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INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

Platform Work, Urban Economies, and the Fourth Industrial Revolution

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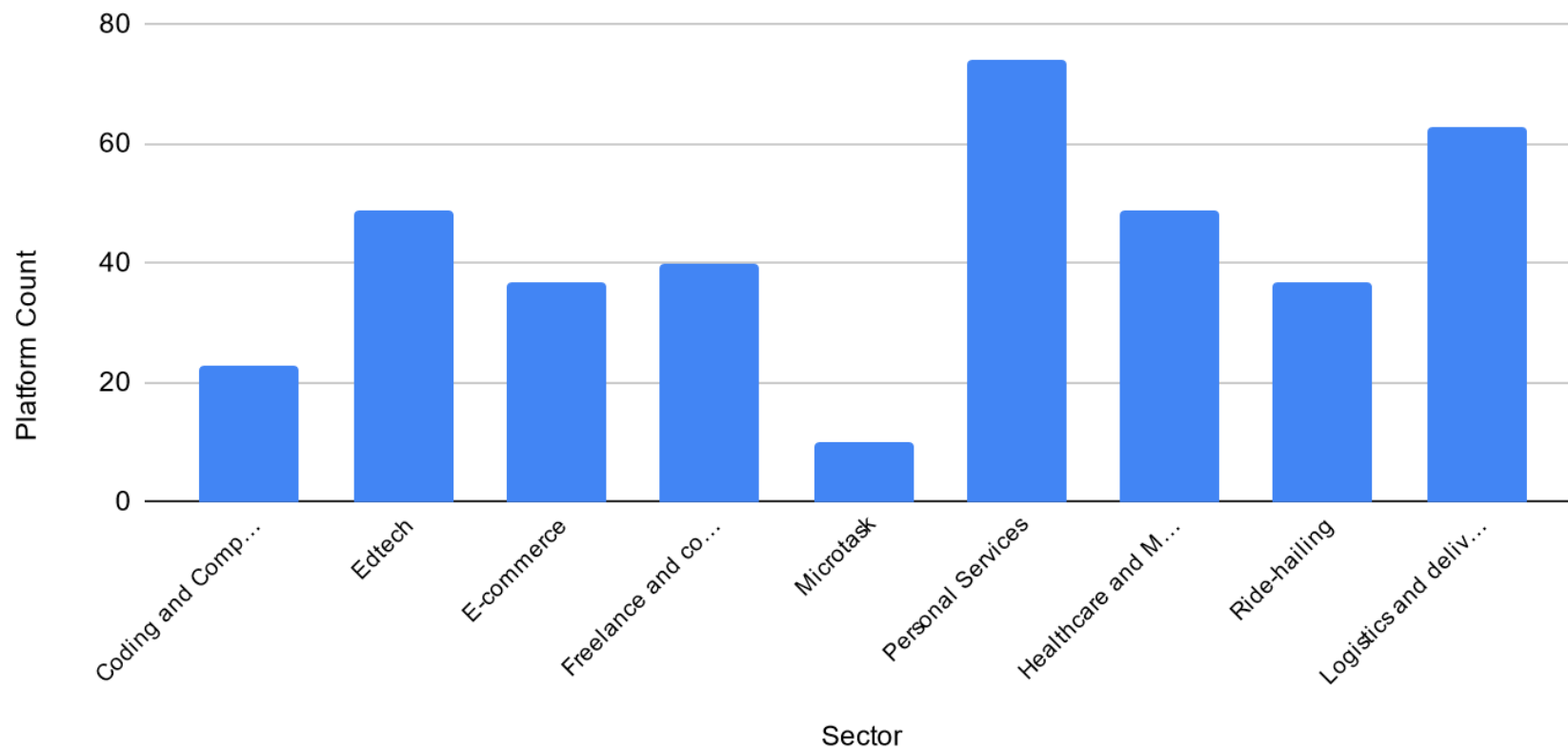
March 22, 2024

WageIndicator and FLAME University
Conference

Who is the Indian platform worker and how do we understand them in context of a diverse urban workforce?

Snapshot of the Indian platform economy

Platforms that mediate work	Online web-based	EdTech	Byju's	Unacademy	Vedantu
		Coding and Competition	HackerRank	HackerEarth	Codechef
		Cloudwork (Freelance and Microtask)	Pepper Content	Upwork	Amazon Mechanical Turk
		Medical consultation (online)	Practo	DigiQure	MediBuddy
	Location-based	Personal services	Urban Company	Yes Madam	BookMyBai
		Healthcare	Portea	HCAH Nightingales	Zorgers
		Medical consultation (location-based)	Practo	Portea	HCAH Nightingales
		Ride-hailing	Ola	Uber	Pelndia
		Logistics and Delivery	Zomato	Swiggy	Dunzo
Facilitate and mediate exchange	B2B and B2C platforms	E-commerce	Flipkart	IndiaMart	Meesho
Other digital services		Business Process Outsourcing	Tech Mahindra	Accenture	Teleperformance



Fairwork India 2020 Report estimates around 3.03 million platform workers and employees are employed across 11 most popular platforms in India.

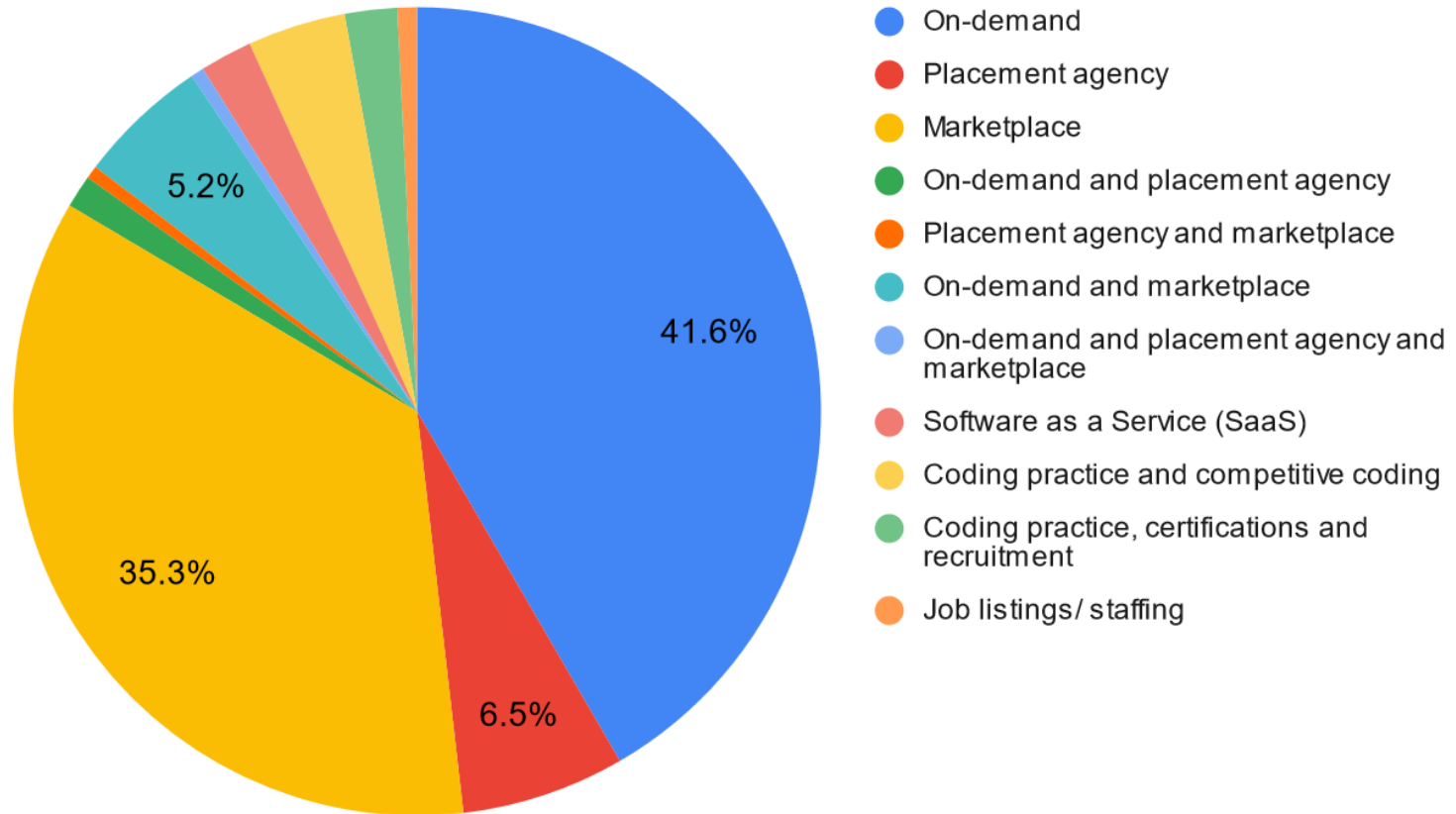
Logistics and delivery: 63 companies

Ride hailing: 37 companies

Personal Services: 49

Disguised employment, formal employment, part time work, task-based work

Aggregate platforms by type



Comprehending Diversity of the Platform Economy
can help women workers be more visible

Edtech, healthcare: opportunities of platform work
that is formal work

Remote work ~ recognition

Freelancing

Microtasking

BPO-data labelling work

Nature of Risk in Platform Work

'Standard' nature of risk:

Disguised Employment

Time control

Dynamics wages

Unpaid work

Lack of public infrastructure to support work (parking, toilets)

Hours of Work

Bidirectional Communication lacking

Unique nature of risk

Algorithmic transparency

Transparency in terms and conditions

Rights over worker data

Drawing value from data

Data Privacy

Protection against automated decision-making

Ever changing terms of service – software contract

Economic value and interoperability of data

Definitional landscape

Platform Work: means a work arrangement outside of a traditional employer-employee relationship in which organisations or individuals use an online platform to access other organisations or individuals to solve specific problems or to provide specific services or any such other activities which may be notified by the Central Government, in exchange for payment

Platform worker: "platform worker" means a person engaged in or undertaking platform work

"gig worker": means a person who performs work or participates in a work arrangement and earns from such activities outside of traditional employer-employee relationship;

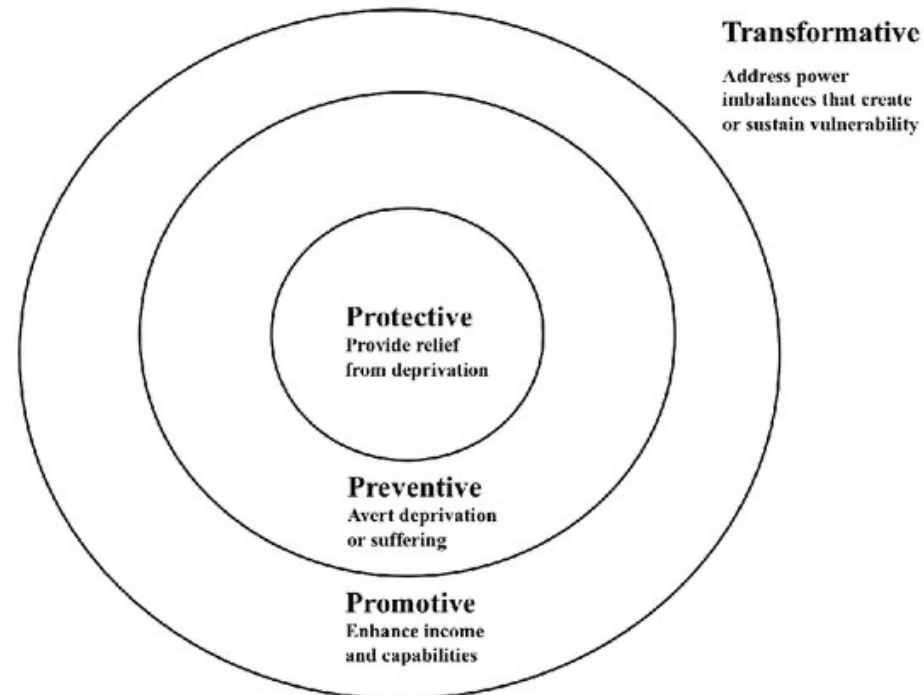
Informal, home-based worker

Characteristics of urban economies

- Risky lives and risky work – urban location becomes important
- Migration towards metropolitan and smaller urban centres
- spatial and economic urban informality.
- Nearly 88% of all workers in India are classified as informal workers, about evenly split between own-account workers and informal wage workers (ILO-WIEGO, 2018)
- NCEUS defined informal workers as precisely those who lack job, income, and social security, making them an ideal demographic within which to assess social protection regimes.

Social Protection

A Framework for Social Protection



Devereux & SabatesWheeler, 2004

Social protection in urban India: vulnerability and delivery of programs

how we deliver both existing and new entitlements is as important as deciding what entitlements urban residents should be entitled to.

four main operational concerns that mark the delivery of social protection to informal workers in urban India:

(a) residence as an operational barrier;

(b) workplaces as sites of delivery;

(c) working with worker organisations as delivery infrastructures; and

(d) building systems of recognition and registration of informal workers

Spatial informality and a Lack of tenure ~ renters and migrants; tenure insecure
exception: electricity

Worksite ~ hallmark of global North systems where social protection is delivered through worksite
office, factory
lack recognition of informal and platform worksites:
public space, private homes (clients, own)

Is the platform economy a sector of work or is it a new employment type?

Informal economy
social protection
regulation ~ sectoral

Conventions on
domestic workers;
welfare boards for
bidi workers, mathadi
workers, construction
workers, dock workers

Imagination of Social Protection for Platform Workers

- Creation of additional social security organisations
 - central and state welfare boards
 - National Social Security Board to monitor programs administered by central govt
- Financing of social protection programs by companies 1-2% revenue to the central govt
- Discretion of central and state govts to create social protection programs, duration, eligibility, scale

Central govt:

- (i) life and disability cover;
- (ii) health and maternity benefits;
- (iii) old age protection;
- (iv) education; and
- (v) any other benefit as may be determined by the Central Government

State govt:

- (i) provident fund;
- (ii) employment injury benefit;
- (iii) housing;
- (iv) educational schemes for children;
- (v) skill upgradation of workers;
- (vi) funeral assistance; and
- (vii) old age homes

Welfare Boards and the Rajasthan example

Welfare boards as social dialogue institutions developed for the informal economy

Rajasthan Act

THE RAJASTHAN PLATFORM BASED GIG WORKERS (REGISTRATION AND WELFARE) ACT, 2023
(Act No. 29 of 2023)

(Received the assent of the Governor on the 12th day of September, 2023)

An

Act

to constitute a Welfare Board and to set up a welfare fund for platform based gig workers, to register platform based gig workers and aggregators in the State and to facilitate guarantee of social security to platform based gig workers and to provide for matters connected therewith or incidental thereto.

- Creates a welfare board at the state level: membership, powers of board
 - Proactive facilitator
 - Ensure Registration
 - ensure that welfare fee deduction mechanism is integrated with the functioning of the application of the aggregator
 - monitoring mechanism to review compliance
 - monitor the schemes for social security of registered platform-based gig workers and provide recommendations to the State Government for administering such schemes
 - ensure time bound redressal of grievance from this act
 - Regular consultations with parties

Registration

Unique platform worker id within the state
job change should not matter in theory

Dual verification – self-enumeration and company
enumeration

Central Transaction Information and Management System (CTIMS)

- All payments generated on platforms shall be mapped
- Every payment made to platform-based gig workers and welfare fee deducted shall be recorded
- The details of welfare fee collected and spent

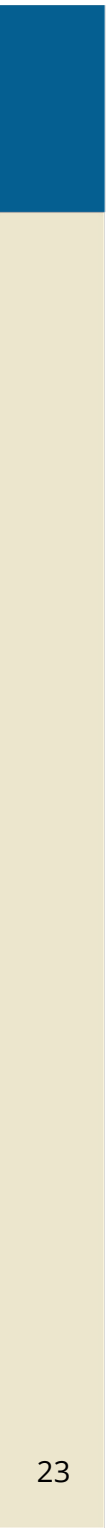
Delivery of social protection

Financing mechanism

- (i) all sums received from welfare fee charged
- (ii) all sums received as grant-in-aid from the State Government; and
- (iii) all sums received from other sources

Welfare fee:

- There shall be charged, from an aggregator a welfare fee known as “The Platform Based Gig Workers Welfare Fee”, which shall be at such rate (percent) of the value of each transaction related to platform based gig worker



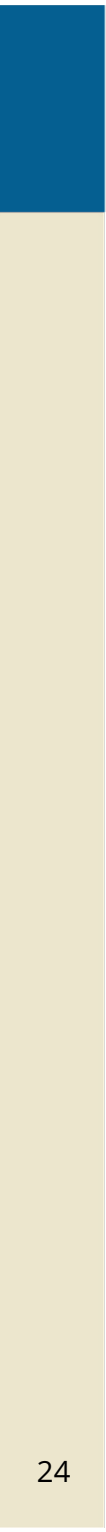
CMITS is an attempt to break some black-boxed elements of platform work

Number of transactions

Rates, break-up of the fee

Determine actual value being generated in a particular geography rather than a share of overall revenue

Integrated dashboards



Platform work's occupational recognition is an important victory, but this recognition has come in the form of limited and discretionary labour rights

Unique nature of risk from platforms – unaddressed

No draft rules for Codes in states – public, passed

The challenge of the global South to platform work

Incremental change, provisions of social protection, creation of work opportunities for an increasingly educated and young India

Universalizing social protection vs guarantee of full time work

Platform worker as a category of work

Platform worker as a category that enables the delivery of social protection

Platform work as a sector of work

