



23 JULY SENTINEL EDITORIAL: Discuss the opportunities & challenges associated with gig economy & suggest measures to ensure its sustainable growth in Assam. GS V

The rapid expansion of the **gig economy** is reshaping Assam's employment landscape by creating flexible livelihood opportunities, particularly for educated youth and migrant workers. However, the absence of comprehensive social protection poses challenges to its long-term sustainability.

Opportunities

- Generates employment with low entry barriers.
- Provides flexible work schedules, enabling workers to pursue education and skill development.
- Expands income opportunities beyond traditional salaried employment.
- Supports digital entrepreneurship and last-mile service delivery.
- Reduces unemployment in urban and semi-urban areas.

Challenges

- Lack of paid leave, job security and income stability under the "no work, no pay" model.
- Algorithm-based work allocation leading to uncertain earnings.
- Limited awareness and registration on the **e-Shram Portal**, restricting access to social security benefits.
- Inadequate health insurance, pension and accident coverage.
- High workforce attrition due to better opportunities elsewhere.

Measures

- Increase awareness and registration of gig workers on the **e-Shram Portal**.
- Effectively implement the **Code on Social Security, 2020** and the **Social Security (Central) Rules, 2026**.



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- Strengthen health insurance, accident cover and pension benefits.
- Promote digital literacy and skill upgradation for gig workers.
- Encourage collaboration among government, platform companies and worker associations to ensure fair working conditions.

Conclusion

A **balanced framework combining labour flexibility with adequate social security** is essential to ensure that the gig economy becomes a sustainable driver of employment, digital inclusion and economic growth in Assam.