type: none">Policies need to be built in order to ensure there are no hurdles in ensuring data privacy, conducting security checks, and offer letters should clearly communicate the terms of engagement	<ul style="list-style-type: none">Deconstruction of roles into tasks & projectsCreate standard processes, use tools for recruitment, structured onboarding, evaluation of performance, determination of compensation and benefits, and retention strategies	<ul style="list-style-type: none">Create a culture to integrate Gig Workers, build policies and standardize procedures for management of gig workers

Stakeholder Recommendations

Stakeholders' Collaboration Required to Ensure Growth of Gig Workforce

Industry

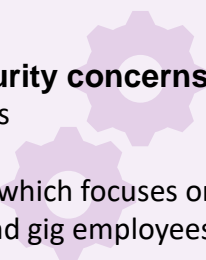
Build structured policies for gig workers ensuring compensation and other benefits basis different job roles and experience

Engagement approaches like sharing organisational vision help in aligning project purpose and keep the gig worker connected

Encourage retired and women folks to join as gig employees

Use technology to solve security concerns that prevent use of gig across roles

Nurture an Inclusive Culture which focuses on amalgamation of both full-time and gig employees



Gig Workers

Invest on upskilling

- Gig workers need to ensure that they are providing the best skills to make any engagement successful
- For this, they need to keep investing on their upskilling

Utilize various online gig platforms which will ease hiring for both organisations as well as gig workers

Follow highest standards of business ethics and data security

- Maintain utmost confidentiality as far as organisation data is concerned
- Build a relationship of mutual trust and partnership
- Maintain professional ethics



External Gig Platforms

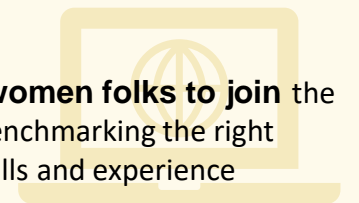
Verify candidate credentials

- Ensure background checks, verifications and due diligence of the gig worker
- Verification of the employing organisation to ensure timely and appropriate compensations

Providing advice in terms of legal and policy best practices to organisations related to gig workforce employment

Ensuring a good experience for both employer as well as gig worker

Encourage retired and women folks to join the platform support them in benchmarking the right compensation basis their skills and experience



*White collar roles are professional roles primarily desk jobs; Blue collar jobs are primarily the ones where hard manual labour is involved - it could be skilled or unskilled.
Note : The report covers only pure gig roles and not subcontracting of any kind i.e., staffing or to a full-time provider.



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Appendix

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About Us

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