GENERATING EMPLOYMENT THROUGH GIG WORKFORCE – SHAPING THE FUTURE OF RURAL LIVELIHOOD IN INDIA

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ABSTRACT:
Purpose: The need of this research is to support of Gig economy in the places like Karjat Taluka would be very useful for the villagers situated in around 176 villages. The gig economy has great potential for rural people as it can provide up to 90 million jobs to the non-farming sector in India. More than 7.5 million workers were engaged in the gig economy in 2020-21. This could grow to 23.5 million workers in the next eight years. Most gig workers don't have post-school education, and most learn skills through gig jobs. To address these issues, how the large-scale organizations through their CSR activities and the Indian Government to provide the free courses to learn valuable skills to begin the gig economy to improve the rural livelihood.

Design/Methodology/Approach: The paper opted for an exploratory study using the open- ended approach of grounded theory, including 250 in--depth interviews through questionnaire survey. The data were complemented by documentary analysis, including surveys, observations, discussions, and magazine articles.

Research Findings: Researcher is proposed to find out the need of Gig Economy in the Rural areas of India & the skills required to be provided by Govt. of India & large-scale companies so that the potential of the rural villagers including women would get empowered.

Practical Implications: This study has focused on reducing the global issue of unemployment. This would support in giving more opportunities to gig workers by providing the required skills & generating employment in India. This paper fulfils an identified need to study how unemployment can be reduced by creating more gig workers. To find out the need of skill development in the villages of Maharashtra, researcher has selected the villagers located at Karjat across the Taluka place. Also focused on how SDG Goal 11 is being addressed by developing the communities in India by growing the Gig Economy.

Key Words: Gig Economy, Rural Livelihood, Community Development, Self Employed, Skill Development

1. INTRODUCTION

1.1. BACKGROUND OF THE STUDY:

The full-time jobs are disappearing across the globe. The private sector used to create and add full-time jobs to the economy at a rate of 2-3% per year which is very less. In 2000, during the dot-com crash, that rate fell below 2%. In 2008, the rate of job creation fell even further below 1% and has remained at that historically low level through 2015 and it shall be worsening, but the full-time employees will remain same. (Mehta & Kumar, n.d.)

1.2. ABOUT THE PLACE OF THE STUDY:

This study has been conducted in Karjat Taluka, Dist. Raigad in Maharashtra, India. It is a small-Town place surrounded by many hills.

Table No.1. Demographics of Karjat Taluka

Total Number of Villages in Karjat	177	
Karjat Taluka Sex Ratio	970 Females	1000 males
Population of Karjat Taluka in 2024	2,38,513	
	Male –1,21,100	Female –1,17,411
Population of Karjat as per 2011 census of India	177995	
	Male - 90373	Female - 87621
Literate People in Karjat	123629	
	Male - 68382	Female - 55247

In this KarjatTaluka place at Dist.Raigad, in India, an employment creation is an ultimate need for the young villagers. (*Karjat Population 2023_2024, Taluka Village List in Raigad, Maharashtra*, n.d.)

1.3. ABOUT THE SECTOR

1.3.1. GIG ECONOMY: BEGINNING

In creation of the employment, Gig Economy is the best and suitable way of generating the lakhs of employment in next 2 years. Full time jobs are being disaggregated from jobs and reorganized into a variety of alternative arrangements, such as consulting projects, freelance assignments, and contract opportunities (De Stefano, 2015)Independent workers can obtain health insurance and save for retirement without an employer.

The Indian gig workforce is expected to expand to 23.5 million workers by the year 2029-30, which is nearly a 200% jump from the current 7.7 million, a Niti Aayog report, 'India's Booming Gig and Platform Economy', has revealed.

1.3.2. BENEFITS OF GIG WORK

- **Flexibility -** Gig workers often have the freedom to choose when, where, and how much they work. This is especially beneficial for those who have other commitments or prefer non-traditional work hours. For example, a rideshare driver might choose to work only during peak demand times to maximize earnings, while a freelance writer might opt to write early in the morning before their kids wake up. (Mulcahy, 2016)

- **Independence -** Being your own boss means taking charge of your projects, rates, and workflow. This can be a big plus if you're a self-starter and thrive in environments where you have the freedom to make decisions. For instance, a freelance graphic designer can choose clients that align with their style, while a consultant might pick projects based on interest or expertise.(Malik et al., 2021)

- **Diverse opportunities** - From driving for Uber to helping with software development, the range of opportunities in the gig world is diverse.

- **Expanding network -** Gig workers often meet various clients and professionals. An event planner, for example, might connect with caterers, DJs, and venue owners, expanding their professional network and potentially leading to more opportunities.

- **Supplemental income** - Gig work is often used to supplement a primary job's income. For instance, a teacher might tutor students in the summer, or an artist might sell crafts.(Healy et al., 2017)

- **Increased work security** - Freelancers have a different expectation of the cycle of their professional relationships. (Dey et al., 2022)

1.3.3. EXPECTED POTENTIAL FOR EMPLOYMENT CREATION IN THE SECTOR

It takes a certain set of abilities, mindset, knowledge, and proficiency to perform the jobs available in the gig economy. Because gig labor is still in its infancy, gig workers need to remain current and engage in ongoing education. In order to ensure that they are never unemployed, gig workers must take ownership of their employment and plan ahead for their responsibilities. Because gig work offers no safety or stability, individuals need to carefully plan their financial situation. Being a part-time employee makes money management even more important. The world is fiercely competitive. (De Stefano, 2015) Thus, it is imperative that the gig worker's career quality and consistency are the only things that will bring in repeat business.

1.3.4. SKILLS REQUIRED FOR THE GIG ECONOMY:

The below are some of the skills the gig workers should possess to succeed in the current gig economy:

- **Communication Skills** - While rendering services, gig workers must communicate with clients. If they have the essential communication skills of decision-making, negotiation, self-branding and marketing, and conflict resolution, they will be more equipped to handle situations.

- **Entrepreneurial skills** - These skills could help low-skilled people understand promotions and profitably navigate them, improve customer service and subsequently client ratings, and navigate opportunities on different platforms. Entrepreneurial skills could be helpful for medium- and highly-skilled people to run, manage, and expand their enterprises on platforms and integrate feedback to improve the products or services they offer.

- **Interpersonal Skills** - Since clients and coworkers are likely to become repeat business, maintaining a positive working connection with them is essential.

- **Dynamic Learning** - Unlike regular employees who have to focus on and think about just one business or one job, freelancers typically take on many jobs each day since things move swiftly in the gig economy.

- **Branding and self-promotion** - Being a gig worker also means that one must be able to recognize their own value and effectively market oneself to different companies looking to hire freelancers.

- **Clear & methodical Thinking** - It's crucial for gig workers to continually weigh options against challenges, and critical thinking can help them overcome the limitations of illogical thought.

- **Digital fluency** – Platform-based gig workers need to understand security, privacy, and online environment operations, as well as how technology can connect, share, and arrange them. Digitally literate workers can communicate with each other, exchange best practices, talk about their rights, and formally organize using messaging apps and social media.

- **Financial literacy & Money Management** - Gaining proficiency in money management is essential to being able to overcome challenges. This can help staff members comprehend basic ideas like investing, budgeting, and creating emergency savings. Since platforms don't offer pension plans or provident funds to employees, it could be beneficial for them in the long term to make saving a habit. (2022 Full Paper - Skill Development for the Glory of the gig economy - Full Paper, n.d.)

1.3.5. SKILLING UP THE GIG WORKFORCE IN INDIA

The gig economy is quickly taking off in the global economy. Gig labor, however, offers professionals and organizations a number of benefits. An employee who invests in their own upskilling, as opposed to a gig worker who depends on their company to pay for it, will see an annual wage increase. (The Financial Express, "Why Skilling Up the Gig Workforce Is the Need of the Hour" - Education News, n.d.)The gig economy is expanding quickly in India as of right now. There are already 7.7 million gig workers in the country, and by 2029–2030, that figure is expected to increase to 23.5 million, according to the NITI Aayog research. The gig economy has grown in popularity in part because of the concept of working for oneself and pursuing a passion. Although the gig economy is predicted to represent only 4 percent of India's labor force by 2024, it is still in its infancy. Furthermore, of gig workers, roughly 47% work in medium-skilled positions, roughly 31% in low-skilled positions, and only 22% in high-skilled positions. However, it becomes important to prepare the future workforce for this growing economy. The question that needs to be asked now is how well existing teaching frameworks prepare students to work independently as gig workers. Despite these changes in the economy, universities have not integrated any practice to train students for the gig economy. Their focus is still on preparing students for full time jobs. (Press Information Bureau Government of India, n.d.)Students graduating from universities may find themselves ill equipped for working in gig economy.

1.3.6. UNIVERSITIES **SHOULD** PREPARE THEIR STUDENTS FOR GIG WORK:

It is possible to learn many of the skills needed to succeed as an independent contractor, such as how to form a company organization, run a small back office, bargain for consulting jobs and costs, and build and implement a marketing and branding plan. (Green and others, 2018)It is possible to reframe these fundamental business school competencies to better equip students for working autonomously and entrepreneurially to develop a portfolio of gigs. University career services have neglected to acknowledge the growing significance of freelance work in the gig economy in favor of placing students in full-time positions.

Rather than hiring full-time workers to staff full-time positions, corporate leaders are increasingly opting to engage with independent contractors, consultants, and freelancers as needed. Students must learn how to manage a small business, be entrepreneurial, and work for themselves in order to prosper. Universities can better prepare their graduates for today's increasingly autonomous workforce than for the traditional jobs of the past by teaching them what they themselves already do. Mulcahy (2016).

1.3.7. GIG IS THE FUTURE:

- A research by NITI Aayog 2022 projects that by 2030, there could be 2.35 crore gig workers.
- Gig hiring is predicted to rise from 8 percent in 2022 to 9 percent on average of all hiring for the workforce in 2023. The automotive, engineering & manufacturing, GIC, and IT sectors will be the main employers of gig labor.(Policy Brief, 2022; Perspectives and Suggestions on the Future of Work in India's Booming Gig and Platform Economy)

In terms of expertise, the number of gig force workers reported by NITI Aayog is as follows: 31% of workers are in low-skilled job, 47% are in medium-skilled employment, and 22% are in high-skilled work.

- The phenomenal growth of gig economy workers—such as food delivery drivers and taxi drivers—who are vital to the ecosystem's functioning is largely due to startups.Banik and colleagues, n.d.
- Research from the Boston Consulting Group confirms that compared to industrialized economies (1-4%), participation in the gig economy is higher in emerging nations (5–12%) like India. The majority of gig workers work in lower-paying industries including delivery, ridesharing, and health and care.

2. LITERATURE REVIEW:

The world of work is undergoing a significant transformation, driven by technological advancements, globalization, and a growing emphasis on flexibility. This changing landscape is characterized by the emergence of the gig economy, which offers contingent work arrangements outside of traditional employer-employee relationships. This trend has sparked a surge of research interest, with scholars investigating the nature of gig work, its impact on the labour market, and its potential implications for the future of work.Several key studies have shed light on the evolving nature of the gig economy. A study by examines the relationship between micro-credentials and the gig economy (Moodie, 2021). The authors argue that both micro- credentials (short, competency-based learning units) and gig work are fuelled by precarious work conditions and contribute to the privatization of education and training. Another study by (Bhumika Ray and Atri Sengupta, 2023) explores the gig economy through a dual analytical approach – bibliometric and thematic analyses. This research identifies the diverse forms of gig work and its emergence as an alternative work arrangement. It also highlights the need for further research to solidify the theoretical underpinnings of gig scholarship.

The rise of automation is another critical factor shaping the future of work. A study by examines the impact of automation on the Indian labor market (Anita Hammer, 2021). The authors argue that while new technologies will likely be adopted in specific sectors, their overall impact on employment may be limited. However, they caution that the current national strategy on artificial intelligence does not adequately address the challenges of precarity and skill gaps within the large informal Indian economy. This highlights the need for upskilling and reskilling initiatives, as emphasized in the study by (Bikar, 2023) which explores efforts undertaken by the Malaysian government to improve graduate employability in the post-COVID era.

In this dynamic work environment, the concept of a boundaryless career – where individuals manage their careers across various organizations and projects – is gaining traction. A study by Jo, H., Park, M., & Song, J. H. (2023) explores the concept of career competencies, which are essential for navigating a boundaryless career path. The authors propose an integrated conceptual model for career competency development, emphasizing the importance of learning and self-efficacy in achieving positive career outcomes (Hyeonah Jo, 2023).

The future of work presents both challenges and opportunities for specific demographics, including young people with disabilities. A study by (Arif Jetha, 2023) examines the perceptions of young Canadian adults with disabilities regarding their future employment prospects. The findings highlight the crucial role of digital technologies and soft skills in securing employment in a technology-driven economy. However, the study also identifies barriers faced by young people with disabilities in accessing skill development opportunities and secure work arrangements (Arif Jetha, 2023).

These research insights provide valuable context for exploring the potential of the gig economy to generate employment opportunities and improve livelihoods in rural India. The following observations can be made:

- The gig economy presents a potential alternative work arrangement for individuals in rural areas, offering flexibility and potentially bypassing geographical constraints.
- The success of a gig-based approach in rural India hinges on addressing the challenges of skill development, particularly digital literacy and soft skills.
- Considering the large informal sector in India, as highlighted in skill gaps and precarity issues need to be addressed to ensure the gig economy empowers rural communities (Anita Hammer, 2021).
- Lessons can be drawn from government initiatives in other countries, such as the upskilling and reskilling programs undertaken by, to design effective programs for the Indian context (Bikar, 2023).

- ➢ **Hammer, A., & Karmakar, S. (2021)**
  - o **Objective:** assess the impact of automation on the Indian labour market, work, and employment to inform policy.
  - o **Methodology:** Critically assess the National Strategy on AI, promulgated by NITI Aayog (a national policy think tank), supported by the government of India and top industry associations, through a sectoral analysis.
  - o **Analysis:** The key dimensions of the national strategy are examined against scholarship on the political economy of work in India
  - o **Findings:** The study shows that technology is not free from the widerdynamics that surround the world of work.

- ➢ **Guduru, S., Santhanam, N., & Pushparaj, N. (2023)**
  - o **Objective**: Explore trends and patterns in gig economy research
  - o **Methodology**: Analysed 1,707 gig economy papers from databases (Scopus & Web of Science) using software
  - o **Analysis:** Identified focus areas through co-word analysis and thematic clustering
  - o **Findings:** - USA, UK, China are leading producers of gig economy research - Emerging themes: Labor, Technology, Management, Precarity

- ➢ **Wheelahan, L., & Moodie, G. (2021)**
  - o **Objective:** To analyse micro-credentials as tools in the gigeconomy
  - o **Methodology:** Compares micro-credentials and gig work
  - o **Analysis**: Micro-credentials and gig work both reflect a precarious work environment
  - o **Findings:** Micro-credentials don't create social inclusion, but rather place education costs on individuals and increase pressure on universities

- ➢ **Bikar, S. S., Talin, R., Rathakrishnan, B., Sharif, S., Nazarudin, M. N., & Rabe, Z. B. (2023).**
  - o **Objective:** To explore initiatives to improve graduateemployability in Malaysia post-COVID
  - o **Methodology:** Interviews with Ministry officials & graduates involved in employability programs
  - o **Analysis:** Analysed government initiatives & university efforts
  - o **Findings:** Ministry offered programs like MySTEP&Penjana CAP. Universities focused on upskilling, entrepreneurship, and online career fairs. Both initiatives helped graduates acquire new skills for the job market.

- ➢ **Ray, B., Sengupta, A., & Varma, A. (2024)**
  - o **Objective:** To clarify the complexities of gig work
  - o **Methodology:** Dual analysis: Bibliometric (mapping research trends) & Thematic (identifying themes)
  - o **Findings:** Gig work is a growing alternative work arrangement. It has various aspects and can be understood from different perspectives.

- ➢ **Jo, H., Park, M., & Song, J. H. (2023)**
  - o **Objective:** To propose a career competency model for a high- uncertainty work environment
  - o **Methodology:** Review literature on career development theories and integrate findings
  - o **Analysis:** Examined "knowing-why" (purpose), "knowing-whom" (networks), "knowing-how" (skills) for career competency development
  - o **Findings:** Career competency is a developmental process, learning is key, and it influences career outcomes.

- ➢ **Jetha, A., Shamaee, A., Tompa, E., Smith, P., Bültmann, U., Bonaccio, S., Tucker, L. B., Norman, C., Banks, C. G., & Gignac, M. A. M. (2023).**
  - o **Objective:** To understand how young adults with disabilities view the changing work environment
  - o **Methodology:** Interviews with young Canadian adults with disabilities
  - o **Analysis:** Analysed themes on future of work and its impact
  - o **Findings:** Health needs highly influence career choices. - Digital technologies seen as both barriers and facilitators. - Securely employed view tech positively, precariously employed view it negatively. - Soft skills and accessibility are crucial for tech-heavy jobs.

3. OBJECTIVES OF THE STUDY

- ➢ To study about Gig Economy & its need in Rural Areas of India
- ➢ To find the relationship between skill development & Gig workforce in Karjat Town.
- ➢ To find the relationship between Gig workforce & employment generation in India.

Figure 1: Research Model of Generating employment through Gig Economy Source: Dr Pranjali Madhur – Researcher

4. HYPOTHESES OF THE STUDY

H0 - There is no impact of skill development on Gig Workforce in the villages of Karjat.
H0 - There is no significant relationship of Skill Development& Employment Generation.

5. RESEARCH METHODOLOGY

5.1. Sources of data

Primary and secondary sources are two categories for data sources. To analyze the data for this study, the researchers used primary sources. The researchersproduced a structured questionnaire based on the literature study on pertinent subjects, which serves as the instrument of choice.

5.2. Survey design

A study design's purpose is to outline the techniques and steps for gathering and evaluating the necessary data. In order to improve the questionnaire's validity and enhance response rates, it is thus designed in the following ways.

5.3. Choosing an appropriate mode of response

Personal delivery of questionnaires to the respondents' various Karjat Town villages took place. This will make it possible for the researcher to quickly gather all of the completed responses. Any doubts that the respondents might have regarding any questions were clarified on the spot. If the respondents had any trouble understanding the questions, they were free to approach the researcher for more explanation. Researchers created the questionnaire using data from interviews, numerous encounters, and government regulations. The questionnaire was created with the intention of examining how the same variables affect validity and reliability scales. The Employment Generation elements that have been researched with skill development and career counseling were included in the questionnaire that was given out.

The researcher thoroughly examined the questionnaire's internal consistency and other metrics. The reliability of the questionnaire was tested using the Cronbach Alpha Coefficient reliability method; an acceptable Alpha value of 0.81 was found. With the use of statements and replies to each statement, each dimension of employment generation was measured. The results were obtained on a five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree".

5.4. Sample size

A total 280 questionnaires were distributed however 250 were received back making response rate as 75% and a sufficient sample size was collected for analysis of results. The participants included from all age groups of Karjat Town from 177 villages.

5.5. Scale and measurement

The survey instrument was divided into two sections. Using a five-point rating system (1 representing "strongly disagree" to 5 representing "strongly agree"; 3 denoting average), survey participants were asked to indicate how much they agreed with each of the statements that they could generate employment by developing their skills and providing career counseling. The questionnaire's first section addressed questions on the respondents' academic and demographic backgrounds. It is both mutually exclusive and collectively exhaustive because some people were placed in particular groups. It therefore had the characteristic of a nominal scale.

5.6. Scale Reliabilities

Table 1. Reliability coefficients of the study variables

Multi-Item Measure	Mean	Cronbach's Alpha
Skill Development	15.8	.84
Employment Generation	17.8	.81

Table 1 provides the reliability values for the relevant multi-item measures. The internal consistency of a multi-item measure is usually determined using the coefficient alpha. The degree to which every item on a scale represents the same concept is known as internal dependability.

The researcher thoroughly examined the questionnaire's internal consistency and other metrics. The reliability of the questionnaire was tested using the Cronbach Alpha Coefficient reliability method; an acceptable Alpha value of 0.81 was found. A five-point Likert scale, ranging from 1 for "Strongly Disagree" to 5 for "Strongly Agree," was used to collect responses to each statement used to measure each component of employment generation and skill development.

5.7. Statistical methods

Demographics frequency Table:
Demographics are shown in a demographic's frequency table (see Table 2).

Table 2: Demographics frequency Table

Demographic Factor	Description	Frequency	Percentage
Age	20-25 years	161	64.4%
	26-30 years	39	15.6%
	31-35 years	25	10%
	36-40 years	15	6%
	>40 years	10	4%
Gender	Male	161	64.4%
	Female	89	35.6%
Education	Undergraduate	45	18%
	Graduate	147	58.8%
	Postgraduate	58	23.2

The current study does not use demographic data to investigate the association between demographics and employee

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performance. Table 2's goal is to provide a better understanding of the respondents' makeup and responses in order to inform the current study's findings. 64.4% of the responders, or the majority, are men. Three-quarters of the respondents, or most of them, are between the ages of 20 and 25 and 26 and 30. 58.8% of the respondents, or the majority, are graduates.In this research, every demographic parameter from the current study is significant in order to examine the participants' attitudes and behaviours.

5.7.1. Correlations

Correlation matrix was used to verify existence of relationship between the variables i.e. Skill Development, Career Counselling &Employment Generation.

Correlations		Skill Development	Employment Generation
Skill Development	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	250	250
Employment Generation	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	250	250
**. Correlation is significant at the 0.01 level (2-tailed).			

Discussion:

In this correlation matrix it signifies Employment Generation (EG) is significantly related with Skill Development (SD) {(0.638*), **p<.01)}.Employment Generationthrough increasing more Gig Workforce is depending on Skill Development& if these sessions conducted more in rural areas positively, the more Gig Workforce will get developed and ultimately Employment Generation will also get improved & it ultimately affect positively on Youth Development in India.

Looking at all the study variables, the null hypothesis formulated were rejected. It is quite clear from the above table that all the study variables have been positively and significantly correlated with one another. Skill Development Indicators (SD), it is observed that is has yielded a positive and significant correlation with the variables of Employment Generation (EG) reported by the participants of the study. Thus, it indicates that the if the more
skill development sessions, the more Gig Workers and ultimately the Employment Generation will also increase significantly.

5.7.2. Regression Analysis:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638a	.407	.405	1.26878
a. Predictors: (Constant), Skill Development				
b. Dependent Variable: Employment Generation				

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6.458	1.125		5.738	.000
	Skill Development	.473	.036	.638	13.048	.000
a. Dependent Variable: Employment Generation						

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	274.065	1	274.065	170.247	.000ᵇ
	Residual	399.231	248	1.610		
	Total	673.296	249			
a. Dependent Variable: Employment Generation						
b. Predictors: (Constant), Skill Development						

A simultaneous solution was performed in dependent variable were entered at the same time into the regression equation. This allowed a determination of the relative predictive power of each dependent variable among the set of independent variables. In this analysis, the overall multiple regression was significant for the prediction of the Employment Generation (F=170.247, P=.0000).

As the table indicates, the Skill Development factors are significant predictor of the Employment Generation of the respondents of Rural Areas in the study. It is found that 63.8% of change in Employment Generation could be predicted by Skill Development factors.

Thus, the hypothesis "there is no significant relationship of Skill Development & Employment Generation." has been rejected since Skill Development factors were found to be a significant predictor of Employment Generation of the youth of Rural areas. The following figure shows the histogram of dependent variable Employment Generation.
From the results it was found that the Skill Development factors are significantly correlated with the Employment Generation Indicators.

6. **Further Research Needed**
To fully understand the potential of the gig economy for rural livelihoods in India, further research is needed in the following areas:
- **Impact of Gig Work on Rural Livelihoods:** Empirical studies are needed to assess the actual impact of gig work on income generation, poverty reduction, and overall well-being in rural communities.
- **Skill Development for the Gig Economy:** Research is needed to identify the specific skill sets required for success in the gig economy and develop targeted training programs for rural populations.
- **Social Protection for Gig Workers:** Studies should explore how social safety nets and benefits can be extended to gig workers in rural areas to address issues of precarity and income security.

Histogram
Dependent Variable: Employment_Generation
Mean = 8.3E-16
Std. Dev. = 0.998
N = 250
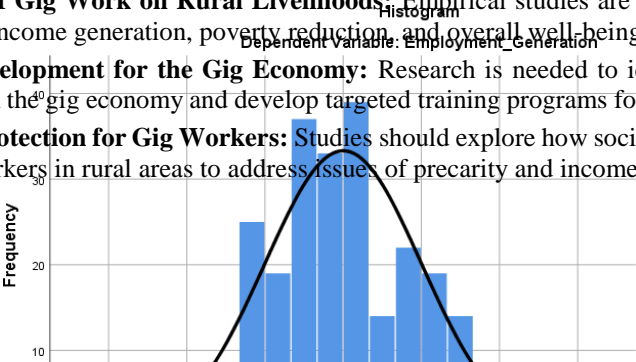
By drawing on these research insights and conducting further investigations, policymakers and stakeholders can develop effective strategies to leverage the gig economy for generating employment and shaping a brighter future for rural livelihoods in India.

SDG 11: SUSTAINABLE CITIES & COMMUNITIES

The 2030 Agenda for Sustainable Development, which was endorsed by all UN member states in 2015 and contains a common roadmap for peace and prosperity for people and the planet, includes Sustainable Development Goal 11, which is the subject of this study. The 17 Sustainable Development Goals (SDGs), which are a global partnership's urgent call to action for all developed and developing nations, are at the center of it.

This study covers the SDG 11 by making the Cities and Human Settlements inclusive, Safe, Resilient & Sustainable.

Creating the Employment is the best way to maintain &balance the poverty line by developing cities & communities under the Sustainable Development Goal No 11.

7. CONCLUSION

In order to stay relevant, gig workers must recognize their personal accountability for improving their skills and continuing their education. In order to foster an atmosphere that is favorable to the gig economy, the government must implement the necessary policy framework. The Indian villagers' skill development needs to be improved using the different sorts of skills they have specified.

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