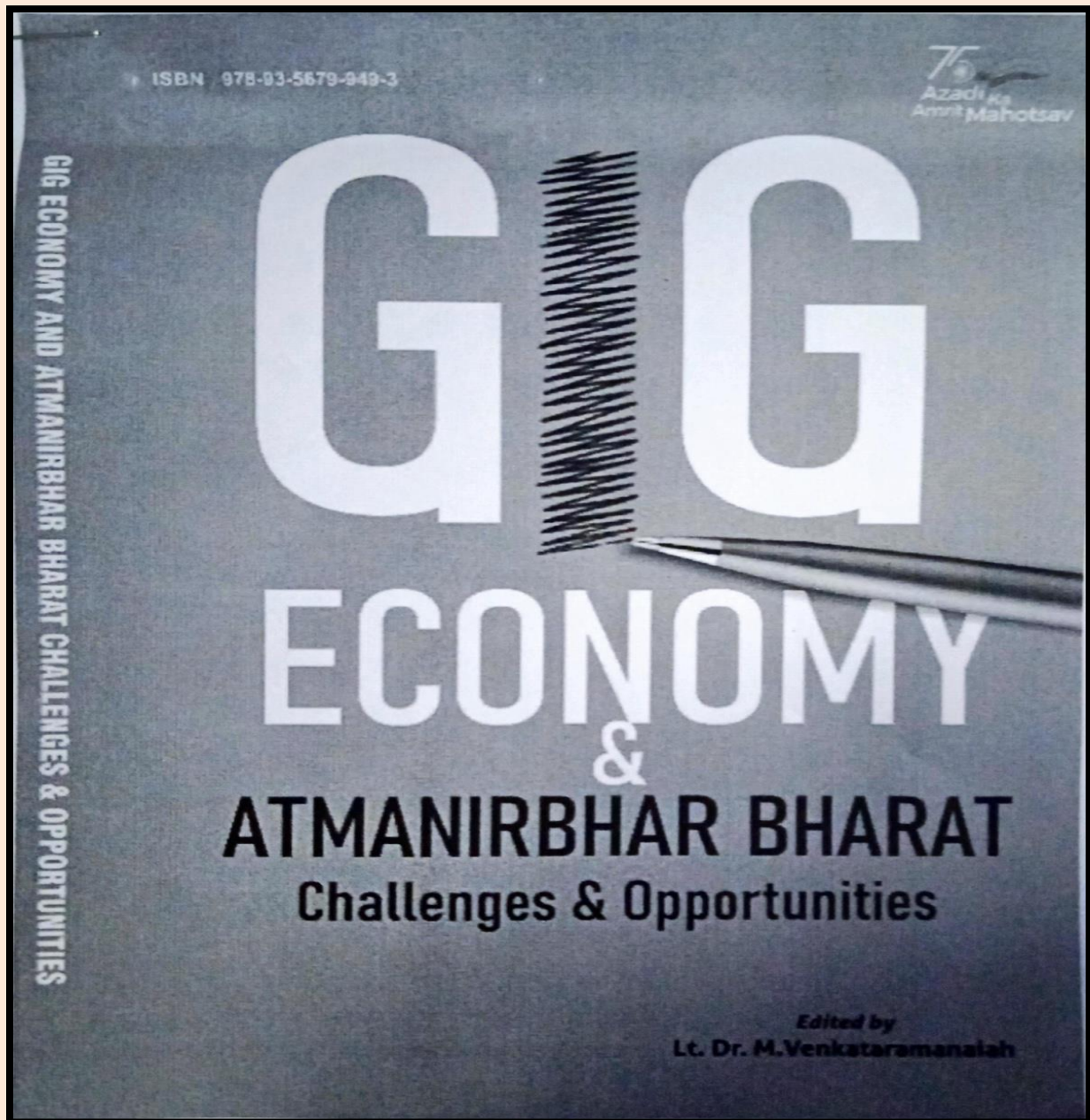


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## RECENT GOVERNMENT INITIATIVES AND GIG ECONOMY

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### Abstract

The gig economy stands as a labor market characterized by the prevalence of short-term contracts or freelance work as contradicted to permanent jobs. It is based on flexible and temporary jobs associating business people and customers digitally. Startups like Ola, Uber, Zomato, and Swiggy have established themselves as the main source of the gig economy in India. The gig economy has matured and booming in India nowadays. According to the India Staffing Federation report (2019), India is the 5th-largest in Flexi-staffing in the world, after the US, China, Brazil and Japan. Government think-tank Niti Aayog has proposed fiscal incentives, like tax breaks or startup grants, for companies with about one-third of their workforce as women and people with disabilities. This is in an attempt to increase the participation of women in the gig economy. The present paper is an attempt to provide information on the government initiatives to enhance and encourage people to take participation in the gig economy.

**Keywords:** Gig economy, Gig Workers, Government Initiatives, Platform, Social Security.

**Introduction:** Today's digital world paves the way to widen the scope of the Gig economy. It has an impact on labor dynamics, payroll, and the global economy. As reported by the ADP Research Institute, in 2021, 24% of workers in 19 nations are full-time gig workers. Nevertheless, the gig economy is booming in the 21st century it has its roots in the 20th century. The term "Gig" was used by jazz and dance-band players in the 1920s. The word gig was derived from the word "engagement" traditionally used musicians to define performance engagement. The Americans used to recognize any short-term job as a 'gig'.

### Gig Economy

#### Definition:

A gig economy is a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments.

- Ben Lutkevich, Technical Writer Alexander S. Gillis, Technical Writer, and Editor.

#### Aspects enabling the rise in the gig economy:

- i. Mobility of Workforce
- ii. Work done via digital platforms.

#### Gig Workers :

According to Merriam-Webster Dictionary, a gig worker is

"a person who works temporary jobs typically in the service sector as an independent contractor or freelancer; a worker in the gig economy"

#### Participants of Gig economy:

- Freelancers who get paid per task;
- Independent contractors who perform work and get paid on a contract-to-contract basis;
- Project-based workers who get paid by the project;
- Temporary hires who are employed for a fixed amount of time; and
- Part-time workers who work less than full-time hours.

According to a report by Boston Consulting Group, India's gig workforce comprises 15 million workers employed across industries such as software, shared services, and professional services.

According to a 2019 report by the India Staffing Federation, India is the fifth largest in





### About the Editor

**Lt. Dr. Venkataramanaiah Malepati** a top notch academician, presently working as a Assistant Professor in Commerce at SG government Degree and PG College Piler . He has obtained his M.Com, MBA, M.Phil and PhD from SV University Tirupati and MBA from Pondicherry University. He has got through National Eligibility tTest (NET) in Commerce and Management and SET in Commerce with the distinction. He has bagged National Merit Scholarship for Graduation and Gold Medal in M.Com. He has also bagged Centrally Administrated Doctoral Fellowship from ICSSR, New Delhi for his research during 2010-13. Dr Malepati has the rich experience of 18 years in both teaching and research. Being the passionate researcher and teacher he travelled widely and tried out his wings in various positions in teaching across the countries. Dr. Malepati started his career as lecturer in Dravidian University, later he rendered his services in various capacities in the Premier Institutions like University of Gondar, Ethiopia, KMM Group of Institutions, Tirupati, Vignan Sudha Institute of Management and Technology, Chittoor, University of Kurdistan, Iraq and Golden Valley Group of Institutions, Madanapalli. Being the top-notch researcher, he contributed significantly to the areas of Capital Markets, Agri Finance, MSMEs, Microfinance. To his credit, there are 41 research papers published in National and International Journals listed in UGC Care List, Scoups Indexed and Web of Sciences. He has also credited with four chapters in Edited Books. 10 Edited Books being edited by him and one edited book is in the pipeline.

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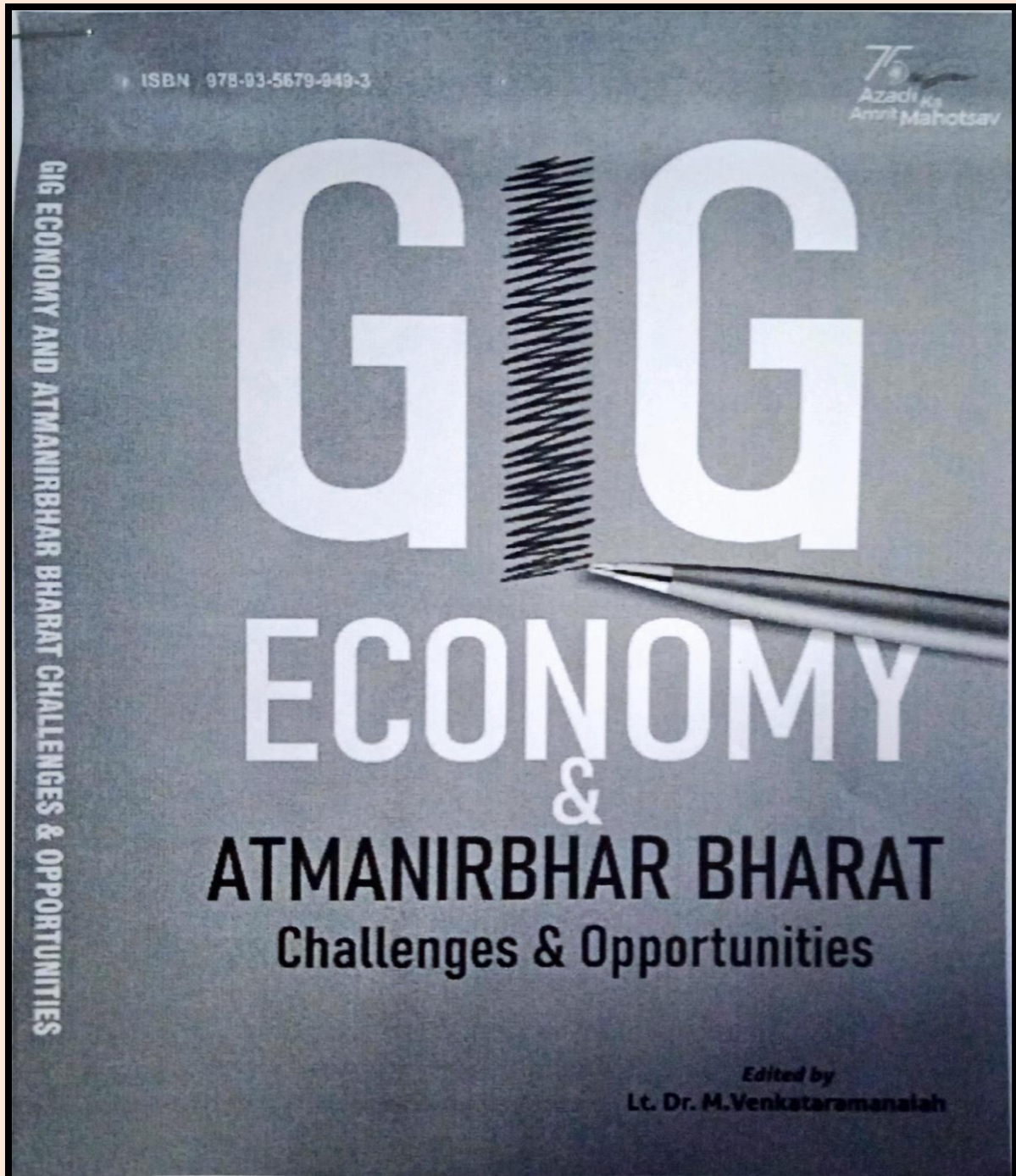
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## **GIG ECONOMY: WOMEN EMPLOYMENT OPPORTUNITIES AND CHALLENGES**

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### **Abstract:**

Different nomenclatures are used to denote free market system and freelancer employment opportunities, and a familiar term for it is GIG Economy. Though it is a bit older custom in a growing economy, it attained great importance with lowered barriers of technology in the present scenario. The contribution of GIG towards GDP is growing day by day with the increased labor force. In general, women are contributing only 24% of the labor force participation rate(LFPR) due to the rigid working conditions. Hence, GIG is a boon to women who cannot continue working in traditional, conventional forms of employment relations. This paper discusses the significant mark of infiltration of the GIG economy in women employment opportunities by allowing flexible, customized and skill oriented work culture which enable them to meet their caring obligations. It can also be understood that the rise in women labor force participation rate in the GIG economy is not that satisfactory due to the digital education gap between men and women workforce. But comprehensively, this freelancing employment opportunities are empowering women with good digital educational attainment.

**Keywords:** GIG Economy, Labor Force Participation Rate, Women Employment, Digitalisation gap.

### **1. INTRODUCTION**

India has the second-largest freelance professionals in the world with around 15 million next to the United States which constitutes 53 million freelance professionals<sup>1</sup>. The workforce in India has seen a significant changes due to the rise of GIG Economy and it is estimated or opined by Tiwari (2019)<sup>2</sup> that 90 million jobs will be created in coming years comprising 4 potential sectors namely Construction, Manufacturing, Retail, Logistics and transportation (BCG & Michael, 2021)<sup>3</sup>. Moreover, it is also expected that gigable jobs will expand in textile, banking and financial services, IT Sector and educational sectors too.

According to the Ministry of Labor and Employment (2020)<sup>4</sup>, "GIG Worker is a person who engages in income earning activities outside of a traditional employer-employee relationship, as well as in the informed sector". However, it is undefined and concrete for a different type of workers.

Since the inception of Flipkart, digital platforms have arisen in India such as housework, cosmetics, and food



### About the Editor

**Lt. Dr. Venkataramanaiah Malepati** a top notch academician, presently working as a Assistant Professor in Commerce at SG government Degree and PG College Piler . He has obtained his M.Com, MBA, M.Phil and PhD from SV University Tirupati and MBA from Pondicherry University. He has got through National Eligibility Test (NET) in Commerce and Management and SET in Commerce with the distinction. He has bagged National Merit Scholarship for Graduation and Gold Medal in M.Com. He has also bagged Centrally Administrated Doctoral Fellowship from ICSSR, New Delhi for his research during 2010-13, Dr Malepati has the rich experience of 18 years in both teaching and research. Being the passionate researcher and teacher he travelled widely and tried out his wings in various positions in teaching across the countries. Dr. Malepati started his career as lecturer in Dravidian University, later he rendered his services in various capacities in the Premier Institutions like University of Gondar, Ethiopia, KMM Group of Institutions, Tirupati, Vignan Sudha Institute of Management and Technology, Chittoor, University of Kurdistan, Iraq and Golden Valley Group of Institutions, Madanapalli. Being the top-notch researcher, he contributed significantly to the areas of Capital Markets, Agri Finance, MSMEs, Microfinance. To his credit, there are 41 research papers published in National and International Journals listed in UGC Care List, Scoups Indexed and Web of Sciences. He has also credited with four chapters in Edited Books. 10 Edited Books being edited by him and one edited book is in the pipeline.

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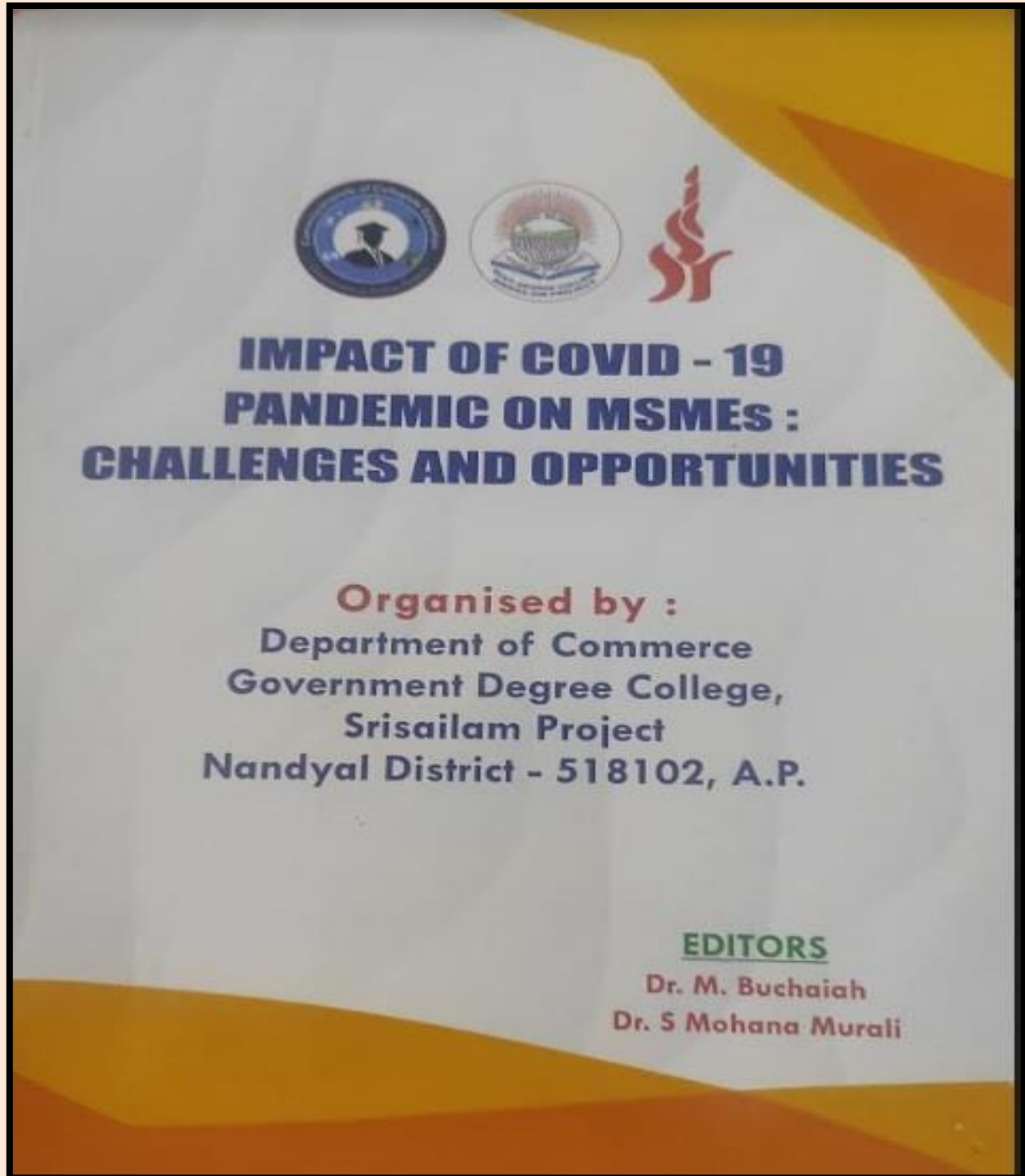


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3. Dr.B.Parimala Devi, Lecturer in Commerce

**Topic: A PAPER ON THE REVIVAL SCHEMES OF GOVERNMENT OF INDIA TO SUPPORT MSME SECTOR DURING THE COVID PANDEMIC PERIOD**



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# A Paper on the Revival Schemes of Government of India to Support MSME Sector During the Covid Pandemic Period

Dr. B. Parimala Devi

Lecturer in Commerce, K. V. R. Government College (A), Kurnool

## ABSTRACT

After the Great Depression of the 1930s, the Corona Pandemic struck the world economy the hardest. Around 60% of the world's population was either under severe or partial lockdown, and economic activity across countries slowed, robbing millions of people of their livelihoods. The Corona Pandemic has struck the Indian economy at a time when it is experiencing its slowest growth in six years due to a lack of aggregate demand - consumption, private investment, and exports have all slowed in recent years. Micro, small, and medium-sized businesses account for the majority of India's gross domestic product and employ over 110 million people. It was discovered that as a result of Covid-19, production fell by an average from 75% to 13% capacity. On an average, firms retained only 44% of their workforce, and 69% of firms reported inability to survive longer than three months. In such adverse time the Government of India has initiated number of revival measures for MSMEs to come out of the crisis. An attempt was made in this paper to present in brief various schemes initiated by the Government of India. This paper is descriptive in nature and is based on the secondary data.

**Keywords:** MSME, Covid, Government Schemes

## Introduction

MSMEs are one of the primary drivers of India's economic growth. Over the last few decades, the MSME sector, which includes service industry, manufacturing, packaging, infrastructure, food processing, information technology, and chemicals, has emerged as India's most dynamic source of growth. In recent years, the MSMEs sector has outpaced the industrial sector in terms of growth. This industry not only creates a lot of jobs, but it also helps to maintain regional balance by bringing industrialization to rural and backward areas. According to data given by the MSME Ministry on May 16, 2021, India has roughly 6.3 crore MSMEs, which contribute approximately 29 percent of the country's GDP through national and international commerce. Nearly half of the country's exports come from this sector. According to the 73<sup>rd</sup> wave of the national sample survey (2015-16), the MSME sector provided roughly 11.10 crore jobs, with 3.6 crore in manufacturing, 3.9 crore in commerce, and 3.7 crore in other services. With all of these facts and data in mind, it is clear that the rise of SMEs is crucial for India to achieve its goal of being a \$5 trillion economy by 2025.

## ABOUT THE EDITORS



**Dr. M. Buchaiah** holds a M.Com., M.Phil., Ph.D from Osmania University. He was awarded UGC-JRF and cleared APSET has over 12 Years' experience in teaching, Research and Industry. Presently, working as HoD, Dept. of Commerce, Govt. Degree College, Srisailem Project. Prior to that he worked in PSC&KVSC Govt. College Nandyal, Organised one National Seminar Sponsored by ICSSR-SRC, Hyd.He Also awarded Minor research Project from UGC-SERO, Hyderabad. He served in various capacities JKC CO-Ordinator, NSS Program Officer and NCC Care taker in Govt. Degree Colleges. He also attended FDP at Pondicherry central University.

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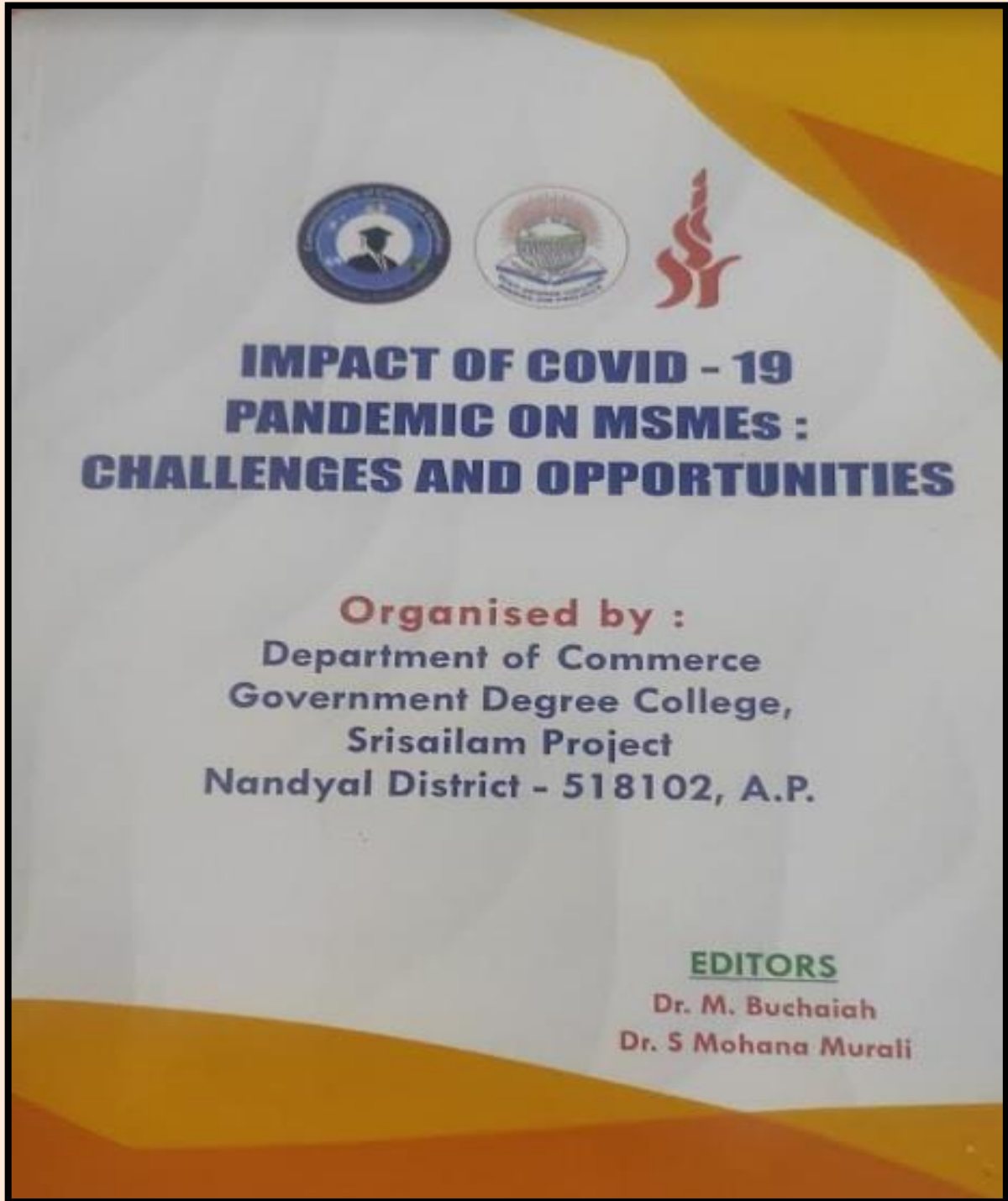


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4. B.Nikitha, Lecturer in Commerce

**Topic:** Role of Mudra Bank in resilience and Sustainability of MSME's During Covid Pandemic



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## Role of Mudra Bank in Resilience and Sustainability of MSMEs During Covid Pandemic

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### ABSTRACT

MSMEs have emerged as a highly vibrant and dynamic sector of the Indian economy to encourage entrepreneurship and reduce regional imbalances. With the evolution of MUDRA bank in 2015, the Union government laid one more step toward the growth of small enterprises. MUDRA bank provides refinance through PMMY facilitating entrepreneurs on a large scale through which 30 crore people got benefitted till now. MSMEs comprise 633 lakh units and it is the most affected sector during the covid regime. However, MUDRA tried to lend a hand in difficult times for the growth of MSMEs. Hence, this study focused on the aid of MUDRA bank through various schemes to various sections for the resilience, sustainability, and growth of MSMEs during the covid pandemic and suggested further actions to recover the MSME sector from Covid breakdown.

**Keywords:** MSME, MUDRA Bank, Resilience, Covid-19 pandemic.

### 1. INTRODUCTION:

The Micro; Small and Medium Enterprises Development (MSMED) Act was notified in 2006 to address policy issues affecting MSMEs as well as the coverage and investment of the sector. The Act seeks to facilitate the development of these enterprises and also enhance their competitiveness. The Act also provides for a statutory consultative mechanism at the national level with balanced representation of all sections of stakeholders, particularly the three classes of enterprises; and with a wide range of advisory functions. The primary responsibility of promotion and development of MSMEs is of the State Governments.

However, the Government of India, supplements the efforts of the State Governments through various initiatives. The role of the MSME and its organizations is to assist the States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario. The schemes/ programmes undertaken by the Ministry and its organizations seek to facilitate/provide: i) adequate flow of credit from financial institutions/banks; ii) support for technology upgradation and modernization;

## ABOUT THE EDITORS



**Dr. M. Buchaiah** holds a M.Com., M.Phil., Ph.D from Osmania University. He was awarded UGC-JRF and cleared APSET has over 12 Years' experience in teaching, Research and Industry. Presently, working as HoD, Dept. of Commerce, Govt. Degree College, Srisailem Project. Prior to that he worked in PSC&KVSC Govt. College Nandyal, Organised one National Seminar Sponsored by ICSSR-SRC, Hyd.He Also awarded Minor research Project from UGC-SERO, Hyderabad. He served in various capacities JKC CO-Ordinator, NSS Program Officer and NCC Care taker in Govt. Degree Colleges. He also attended FDP at Pondicherry central University.

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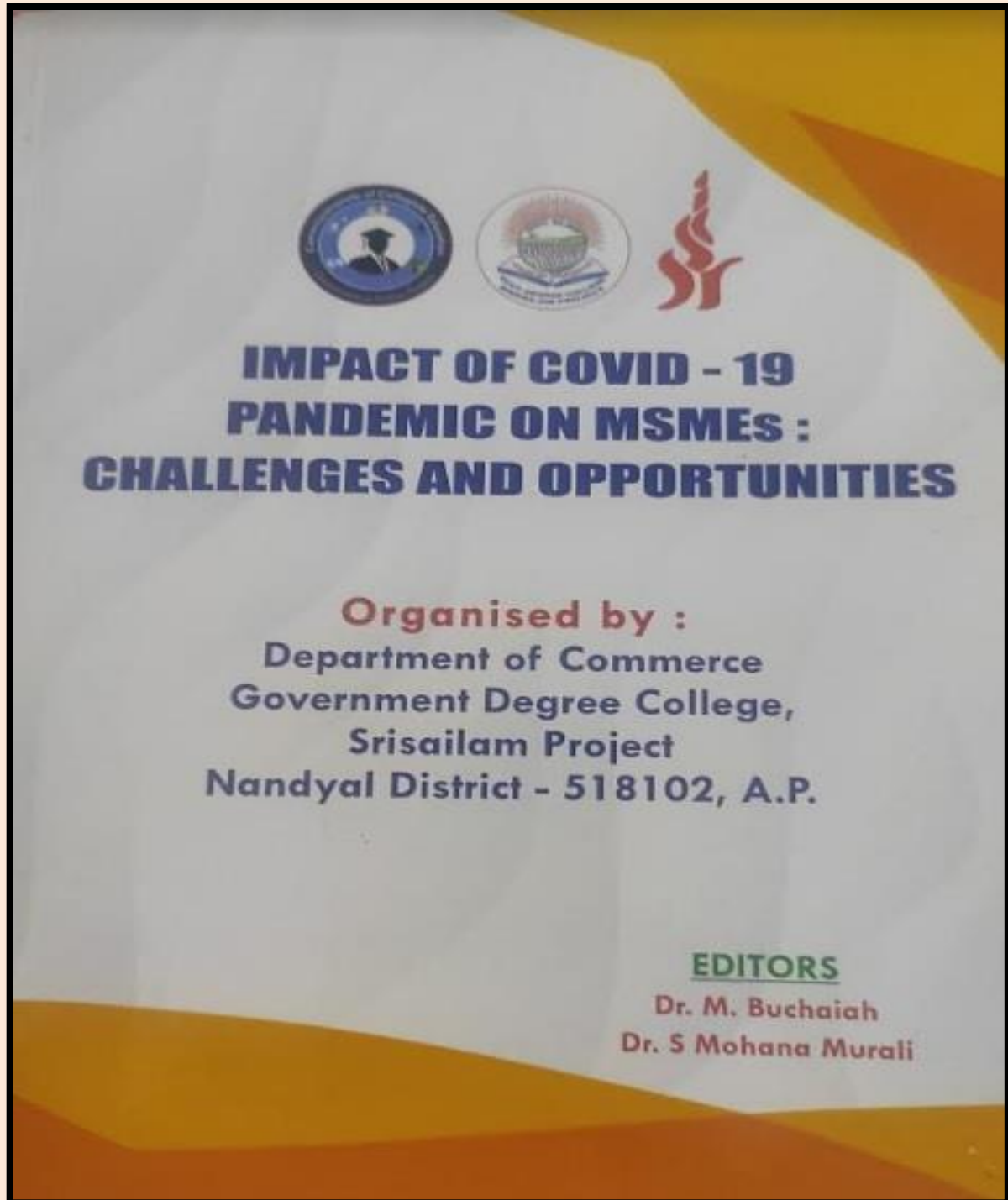
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5. Smt L.V Showbha Rani, Lecturer in Commerce

**Topic: PANDEMIC IMPACT ON EMPLOYMENT**





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## Pandemic Impact on Employment

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### ABSTRACT

In the event of a serious pandemic influenza outbreak, most of the people they lost job opportunities, new job opportunities are closed due to lockdown. Organizations must play a key role in protecting employees' health, safety and working conditions. With regard to pandemic influenza mitigation recommendations requiring social distancing, we examined whether some employees would disproportionately fail to comply because of job insecurity and financial problems associated with missing work. Employment characteristics such as inability to work from home, lack of pay when absent from work, and self-employment would be associated with less ability. We found that inability to work from home, lack of paid sick leave, and income are associated with working adults' ability to comply and should be major targets for workplace interventions in the event of a serious outbreak.

**Keywords:** Pandemic, employment, workplace, influenza, mitigation

### INTRODUCTION

Coronavirus disease 2019 (COVID-19) is a contagious disease caused by a virus, the severe acute respiratory syndrome coronavirus. The first known case was identified in Wuhan, China, in December 2019. The disease spread worldwide, leading to the COVID-19 pandemic. The symptoms of COVID-19 are variable depending on the type of variant contracted, ranging from mild symptoms to critical and possibly fatal illness. The Omicron variant became dominant in the U.S. starting in December of 2021 up until now. Symptoms with the Omicron variant are as severe as they are with other variants. Common symptoms include coughing, fever, loss of smell (anosmia) and taste (ageusia), with less common ones including headaches, nasal congestion, runny nose, muscle pain, sore throat, diarrhea, eye irritation, and toes swelling or turning blue, and in moderate to severe cases breathing difficulties. People with the COVID-19 infection may have different symptoms, and their symptoms may change over time. Three common clusters of symptoms have been identified: one respiratory symptom cluster with cough, sputum, shortness of breath, and fever; a musculoskeletal symptom cluster with muscle and joint pain, headache, and fatigue; a cluster of digestive symptoms with abdominal pain, vomiting, and diarrhea. In people without prior ear, nose, and throat disorders, loss of taste combined with loss of smell is associated with COVID-19 and is reported in as many as 88% of symptomatic cases.

**Nomenclature :-** During the initial outbreak in Wuhan, the virus and disease were commonly referred to as "coronavirus" and "Wuhan coronavirus", with the disease sometimes called "Wuhan

## ABOUT THE EDITORS



**Dr. M. Buchaiah** holds a M.Com., M.Phil., Ph.D from Osmania University. He was awarded UGC-JRF and cleared APSET has over 12 Years' experience in teaching, Research and Industry. Presently, working as HoD, Dept. of Commerce, Govt. Degree College, Srisailem Project. Prior to that he worked in PSC&KVSC Govt. College Nandyal, Organised one National Seminar Sponsored by ICSSR-SRC, Hyd.He Also awarded Minor research Project from UGC-SERO, Hyderabad. He served in various capacities JKC CO-Ordinator, NSS Program Officer and NCC Care taker in Govt. Degree Colleges. He also attended FDP at Pondicherry central University.

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number of Research Papers in national and International conferences on Commerce and Management and has fifteen publications to his credit in reputed Journals and also he published one book.



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6. DR.M.FARIDA BEGUM, LECTURER IN ENGLISH

BOOK TITLE: PERIODIC TABLE- HAIKUS, Published in December, 2021

# Periodic Table

# HAIKUS

....edited by Dr. M. Farida Begum

**6. Carbon (C)**  
You adorn King's crown  
Roti, kapada makaan!  
Sustainer of life!

1 IA 1A	2 IIA 2A	3	4	5	6	7	8	9	10	11	12	13 IIIA 3A	14 IVA 4A	15 VA 5A	16 VIA 6A	17 VIIA 7A	18 VIIIA 8A
1 H Hydrogen 1.00794	2 He Helium 4.002602	3 Li Lithium 6.941	4 Be Beryllium 9.012182	5 B Boron 10.811	6 C Carbon 12.011	7 N Nitrogen 14.006434	8 O Oxygen 15.999	9 F Fluorine 18.9984032	10 Ne Neon 20.1797	11 Na Sodium 22.98976928	12 Mg Magnesium 24.304	13 Al Aluminum 26.9815386	14 Si Silicon 28.0855	15 P Phosphorus 30.973762	16 S Sulfur 32.06	17 Cl Chlorine 35.45	18 Ar Argon 39.948
19 K Potassium 39.0983	20 Ca Calcium 40.078	21 Sc Scandium 44.955912	22 Ti Titanium 47.88	23 V Vanadium 50.9415	24 Cr Chromium 51.9961	25 Mn Manganese 54.938044	26 Fe Iron 55.845	27 Co Cobalt 58.933195	28 Ni Nickel 58.6934	29 Cu Copper 63.546	30 Zn Zinc 65.38	31 Ga Gallium 69.723	32 Ge Germanium 72.630	33 As Arsenic 74.9216	34 Se Selenium 78.96	35 Br Bromine 79.904	36 Kr Krypton 83.80
37 Rb Rubidium 85.4678	38 Sr Strontium 87.62	39 Y Yttrium 88.90584	40 Zr Zirconium 91.224	41 Nb Niobium 92.90638	42 Mo Molybdenum 95.94	43 Tc Technetium 98	44 Ru Ruthenium 101.07	45 Rh Rhodium 102.9055	46 Pd Palladium 106.36	47 Ag Silver 107.8682	48 Cd Cadmium 112.411	49 In Indium 114.818	50 Sn Tin 118.710	51 Sb Antimony 121.757	52 Te Tellurium 127.6	53 I Iodine 126.905	54 Xe Xenon 131.29
55 Cs Cesium 132.905	56 Ba Barium 137.327	57 La Lanthanum 138.905	58 Ce Cerium 140.12	59 Pr Praseodymium 140.90765	60 Nd Neodymium 144.242	61 Pm Promethium 144.9127	62 Sm Samarium 150.36	63 Eu Europium 151.964	64 Gd Gadolinium 157.25	65 Tb Terbium 158.92535	66 Dy Dysprosium 162.50015	67 Ho Holmium 164.93032	68 Er Erbium 167.259	69 Tm Thulium 168.93032	70 Yb Ytterbium 173.05448	71 Lu Lutetium 174.967	72 Hf Hafnium 178.49
73 Ta Tantalum 180.94788	74 W Tungsten 183.84	75 Re Rhenium 186.207	76 Os Osmium 190.23	77 Ir Iridium 192.222	78 Pt Platinum 195.084	79 Au Gold 196.966569	80 Hg Mercury 200.59	81 Tl Thallium 204.3833	82 Pb Lead 207.2	83 Bi Bismuth 208.9804	84 Po Polonium 209	85 At Astatine 210	86 Rn Radon 222	87 Fr Francium 223	88 Ra Radium 226	89 Ac Actinium 227	90 Th Thorium 232.0377
91 Pa Protactinium 231.036	92 U Uranium 238.02891	93 Np Neptunium 237	94 Pu Plutonium 244	95 Am Americium 243	96 Cm Curium 247	97 Bk Berkelium 247	98 Cf Californium 251	99 Es Einsteinium 252	100 Fm Fermium 257	101 Md Mendelevium 258	102 No Nobelium 259	103 Lr Lawrencium 260	104 Rf Rutherfordium 261	105 Db Dubnium 262	106 Sg Seaborgium 263	107 Bh Bohrium 264	108 Hs Hassium 265
109 Mt Meitnerium 268	110 Ds Darmstadtium 271	111 Rg Roentgenium 272	112 Cn Copernicium 285	113 Uut Ununtrium 284	114 Fl Flerovium 289	115 Uup Ununpentium 288	116 Lv Livermorium 293	117 Uus Ununseptium 294	118 Uuo Ununoctium 294								

**Murali Krishna Kalluru**

The Science and the Literature are like the two sides of a coin, so inseparable. The literature is the means of expression for the science and the science is the reality for the literature. Its a thing of immense fascination, whenever the aspects of science are emulated into literary forms. In this book, every element in the Periodic Table is chiseled out into charming Haiku!. This book offers a delightful chemical amalgamation to the aesthetic senses of the ardent readers of literature.

### **Murali Krishna Kalluru**



The author presently resides in Kurnool town of Andhra Pradesh, India. He served as Lecturer in Chemistry in various colleges of Andhra Pradesh for thirty seven years. He retired from service on 31 - 03 - 2020. Writing is his hobby. He presented papers in several National and International seminars.

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She presented papers at national and international seminars besides publishing 03 books, 20 research papers and editing 05 books. She is the Resource person and LMS presenter.

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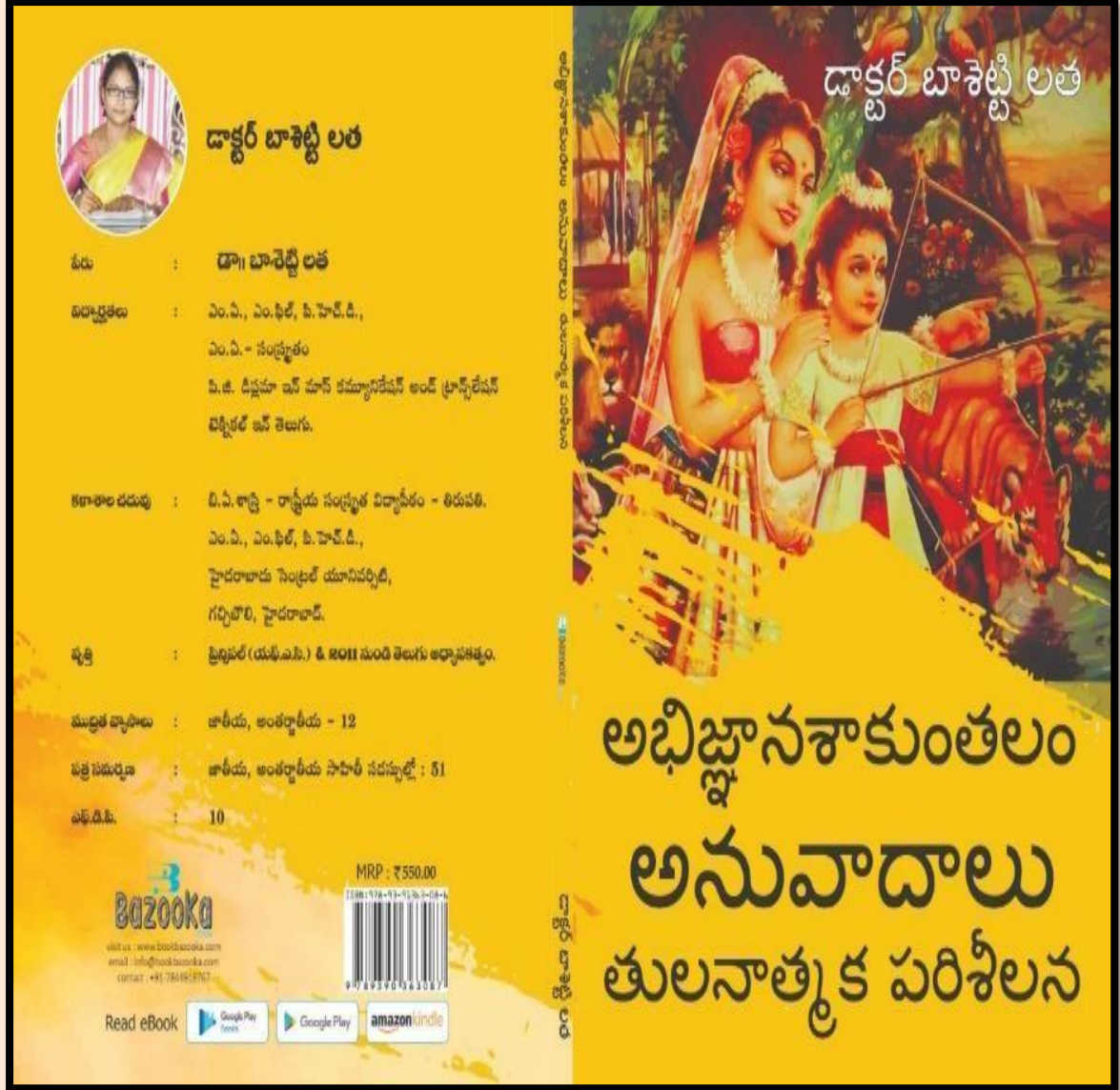
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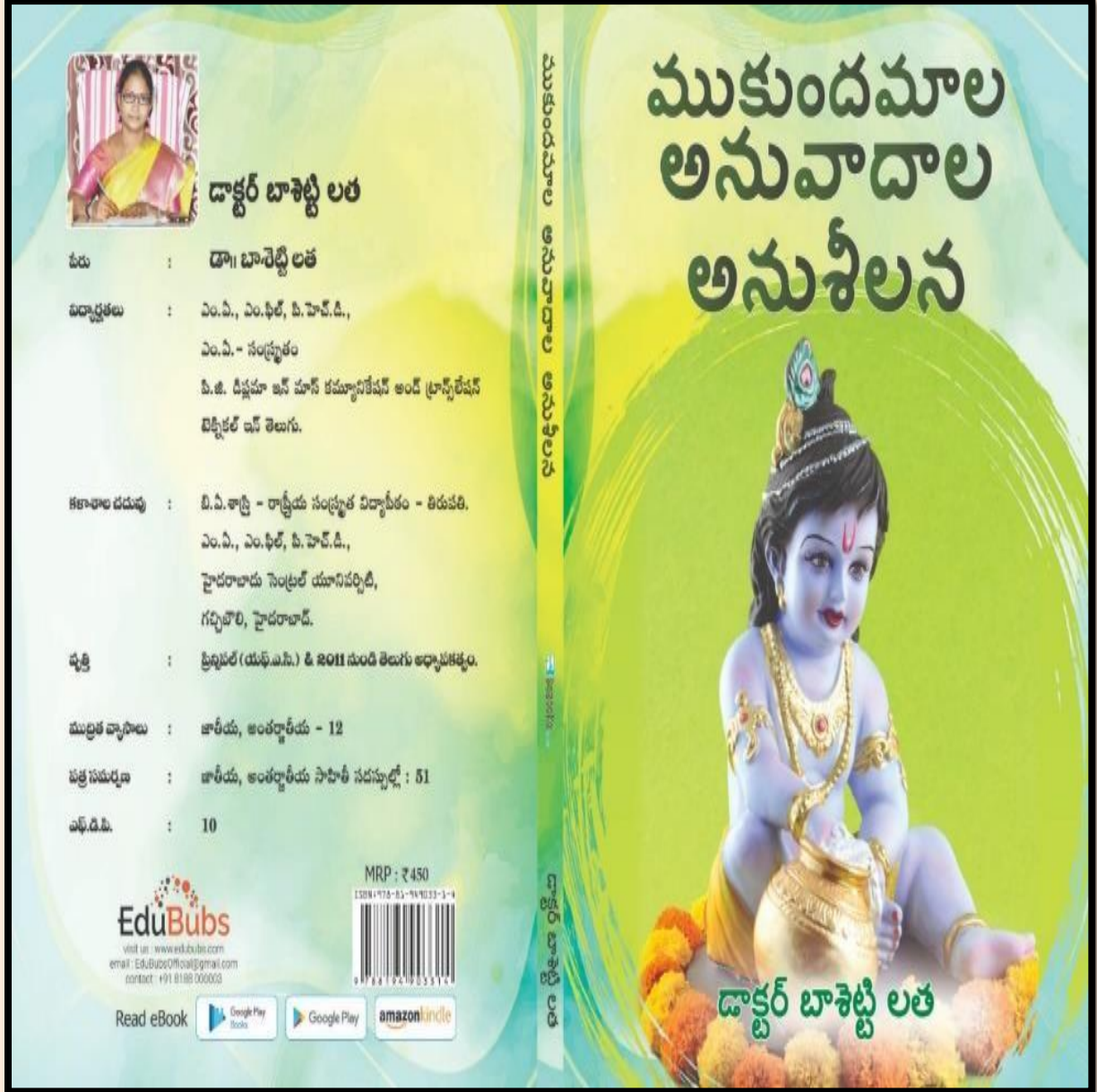
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నిర్వహణ :

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