Major Research Project on

The Socio-Economic Realities of Gig Workers in Quick Commerce

Submitted by
Prakrit Kohli
24/DMBA/167

DELHI SCHOOL OF MANAGEMENT

DELHI TECHNOLOGICAL UNIVERSITY

Bawana Road, New Delhi - 110042

CERTIFICATE

This is to certify that Prakrit Kohli, roll no. 24/DMBA/167 has submitted the major research project report titled “The Socio-Economic Realities of Gig Workers in Quick Commerce” in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2025-2026.The plagiarism content is 4% and AI content is <20%.

Dr. Chandan Sharma
Assistant Professor
DSM, Delhi Technological University

DECLARATION

I, Prakrit Kohli (24/DMBA/167), a student of the MBA Program, at Delhi School of Management, Delhi Technological University, Delhi, honesty declare that the major project report titled “The Socio-Economic Realities of Gig Workers in Quick Commerce” is my own individual work under guidance of Dr. Chandan Sharma, Assistant Professor, Delhi School of Management, DTU. This document is submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration at Delhi School of Management, DTU.

Prakrit Kohli
24/DMBA/167

ACKNOWLEDGEMENT

I thank **Dr. Chandan Sharma, Assistant Professor, Delhi School of Management, DTU** for his help and mentorship during my Major Research Project. I also thank **Dr. Saurabh Agrawal, Head of Department, DSM, DTU**, for being there as a helpful guide.

I am grateful to my friends and family members for trusting me.

Regards,
Prakrit Kohli
24/DMBA/167

EXECUTIVE SUMMARY

The report uses inputs from 75 quick commerce delivery gigs working for platforms such as Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and BB Now. The motivation behind the report was to ascertain the income, effort and daily routine associated with the gig, for those involved in quick commerce delivery.

A consistent finding among those who participate in gig work for a relatively short duration was that a majority view this job, as part of long-term employment, as unrealistic. Most people enter quick commerce delivery for quick cash and, for the majority of those who view gig work this way, they are engaged in this job as an interim employment or source of revenue while they navigate through job searches and financial challenges. This form of gig work seems to have also attracted some graduates working as quick commerce delivery gigs which indicates a rise in the prevalence of such jobs, especially in the urban areas. For the gig workers, it appears to be the unstable income stream and variable daily earning that remains problematic. The income fluctuations, ranging from stable-to-precarious, result from variations in the orders received, in particular, on different days and in addition, an employee's work day can be severely affected if a large part of one's earnings are dependent on incentives for orders, as the amount of work that an employee can realistically receive is subject to an increase if an employer decides to issue an incentive programme, or equally to an arbitrary fluctuation. These fluctuating daily earnings make it difficult for employees to save or budget for the future or their monthly expenses.

Although, to a degree, the system provides some flexibility with how hours are worked, many workers tend to base their schedules around the peak earning hours to earn money. This is in particular the case for evenings, the week and the weekend period, at which point earnings are significantly higher and many workers thus structure the amount of work they receive throughout their typical schedule or time availability around these periods.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

The modern city dweller gets his everyday items in a far different way than his predecessor did, historically. The waiting and patience involved in placing a regular online order?

That time has long since passed, as the ability to wait as long as 24-hours for that bread, crisps or soap to be delivered has been replaced by all the lightning-fast delivery services currently on offer, whose bikes can drop off essentials in less than twenty minutes to your doorstep. If you happen to step out in a typical city nowadays, you will be greeted by an all-encompassing fleet of speed delivery apps due to the rapid boom in companies like Blinkit, Zepto and others in quick commerce, an era that may appear revolutionary in terms of ordering experience, thanks to its expediency. Technology has not always solely dictated business strategy, change in consumer behavior has also played a critical role.

People today don't prioritize waiting to have orders delivered over time. Everyone's focus nowadays is solely on purchasing a day-to-day item, at a specific time it's need for - and that too in a few items and the business can operate a delivery fleet even in the dead of night in many places. Today the battle between companies in this space is intense and speed of delivery-not the cheapest of products-often determines success.

Businesses prioritize ensuring quick deliveries above all other parameters, to attract buyers. Businesses now operate dark stores in residential neighborhoods to accelerate deliveries. All in the neighborhood of this business have begun to focus primarily on the pace at which goods and products are delivered to consumers.

The majority of the delivery work currently appears to be dominated by delivery partners working in gig environments without a fixed schedule or contract, gig workers' revenue depends solely on per-delivery pay and performance-related incentives. Any of the individuals who sign up with Swiggy's Instamart or with the delivery partner apps from Zomato and similar businesses, which require about five minutes for initial setup and login, can begin accepting jobs quickly as the pay is quickly disbursed as earnings go in. You make much more money on peak days, as orders pile up on certain days, but the pay would typically vary. **(International Labour Organization, 2021; NITI Aayog, 2022; Swiggy, 2024)**

Some days the demand for jobs wouldn't rise even in months. However, you could potentially earn substantial income by accepting numerous assignments based on your available time slots. Otherwise, not every day is always full of demands for services, it appears that such factors are not directly influenced by hard work, or how long one stays at one location but somewhat of chance.

In addition, certain aspects like too many cars in the city, very narrow street corners and numerous roadblocks often create challenges. While the exterior may lead to assumptions that this is simple, the fact is that it wears people down quickly. After all, your earnings depend on the app you use and what kind of assignments or bonus points you acquire as the business itself could decide it all at the drop of the hat.**(Bhattacharya, 2022)**

Your pay is not what matters as much as the perception and overall picture for the entire operation, therefore, what is displayed on the screen remains undefined for delivery workers. At the top level, the companies also find it incredibly difficult to do business. Although fast commerce is growing, the cost of delivery, the expense of discounts and continuous system upgrades pose considerable financial challenges.

As a result, numerous businesses have ceased operations owing to overwhelming expenditures. Overall, fast delivery can lead to new avenues of work, but it is far from a bed of roses, as the money earned comes with uncertainties regarding stability and the absence of a solid safety net-all aspects gig workers should keenly observe before venturing in the service of quick commerce.**(Srivastava, 2021)**

1.1 Background

The modern city dweller gets his everyday items in a far different way than his predecessor did, historically. The waiting and patience involved in placing a regular online order?

That time has long since passed, as the ability to wait as long as 24-hours for that bread, crisps or soap to be delivered has been replaced by all the lightning-fast delivery services currently on offer, whose bikes can drop off essentials in less than twenty minutes to your doorstep. If you happen to step out in a typical city nowadays, you will be greeted by an all-encompassing fleet of speed delivery apps due to the rapid boom in companies like Blinkit, Zepto and others in quick commerce, an era that may appear revolutionary in terms of ordering experience, thanks to its expediency. Technology has not always solely dictated business strategy, change in consumer behavior has also played a critical role.

People today don't prioritize waiting to have orders delivered over time. Everyone's focus nowadays is solely on purchasing a day-to-day item, at a specific time it's need for - and that too in a few items and the business can operate a delivery fleet even in the dead of night in many places. Today the battle between companies in this space is intense and speed of delivery-not the cheapest of products-often determines success.

Businesses prioritize ensuring quick deliveries above all other parameters, to attract buyers. Businesses now operate dark stores in residential neighborhoods to accelerate deliveries. All in the neighborhood of this business have begun to focus primarily on the pace at which goods and products are delivered to consumers.

The majority of the delivery work currently appears to be dominated by delivery partners working in gig environments without a fixed schedule or contract, gig workers' revenue depends solely on per-delivery pay and performance-related incentives. Any of the individuals who sign up with Swiggy's Instamart or with the delivery partner apps from Zomato and similar businesses, which require about five minutes for initial setup and login, can begin accepting jobs quickly as the pay is quickly disbursed as earnings go in. You make much more money on peak days, as orders pile up on certain days, but the pay would typically vary.

Some days the demand for jobs wouldn't rise even in months. However, you could potentially earn substantial income by accepting numerous assignments based on your available time slots. Otherwise, not every day is always full of demands for services, it appears that such factors are not directly influenced by hard work, or how long one stays at one location but somewhat of chance.

In addition, certain aspects like too many cars in the city, very narrow street corners and numerous roadblocks often create challenges. While the exterior may lead to assumptions that this is simple, the fact is that it wears people down quickly. After all, your earnings depend on the app you use and what kind of assignments or bonus points you acquire as the business itself could decide it all at the drop of the hat.

Your pay is not what matters as much as the perception and overall picture for the entire operation, therefore, what is displayed on the screen remains undefined for delivery workers. At the top level, the companies also find it incredibly difficult to do business. Although fast commerce is growing, the cost of delivery, the expense of discounts and continuous system upgrades pose considerable financial challenges.

As a result, numerous businesses have ceased operations owing to overwhelming expenditures. Overall, fast delivery can lead to new avenues of work, but it is far from a bed of roses, as the money earned comes with uncertainties regarding stability and the absence of a solid safety net-all aspects gig workers should keenly observe before venturing in the service of quick commerce.

1.2 Problem Statement

India’s quick commerce business is mushrooming rapidly. Getting anything at your doorstep within 10-20 minutes has become a regular occurrence in numerous cities and companies like Zepto and Blinkit have expanded at breakneck speed to tap various localities. The buzz around this business seems to have solely revolved around the speed of delivery and consumer convenience, meanwhile, one significant side often goes ignored: the predicament of the delivery workforce that powers this swift trade.

At first blush, quick commerce gigs appear quite convenient: the threshold to entry is low, no advanced qualifications are required and this system helps provide immediate income for many who opt for this job. The increase in gig workers in this sector is driven, in part, by this promise.

However, as you delved deeper, one realizes that it's not as simple as it seems. One of the most significant factors is that gig workers in quick commerce have no fixed remuneration. Instead, they earn by delivering products and pay is contingent on the number of orders that are placed. Moreover, this remuneration also varies as per day and demand, for instance on weekend evenings and during prime hours, workers earn more in orders than on typical weekday evenings or mornings. Hence, there are days with plentiful work while some days there is an acute shortage of deliveries.

Although workers remain in the digital ether for quite some time to acquire sufficient work, their income remains modest, making for quite an inconsistency between the hours they put into the gig work and the income that the services generate. Additionally, an estimated number of deliveries is considered to complete so as to get the incentives from platform and one's income can plummet if an incentive scheme is reduced to meet profit goals or during certain lean periods where there may not be too many deliveries.

Another concern is that while quick commerce companies pride themselves in speedy delivery services, workers, out in cities battling various obstacles such as traffic and long distances to deliver orders at their behest and that, when there are several orders, workers have to rush between distances to deliver products on time, this often means that it can be taxing for gig workers to meet company-stipulated delivery schedules. Similar business models can be followed by platforms such as Zomato and Swiggy. All across these platforms workers face similar predicaments due to inconsistency of orders, pressure for high ratings and opaque order assigning systems. Because all of it depends on the logic in the platform's application, often times gig workers may lack insights into how orders are allotted or reassigned.

With respect to work security, gig workers are not designated as traditional workers and therefore do not earn guaranteed income, or paid holidays, or long-term job assurance and other such perks as part of their engagement. Consequently, gig workers face the potential of losing their jobs or source of income readily. The broader question revolves around the sustainability of the quick commerce ecosystem itself as it entails significant expenditures and if companies choose to scale down on this sector, it directly impacts the gig worker community such as in terms of reduced payment ranges for delivery orders or less availability of orders in certain regions. In fact, much of the focus on this business appears to be primarily on the commercial progress of these entities rather than the quality of life of the individuals powering these services. Therefore, in the quick commerce arena, a perspective on gig worker livelihoods rather than solely on consumer benefits and the growth statistics is essential, these would highlight actual earnings and job stability as opposed to simply stating expansion plans. These issues will guide the subsequent analysis.

1.3 Objectives of the Study

Quick commerce has grown remarkably fast, in India, particularly in cities. Now, procuring groceries, or small items within 10-20 minutes of order is quite normal.Platforms such as Blinkit, Zepto andSwiggy(viaInstamart) have been major drivers of this revolution.However, most of the discussion is concerned with speedy service delivery and customer delight, with little coverage given to the people responsible for delivering these items. This research study explores the latter issue, specifically addressing the working and living conditions ofgigworkers engaged in this sector on a daily basis, seeking to understand how quick commerce is influencing them in tangible ways, rather than merely describing its operational model.

On the basis of the issues highlighted in the abstract, the study is guided by the following five objectives:

1. **To Understand the Impact of Quick Commerce on the Earnings of Gig Workers:** The first objective of the study is to provide a comprehensive overview of the income that gig workers are earning from quick commerce platforms. It may appear that there are plenty of opportunities for earning, but reality may be quite different, this objective further attempts to investigate how much on an average, do workers earn daily, what is the likelihood of securing orders,and whether the same is sufficient to cater to their essential needs. In simple words, the purpose is to assess as to whether the job offers more than just meeting daily expenses or whether it’s just about barely making do.
2. **To Examine the Degree of Variability in the Earnings of Gig Workers:** Making money is only one part of the story, being able to earn that consistently is the other.Income in quick commerce is not fixed

but fluctuates in response to changes in demand, time and platform incentives.This objective aims to delve deeper into, how much earnings vary between days, the significance ofpeak hourstransactions for increasing income,and what can be expected during slack hours? There are instances whereworkers spendspending several hours Online and still end up getting very feworders,and this objective seeks to probe into this disparitybetween exertionand gain.

3. **To Investigate the Lack of Social Security and Other Essential Benefits:** In this capacity, they commonly don't benefit from the advantages of health care or paid time off.The objective is to find out if workers are provided any sort of protection, awareness on available benefits(bothgovernmental and platform),as also any hardships theyface due to the absence ofthesebenefits.These are of great importance, should an accidentoccur or a health complication arises.
4. **To Explore Job Security and Career Progression in the Quick Commerce Sector:** Another important aspect is the sense of job security and possibilities of professional advancement in this domain.Gig workers are wholly dependent on platforms for assignment of tasks,which creates an undercurrent of precariousness.The main objective here is to gauge how confident workers are in remaining in the workforce in this sector, to identifyhow certain platform policies and procedures impinge on their work and to determine if there can be any thought about this sector becoming a long-term viable source of employment. Many may enter quick commerce seeking a temporary job, however, others find themselves engaged in this work for extended periods of time, and it is pertinent to understand as to whether it is sustainable to do so.
5. **To analyze physical demands and working conditions of gig workers:** Due to its pace, gig workers are forced to meet the demands of delivery services within short timeframes, thus impinging upon their lives and health on a day to day basis. This objective is set to: Assess the physical cost of delivery demands Identify the extended working hours faced by gig workers, more particularly during peak period Explore work related stress attributed to the deadline Work may appear straightforward at surface level, but behind the scenes the delivery

process can take its toll and the objective sets to explore the working circumstances.

Essentially, the objectives set above are aimed to provide a comprehensive perspective to the quick commerce gig ecosystem beyond what meets the eye by telling the human stories. The intention behind undertaking the study is to look beyond the narrative of ‘growth and expansion of gig economy’ to understand the reality of the worker, while highlighting critical areas like wages, stability, work conditions, security and eventually assess the extent to which quick commerce provides for adequate provisions for its gig workforce.

1.4 Scope of Study

this study’s area is focused on a smaller segment of the quick commerce market as opposed to quick commerce as a whole, this particular space is focused on the gig workers who carry out their work for the platforms- mostly delivery partners, the idea is to shift perspective, moving beyond a company or customer view and instead focus on the work that’s being done by the laborers. “india is a high- growth market for quick commerce. companies like swiggy’s instamart, blinkit and zepto are seeing a sharp increase in order volumes that promise deliveries within 10-20 minutes, mainly in big cities”. this chapter only talks about the gig workers themselves and, to this end, does not look into details about company performance, investor behavior, or overall market trends, but, rather, seeks to identify the challenges gig workers are encountering at a practical level, delivery partners, not warehousing staff, administrative assistants, or managers were examined because of their vastly different work experiences - mainly challenges relating to earning amounts, time constraints and physical exertion. the data collected to produce this chapter for this study comes from responses received by 75 gig workers across the country, since “quick commerce operations were mostly concentrated in cities and some large towns, the survey focused on urban locations,” to capture the “demand and supply imbalances and physical constraints on delivery due to increased traffic density and population,” as they contribute significantly to the on-the-ground worker experience in quick commerce. work hours were identified as one of their primary concerns. the results generated for this study cover both economic and work aspects, such as income, stability of income, working condition, physical labor and psychological pressure.

• there are also other elements which are not part of this particular study, the legal issues relating to the platform, the company financials and operational aspect of various company that are part of this space. all these would contribute to another study entirely. the platform owners keep shifting business strategy as far as incentives, fees and working structures are concerned. therefore the situation may not persist in its entirety over a longer period of time since what has been observed is only to provide information.

• • • the results of the survey and findings of this study pertains only to india- this survey's finding can't be compared to that of countries outside of india. this study is not covering a case study of particular company. this may due to many constraint of data availability and non cooperation of few company.

• • the scope for the given study has been limited to survey data only since any observational or interview based research would be limited to a selected number of worker only due to mobility and time constraints of their schedule.

• limitations include lack of data on how clients use or view their respective platforms/services in regard to prompt delivery and the importance placed on it versus cost- thus the perspectives collected in this study offer only an incomplete view of the quick commerce ecosystem. "we set a clear scope to ensure that the research can deliver tangible findings" that are "most relevant" to the primary question: can "quick commerce become an economically sustainable employment model for gig workers," and that does not attempt to "cover everything in quick commerce".

CHAPTER 2: LITERATURE REVIEW

quick commerce India had seen rapid growth in recent years. Online groceries were already a new concept, but many people across Indian cities expect food and grocery delivery within minutes, between 10-20 minutes. It is now a routine phenomenon.**(Singh, 2024; Datum Intelligence, 2024)**

Most consumers today order when needed rather than planning in advance. Companies such as Blinkit and Zepto initiated the model and many others entered following the trend such as Swiggy (Instamart), Zomato (accelerated delivery pilot), BigBasket (BB Now), Flipkart (focus on speed delivery). Consequently, there is intense competition among delivery startups with the fastest delivery times being their competitive advantage.**(Indian Express, 2022; Datum Intelligence, 2024)**

While the growth of quick commerce is widely documented and discussed in many studies and articles, attention is typically paid to the scale of operations, revenue growth of startups and changing consumer habits, where consumers have got accustomed to getting what they want when they want. Even a wait of hours now seems unreasonably slow, hence the increasing demand for instant delivery. However, many articles barely acknowledge the other aspect and i.e. to run a successful business is delivery workers who perform last mile delivery, thus there are no discussions centered on these gig workers.**(NITI Aayog, 2022)**

Nevertheless, most studies discussing the sector are centered around how to maximize company interests or customer gratification rather than a discourse on worker well-being. One advantage cited in most studies is flexible working which means that workers log in and out as per convenience. Thus the flexibility of gig work, workers can earn as and when they like, may also be advantageous to individuals, especially those requiring quick income.

But flexible work means unstable work. Perhaps the major hurdle gig workers face is the uncertainty surrounding their earnings, which are contingent upon the number of deliveries each day or on good and bad days of sales. This has a direct impact on expenses that workers have to manage on a regular basis.(NITI Aayog, 2022; PAIGAM & IFAT, 2024)

Their earnings are directly dependent on incentive structures which the delivery companies place for them, the workers try to maximize this by delivering multiple orders in stipulated times and also on time thus sometimes leading to physically and mentally exhausting conditions. The worker, on the other hand, is not entitled to health benefits, sick leaves or any career-long social support structures. Incidences of illness, accident, injury, or other issues mean workers carry out most of it solely.

Most studies highlighted this lack of safety nets as a serious challenge in the Gig ecosystem. Gig workers work hard not just with diligence, but in quite tough conditions too - with traffic delays, long distances, unpredictable weather, managing large loads and multiple deliveries and trying to meet targets, can be stressful for workers. As the nature of gig work itself is flexible and there are no long-term job security and stability for the workers, these platforms are subject to the whims of demand and of the respective company.

An instance where financial constraints faced by Dunzo led to downscaling of operations resulted in the retrenchment of its delivery partners. Thus, their earnings depend greatly on the platform where they register and on customer demand. Thus, gig work creates employment avenues to various sections of society like students, immigrants, low income strata individuals, who may otherwise find it difficult to procure steady employment.(Dunzo, 2023

But these often come in exchange for very low or negligible opportunities for career advancement. A worker may have been doing delivery for many years, but their pay does not significantly increase, they do not receive career promotions, neither they find alternate, secure and rewarding employment. Studies report that quick commerce is leading to increased informal work, more workers may enter employment without security or fixed salary which may eventually lead to widespread economic and social problems in the long run.

The social aspects related to gig economy also cannot be ignored. Social norms such as women's participation in work is less prevalent in delivery sector, this is likely on account of working conditions, safety concerns etc. Most women workers, engaged in the Gig Economy, typically opt for part time assignments and have reduced earning potentials.

In conclusion, most of the studies on quick commerce bring out a dichotomous picture -- growth and emergence for companies while continued hardship and uncertainty for workers. This present study contributes to these studies by examining more closely the working experiences and real life scenarios of the delivery workers employed in quick commerce businesses. Ultimately, it aims to ascertain as to whether the growth in quick commerce is actually contributing to the economic stability and livelihoods of the delivery workers or is it mostly benefiting the companies?

2.1 Economic Impact on Gig Workers

Economics of Gig Work in Quick Commerce: A Double-Edged Sword While on the surface it might appear simple to analyze the economics of gig work in quick commerce ("more orders more income"), at a deeper level, the economics of the quick commerce gig is anything but linear. For one, the pay structure for most delivery partners is on per-order basis, meaning, most of their earnings are a result of the number of deliveries that they actually execute during a given day.

While it's true that pay may spike up at peak hours - such as during evenings and weekends, when orders are often despatched in quick succession. But during non-peak hours, it goes down significantly in terms of the volume of orders, resulting in a highly volatile income. Therefore, the difficulty for the gig workers to predict a regular income from this arrangement becomes high. This unpredictability requires gig workers to put in extremely long hours hoping to get a decent amount of deliveries, so that they earn at least minimum income, without being certain of an equivalent return on effort.

Secondly, incentives play a pivotal role in a gig worker's income in this sector. Platforms like Blinkit, Zepto among others, do provide incentives in form of bonuses for fulfilling a specific number of deliveries in a particular period. These often act as instant income boosters that delivery partners use as means to enhance their earning per day and in turn attempt to put in all effort to increase the number of deliveries. However, these incentives are highly variable and subject to changing company policies, strategy etc. for operational reasons. The platforms can change/adjust/remove their incentives by increasing the targets or decreasing the rates to such an extent that it affects their income without notifying them since they have little leverage to the company's operational strategy. This pattern is quite prevalent among thegig workers across platforms such as Swiggy, Zomato, to name few of them, where the income generated is largely a function of customer demand, the' platforms internal regulatory structure etc. Moreover, the cost involved to run the delivery operation is not insignificant. The delivery agents also incur fuel costs for their vehicles, data plan expenses, maintenance of their vehicle etc. these reduce their income on day by day basis. The uncertainty of income is quite inherent. In full-time employment, on an account of guaranteed salary, workers are ensured income even during illness and vacations. However in the gig ecosystem, if worker doesn't perform the task, income comes to a stop and thus it is difficult to plan the emergency financial need or even during a period of illness or leave.

On the basis of my personal observations, delivery partners are able to make optimum profit in cases when demand are at its peak due to instant despatches and in times of less demand or in between two peak hours delivery agents are seen waiting for the next delivery with the hope of good earning,which suggests the high dependence on the delivery time slots on the income generated. To conclude,quick commerce offers opportunities for income creation, accessibility for numerous people willing to work flexibly and create income rapidly but the financial structure of this sector is highly volatile. The income is subject to market demand and supply as well as incentives by platform and on workers discretion and hence whilst individuals may be able to sustain on the same, they are less likely to be able to build solid financial planning because it will always be a matter of how much is the customer demand on the ground.

2.2 Job Stability and Worker Rights

This is the biggest issue as most of the delivery partners aren't on regular rolls. These individuals are essentially independent contractors working on-call with a per-delivery payout system. No fixed schedule and no guaranteed steady flow of orders from a centralized management.

All workers must completely depend on orders available through the app on a real-time basis. If it's a busy order-time, work is constant, otherwise, it's an absolute blank and zero income to fallback on, giving it a constant feel of insecurity even from a day-to-day perspective. Even policy changes in the apps like Blinkit, Zepto, or in similar quick commerce setups from services such as Flipkart Minutes, BigBasket BB Now lead to major policy tweaks in delivery incentives, payout structures and service area limitations.

Even minute changes are immediate and felt keenly by the delivery staff. Workers have to adhere to the ratings systems (customer feedback and delivery time are critical) to receive orders from the apps. If these rankings decrease, one automatically receives fewer orders, sometimes, the account itself can be banned, but on no formal process being clear to the workers regarding the same.

Gig workers rarely get any employment protections because of their legal classification as independent contractors. They don't receive protection in terms of a minimum wage floor, paid time off, job security benefits, or other legal employment rights. It is an employee who, if fired from their position, could potentially lose their ability to support their families or would otherwise have some fall back from a job termination.

Some Gig Workers I've spoken with stated even small tweaks to delivery payouts or incentives can have a large impact on daily or even weekly earnings. Sometimes these shifts and policies are implemented with little to no warning or even notification apart from the app interface itself, creating significant uncertainty for managing expenses and creating any semblance of long term planning or budgeting. Then there are systemic risks that lie with the companies running these operations.

When the platforms experience financial issues or decide to curtail some aspects of operations, it disproportionately impacts their worker base. Dunzo's decline has demonstrated this clearly as their reduction in operations saw many individuals who previously relied on them for work lose their income. In summary, it would appear that job security is extremely minimal in this sector as individuals can depend on consistent orders from a single platform for a period, however long term security, pay stability and clear operational policies cannot be assured to the delivery personnel.

So while gig work gives flexibility, it comes with a trade off. There is freedom in choosing work hours, but there is also uncertainty about income and continuity.

2.3 Employment Generation and Socio Economic Impact

This creates a kind of cycle. People work in the same jobs and the financial condition does not improve much. Even if people are getting paid, with the lack of progression in earnings, they find it difficult to move up the career ladder.

“One another factor that must be considered is the increasing prevalence of informal labor work. Due to the flexibility in terms of working hours and job profiles, a larger number of people are getting involved in working arrangements that do not have fixed salary or contract or even any sort of social security,” said the expert.

Over the years, this might lead to higher income inequality. There are workers who are better positioned to make higher wages based on their geographical location, working hours, etc, but the larger number of workers would be stuck in low-income jobs that do not have progression prospects. The widening gap between well-paying jobs and those in the gig economy is one thing, where people would do such gigs for making ends meet.”

There are several other societal aspects to be accounted for. First, the participation of women in delivery jobs and quick commerce still remains low. “There can be many reasons behind this, from safety concerns, working hours, traveling needs, etc. Even after participating, women might opt for part-time jobs as that does not affect their personal life much, thereby limiting their scope for earnings,” he said.

Another aspect that needs careful attention is how it is impacting their daily life. As the payment is based on the number of hours one works and on demand, most employees would work longer hours to make ends meet. This does not leave room for personal life and health. In the longer run, maintaining a work-life balance would also become problematic.

Even in the face of these concerns, the quick commerce model continues to allure the job seekers, primarily because of the easy earning potential. “Unlike the traditional hiring methods, quick commerce does not have a long process of selection. Anyone with the requisite skills can easily join the sector within a stipulated period and start earning,” mentioned the professional.

Broader analysis of the model shows the dual aspects of its existence. On one hand, it's contributing towards job creation and income generation. But on the other hand, quality of these jobs is a point of concern. "They may be flexible but might not be secure at the same time. They pay well, but don't ensure progression. In such cases, when these concerns will be addressed will shape the overall socio-economic outcome of the gig economy. If more attention and support will be provided, this situation might get better," he asserted.

To put in simple terms, the quick commerce helps to make ends meet, but doesn't guarantee a bright future and that is why most concerns revolve around it when talking about socio-economic implications.

2.4 Research Gap

Given it is an emerging sector, much of the studies focuses on the current reality of how this platform affects the gig worker, however, what's missing is what the long term prognosis looks like for such individuals - do they transition to better-paying job sectors, are they stuck in the cycle, what kind of social impact is being created - for instance, in terms of gender disparity in the sector or socioeconomic group mobility and to that matter, tendency to prioritize positive aspects of the platform - which includes job creation and convenience for consumers - at the expense of worker's grievance being largely overshadowed in the broader literature. Hence, considering the void existing with reference to the above cited research, this study aims to examine the role of gig workers in the quick commerce sector by focusing not on reports, but rather on their own individual experiences - including earnings, work conditions and stability - and also analyzing across different platforms as opposed to specific entities alone. To put it in the simplest of terms - there is no dearth of data, what is lacking is the depth in understanding of its impact on the lives of the persons who make it happen.

Indeed, there seems to be very little effort made to directly engage delivery partners and therefore, numerous elements have been briefly addressed without being fleshed out properly. Take for instance the issue of unstable earnings. Nearly every report touches on this - that earnings can be variable, but only a few dive deeper into how income instability actually impacts the worker's capability to fulfil basic needs such as paying for rent, fuel or even food!

This is usually skipped. So is the case with the working conditions, a huge component of quick commerce is, as is implied, speed, which in turn means delivery workers are almost constantly on their toes managing the challenges of traffic, navigation and the immense pressure to always maintain an efficient sense of urgency to complete deliveries in record time. Again, the issue is merely acknowledged, not properly researched or highlighted in the academic literature.

Moreover, the algorithmic control that the platform possesses is another one among several. Deciding order dispatch, ratings and incentivisation, among various factors, all managed by algorithms to which the gig workers have almost zero or minimal insight, has been duly noted but the accompanying frustration, lack of fairness and transparency in such algorithms are not often presented in adequate depth. Finally, job security features as a point of discussion but not beyond platitude, though the reality of job security in the gig economy, to say the least, needs a thorough examination and it would be pertinent to gauge how workers view the situation - whether it is a stopgap measure, or more like long-term employment for them.

I personally have had informal discussions with a number of delivery persons where one of the dominant sentiments that surfaced was of staying in it long term as not many other opportunities were available to them - details which often don’t quite fit into academic literature. Another aspect largely disregarded is comparisons across platforms, since many studies often either solely focus on a particular platform or discuss the broader sector without considering the fact that workers often operate on multiple platforms, earning through a mix and matching. And let’s conclude with what remains the most significant, analysis of long term implications.

CHAPTER 3: RESEARCH METHODOLOGY

A combined methodological approach is employed. The aim is not to concentrate solely on figures, nor exclusively on the voices of the workers. Instead, they are integrated to attain a more grounded and practical view of the circumstances of workers in quick commerce.

Data from questionnaires that are directly delivered to and answered by 75 workers is classified as primary. these workers have registered with services including Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and BigBasket BB Now. Questions were geared towards everyday working life - the daily revenue, hours and expenditures incurred, any pressure experienced during deliveries and how supported they feel.

numerical findings as well as experiences offered by the gig employees is part of this study. The quantification of income levels and the number of work days/ hours is uncomplicated and facilitates easy comparison of figures. But insights into the workers experiences in relation to pressure, challenges and satisfaction are crucial in making the observations more realistic, going beyond simply numbers and figures.

The sample was drawn from an entire group (i.e universe) which comprise of gig workers in quick commerce delivery across India. Given the constraints and not being able to collect information from all 1000 odd workers, a smaller group from various urban cities has been selected and who are working at any point of time. The intention was to capture responses from workers who have had varied levels of experience working in the industry.

The total size of the sample stands at 75 respondents, varying levels of experience of the gig workers, from new to relatively older members of the work force were included, so as to capture views across varying periods of time.

Primary data was generated from a survey carried out through a questionnaire personally answered by gig workers. Information was also collected from a comprehensive array of research on labour rights in the gig economy from studies that already published by Fairwork India, International Labour Organization, NITI Aayog, as well as from those put together by Boston Consulting Group, the data collection also drew on external information to add weight and context to the surveys' responses.

A simple structured questionnaire consisting of several multiple-choice answers, each intended to cover specific points was the chief mechanism of data acquisition, with questions probing platform- usage, earnings, working expenditure and benefits, health related concerns and work pressure, there were also an open-ended question, for each respondent to have provided details.

Once all questionnaires have been duly collected from the participants, the entire set of responses has been sifted, processed and tabulated at a very basic level. Such has been conducted in an effort to identify trends: typical daily income, length of working hours and significant impediments that confront workers - this has enabled us to have some basic understanding of the common plight of workers, more than isolated circumstances.

By corroborating and comparison with data derived from secondary sources (aforementioned), such trends, if observed as a part of the survey were further validated by studies on comparable matters of public record.

In essence, the methodological design of the present research remains simple and practically-grounded, grounded as it is on real responses by workers, coupled with and substantiated by previously produced research studies in relation to this topic. Our primary focus remained that of realistically illustrating the state of these workers, rather than artificially complicating the analysis of data."

3.1 Research Design

The study is fundamentally descriptive.The core premise is to observe and represent the day to day work lives and realities of the workers working for the gig workers in quick commerce.This study isn't trying to test theories or elaborate complex technological constructs, but simply, get a bottom-up perspective. Companies like Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and BB Now. in BigBasket function in a highly variable setup, where demand and workload fluctuate considerably through the day, sometimes within the hours of the day. Therefore, a descriptive research design suits them well.

The research approach adopted for this study consists of both the types of data collected. Numbers were collected to observe patterns in worker's work hours and income levels and weekly worker engagement.However personal stories provided by them help in showing how the numbers are translated in the actual lived experiences of the workers, their level of stress and effort (despite having same income). The research study design is cross sectional where data was collected at one particular time frame from 75 gig workers, thus provides a snap-shot of current trends in the sector.

The study is an empirical study, which is based on the responses on field, i.e., it uses direct responses from workers, which is given by people who are involved in the day to day task of delivering food or groceries.The study also provides a comparative element as many of the workers engage with multiple platforms like Blinkit, Zepto, Swiggy Instamart, as an order comes in and accordingly, they choose between the available options depending on the incentives or ease. Thus responses would naturally compare between the pay, workload and work experience across different platforms and no separate study is required for comparative work.The Questionnaire was kept simple and convenient keeping in mind the busy and limited availability of the gig workers and a mainly multiple-choice questionnaire was used for ease of responding and processing.In addition to the multiple choice questions, some questions are open ended to allow the workers to convey the stress or pressure, or the pressure they are under, or satisfaction etc. in their words which is not always possible to scale down.Basic comparison was also enabled within the design with the external reports from organisations like Fairwork India, ILO, NITI Aayog and Boston Consulting Group, so that the data can be compared and contrasted. The research design adopted for the study is the best fit for a practical, ground reality based and easy to understand and implement study without adding an undue amount of technicalities..

3.2 Nature of the Study

this study is exploratory and descriptive in its nature. Primarily the motive is to determine that exactly how quick commerce jobs is the daily life of gig workers in terms of experiences. And Since the ecosystem is young and changing rapidly in India and so no definite structure for the life of the gig workers is formed therefore understanding what the actual situation is and then giving an simple description seemed to be justified.

platforms like Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and BB Now by BigBasket are the biggest players and they seem to keep on changing their strategy with the change in market, demand and the economy. They often tweak their reward systems or order flows accordingly and workers have to be agile in response to that change. Because the gig workers have to be very active in their daily work, this makes it imperative to do an research which is field oriented and can stay in close contact of working situation.

Since more than half part of the study relies upon the feedback of field responses, i.e. gig workers themselves, the intent here is to get first- hand experiences from them rather than using secondhand information. The intention is to obtain the ground realities rather than getting just reporting figures.

Although this study largely relies on field feedback, there is also an attempt to conduct the quantitative part of the research based upon the number of workdays and also upon how many hours they dedicate. Thus one can get a range of income which they get on an average number of working days and hours. From this part we also gather their spending patterns, number of working days in month.

Along with that there is a significant qualitative part as well that is to capture what sort of stress these gig workers go through and the level of frustration they exhibit. This will help us understand more clearly from an economic point of view, from psychological aspect and social implications too. It will be to ascertain that if they are even satisfied with their jobs in any respect, that is from salary, benefits, or their general overall treatment by the company.

The nature of study will be temporal based upon the condition prevalent in the field currently, since the space of gig work is in very nascent stage in India. Hence a longitudinal study to analyze the changes over a few years would not be appropriate for such kind of study as things are at nascent stage.

Also the nature of the study would be comparative from the perspectives of these gig workers as they will often work for different platforms based on earnings and number of orders so we will also learn about their comparative experiences with different apps without structuring the interview on comparison with apps directly.

Additionally, there is a aspect of simplicity that i want to inculcate in the research as well. the nature of interview schedule should be easy enough to be replied quickly by the gig workers so that they are not able to spend too many days in providing the responses to the questionnaire, so a non-interrogative approach would be undertaken to find a non - confrontational interview.

Also this study has a little social dimension that comes into play because few of the workers have full day commitment to gig work and others may see this as an additional source of income, so in order to see how gig work fits into their individual life, their past working history (in other domains if available) would be included.

Thus this study is intended to cover these attributes of the gig worker based on simple and realistic approach of information collection.

3.3 Universe and Target Population

The focus on gig workers, specifically for groceries, food items and daily essentials within the quick commerce delivery landscape, led to the creation of this study. Over the past few years, this domain has seen exponential growth with several actors co-existing in the same environment. Some key players in this ecosystem are Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and BigBasket BB Now.

All of these companies rely heavily on delivery partners and hence the universe is substantial, spread across various cities and multiple platforms. Since it is logistically infeasible to study every individual within this population, due to their large number and diverse work patterns, some limitations have to be imposed on the target audience. This study has set out to identify active gig workers delivering forquick commerce platforms.These are the workers who are engaged in delivering on a regular basis and directly influenced by platform policies, incentives and terms of work.

Most of these workers are urban dwellers, as quick commerce thrives in the urban environment due to the high demand for prompt delivery services. Also, time constraints and the prevalence of traffic make city-based workers an ideal subject for study. These delivery partners would vary in terms of their experience, be they recent joinees or those who have been delivering for more than a year.

Additionally, a significant segment of the delivery workers operate across multiple platforms - Blinkit, Zepto and Swiggy Instamart, choosing one based on factors such as payouts or order availability, hence, these workers are also being considered. The age and background have not been set as stringent requirements as all types of workers are eligible for inclusion, from those taking it up to supplement income to full-time service providers, or even students who do it part-time. Lastly, practical considerations have been placed in consideration and collected responses from workers who are willing and reachable during the survey period.

In conclusion, though the universe of gig workers in quick commerce in India is significant and substantial, the defined target population is manageable for conducting a survey, providing a practical perspective on this growing workforce.

3.4 Sample Size

The responses analysed are from a total of 75 gig workers who are presently doing the quick commerce delivery and associated with companies like Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes, BigBasket BB Now and so on. The decision of the sample size was mainly to match with what was practically feasible and attainable given the constraints of time and access. Gig workers are generally very mobile and do not have fixed schedules.

Thus, obtaining a large sample size was impractical in such field based work. On the other hand, the objective was not to obtain just numbers, but to incorporate variation into the sample in terms of different work backgrounds of respondents, whether new to work or experienced. In order to ensure variation in working styles, a range in the number of hours worked was included.

The participants ranged from those who worked a few hours to those who spent considerable number of hours on road as required to cater to the demand and incentives. In addition, different working days of respondents was also captured into sample asgig work is not routine. The difference in their income levels too was to the effect of understanding income disparity among them, where some came from the low income bracket while others earned substantially better.

Also, quite a number of gig workers are not restricted to one app and juggle between Blinkit, Zepto and Swiggy Instamart depending upon the orders available, thus the sample is inclusive of those with multi platform experience as well.Majority of workers came from urban cities, where quick commerce operation is more widespread and dynamic in nature, thus these areas are important to study for higher demand, quick delivery expectations and in turn, pressure on delivery partners. There isn’t a definite register or list of gig workers readily available and thus the sample consists of those who were available and willing to be part of the study during the surveying period. Therefore the sample collected was more on a practical, fieldwork oriented basis rather than based on a stringent random sampling framework.Despite its limitations, the sample of 75 provides insight into several pattern common amongst gig workers such as irregular income, lengthy work hours, high delivery pressure and the lack of job stability and social benefits, among other issues faced by the participants.Therefore, the sample size was chosen on the basis of practical and ease-of-access and its size was kept manageable to facilitate data collection rather than setting out to collect a wide statistical dataset.

3.5 Sources of Data

My study is developed based on two key information sources: first is the primary and second the secondary source. Since it is good to gather Information from both, it would provide better insight to the entire subject as well. For, as and where the research may feel like is based only on opinion, information’s form real worker comes handy and where it may feel like as though it has some data of prior researches, then personal’s experience shall come handy.

Primary Information that have been personally gathered from gig’s workers in the form of a questionnaire was as given below. Total of 75 responses was recorded from various gig’s’ delivery partners who do deliveries under various gig-commerce sites i.e. Blinkit, Zepto, Swiggy instamart, Flipkart Minutes and BBnow.com etc . These responses forms a backbone of the study since they would help know the real condition of the gig workers working under these gig commerce platforms. Questionnaire covered information of income, working day/hours, average daily cost, information regarding health, benefits by platform, payments related problem, overall experience, etc. the Questions asked were in multiple-choice format in a way that information can easily be compiled in a simple manner. Questions are mostly in MCQs with few open-ended questions for gig workers to express their personal views and suggestions.

Secondary Information was based on an existing source like ‘report’ and ‘study’ done by different persons/ organisations. Following are the sources of secondary information that was adopted.

1. Information report on ‘The Gig Economy in India’ from ‘Fairwork India’ and ‘International Labour Organization’.

2. Information related to ‘The impact of gig economy on Indian labour markets’ was adopted from a report from ‘NITI Aayog’.

3. Along with this, information from some industry reports, mainly the ‘White Paper on Quick Commerce in India’ report published by 'Boston Consulting

Group' has also been taken. It shed light on the rapid rise of quick commerce and how gigs workforce has played an instrumental role in this development, helping gain an understanding of the broader market trajectory and growth trajectory of these quick commerce platforms in India, along with helping me gain understanding of the gig's workforce in the quick commerce domain.

Secondary data was also collected for comparison in order to analyze whether the results/findings derived from the Primary survey match up with the general findings in most of the existing report(s). Comparison in many cases proves that there is instability in income, there are long hours of work, low benefits.

The rationale of using both the types of data is so as to add multiple dimensions and angles of the problem, that provides greater holistic understanding of the issue. Primary source provided a first-hand 'grass root' and ground-level understanding, whereas secondary source gave a more academic, empirical understanding, thus helping us derive meaningful and realistic insights.

While choosing sources of Secondary data the researchers ensure that it would be 'Reliable and Recognized', so preference is given to various studies and reports from established academic organizations and researchers.

Generally, the data resources were selected in as practical manner as possible, with more focus on original workers feedbacks and trusted academic study data's which help me understand real picture for gig's workers and that is what the objective behind this study.

3.6 Instrument of Data Collection

So my main weapon for this study was a questionnaire. I really didn't want it to be complicated. I mean why should a gig worker take a few minutes out of their busy delivery schedule to answer 10 pages of survey when they've got deliveries to be made! Mostly, my questions were in a multiple choice format so they could pick their answer and move on to the next one.

I designed my questions around what these guys do day-to-day while delivering for apps like Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and

BigBasket BB Now. So, the study was more on real world challenges and less on academic theories. It also began with a couple of questions which were easier and related more to the ‘what’ and ‘how long’ of gig delivery. The questions then became more personal with finances.

I quickly realized the harsh reality that the gross earnings on these platforms might seem appealing but all of that money is gobbled up by the cost of fuel, data recharges and vehicle upkeep. All that’s left is hardly enough for them to run their homes! Next, it moved to perks and support provided by the platform - had they ever received any bonus? Health insurance? Or any kind of support system at all? Well, to answer this the response varied, with many stating that it was minor perks with a lot of people mentioning they had insurance but others pointing out that it was not always there as a reliable cushion. Then came the section on payments - payment issues, arbitrary deductions and payment delays were part of almost every delivery partner’s life at one point or another. The last leg of this study was on health and stress. This section confirmed quite a lot of my own preconceptions and some new insights too! I learned that they often had to race against time, at the cost of their safety and this definitely put a lot of pressure on them. They readily admit to being stressed or feeling exhausted at times - especially the ones who put in a lot of hours and most of the people had some views on platform support too when things did go wrong.

To wrap up the survey, I asked about their greatest challenge and the chances of them continuing this gig in the long run. All this lead me to a pool of suggestions by some respondents who clearly thought that increasing their pay, providing bonuses, giving fuel allowances, better health coverage and the ease of striking a work-life balance was going to improve the situation of gig workers - there was definitely no one-size-fits-all solution! By framing it informally, it almost felt like I was having a chat rather than completing a boring form!

3.7 Questionnaire Used for Data Collection

1. Which quick commerce platform(s) do you currently work with? (Select all that apply)
    - Zepto
    - Swiggy Instamart
    - Blinkit
    - Flipkart Minutes
    - BigBasket Now
    - Others (please specify)
2. How long have you been working as a delivery partner?
    - Less than 3 months
    - 3 to 6 months
    - 6 months to 1 year
    - More than 1 year
3. On average, how many hours do you work per day?
    - Less than 4 hours
    - 4 to 6 hours
    - 6 to 8 hours
    - More than 8 hours
4. How many days a week do you work?
    - 1 to 2 days
    - 3 to 4 days
    - 5 to 6 days
    - All 7 days
5. What is your average monthly income from delivery work?
    - ₹10,000 to ₹15,000
    - ₹15,000 to ₹20,000
    - ₹20,000 to ₹25,000
    - Above ₹25,000
6. Are your current earnings enough to meet your basic monthly expenses?
    - Yes
    - No
    - Sometimes

7. What percentage of your earnings goes into work related costs like fuel, maintenance and data?
    - Less than 10 percent
    - 10 to 25 percent
    - 25 to 50 percent
    - More than 50 percent
8. Do you receive any additional benefits from the platform?
    - Yes regularly (insurance, bonuses etc.)
    - Sometimes
    - No
    - Not sure
9. Have you faced issues like delayed payments or unfair deductions?
    - Yes frequently
    - Occasionally
    - Rarely
    - Never
10. Do you feel pressure to deliver faster than is safe?
    - Yes always
    - Sometimes
    - Rarely
    - Never
11. Have you experienced stress, fatigue or health issues due to this job?
    - Yes very often
    - Occasionally
    - Rarely
    - No
12. How responsive is the platform when you report a problem?
    - Very responsive
    - Somewhat responsive
    - Not responsive
    - Never needed to contact support
13. What is the most challenging part of your job?
    - Long working hours
    - Pressure to deliver quickly

    - Low pay compared to effort
    - Lack of safety or benefits
    - Unpredictable incentives or penalties

14. Do you plan to continue this work long term?
    - Yes
    - No
    - Not sure
15. What improvements would you most like to see in this job? (Select up to two)
    - Higher base pay
    - Better bonuses or incentives
    - Fuel or vehicle support
    - Health and accident insurance
    - More flexibility or breaks
    - Respectful treatment by staff and customers

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

From the mouths of 75 gig workers currently working as delivery agents on quick commerce platforms, here's how quick commerce delivery looks on the ground - not by models but by actual realities. A divided, polarized landscape with income opportunities and daily grind on the other. Mostly working with Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and BigBasket BB Now, one thing is consistent - gig workers aren't inclined to stick to a single platform.

They frequently swap between platforms due to the best order flow or incentives on offer, diversifying their income. A significant majority of the workers reported long work hours: many are working over 6 hours a day and many over 8 hours a day. The least work hours category is sparsely populated.

Looking at trends, a vast number of workers seem to be on active every day or most of the days (5-7 days a week), which also clearly means this isn't just a side gig for many. On paper, earnings look respectable, however, once expenses kick in, many are left with significantly less cash. The earnings from quick commerce range from as low as 10,000 rupees to above 25,000 rupees, depending on work hours and order flow.

However, numerous responders clarified that most of this income gets spent on fuel, vehicle maintenance and mobile data, leaving them with minimal disposable income. Income is inherently volatile within quick commerce: there are productive days and then there are lean days. The survey shows that many responders admitted that they are comfortable during peak demand periods but face challenges on slow days.

So there's no guarantee of earning every month, every week, or even every day for many gig workers. In terms of platform benefits, there's no uniformity. While some reported receiving insurance coverage and token rewards, many others were either unaware of the specific benefits offered by the platforms they worked with or reported the lack of solid long-term benefits.

Most of the respondents clarified either the restricted availability of long-term benefits or the non-disclosure of any concrete incentives offered by their platform(s). Most respondents also stated some issue with payments, either delays or discrepancies. But this doesn't happen as often.

Nevertheless, payment issues exist for a few workers on any platform they work on and erodes their trust in the platform. The issue of pressure is prominent among the gig workforce. Numerous responders stressed their concerns about being compelled to deliver tasks at a rapid pace, risking work-related harm due to traffic and poor road conditions.

This pressure contributes significantly to job stress. In addition, a good percentage of workers reported experiencing physical strain as well as stress from long hours of work and extensive travel. The Health-related impact on the worker's life is another significant concern for this workforce.

Many of the gig workers reported being affected by Tiredness and Fatigue due to prolonged work hours and riding extensively. Some responders did experience such issues only at certain times, but this problem remains a major issue for many of the responders. Support is not uniform: Some gig workers reported satisfaction with the responsive support they receive from their platforms in cases of urgency, whereas others stated that they don't receive an adequate response or refrain from approaching their platforms unless and until a severe issue arises.

All in all, simple pattern:quick commerce ensures immediate daily income and flexibility but involves long working hours, volatile earnings and physical strain. While it's sufficient as an additional source of income for many, for others, it means an unstable, stressful living.

4.1 Respondent Profile and Entry into Gig Work

The response pool for this study includes 75 gig workers active in quick commerce delivery services across various platforms like Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and BB Now. A quick glimpse at the profile data clearly outlines who is stepping into this domain and what motivates them to work as gig workers rather than in traditional employment.

Amongst the collected sample, the most salient characteristic is the age profile of the workers. A vast chunk of the respondents are concentrated in the early working age bracket, primarily aged between 21 to 30 years old. This emphasizes how quickly quick commerce has become an initial avenue for youth, be it those waiting for stable jobs, or looking for immediate financial solutions. A lesser section includes workers in the next age cohort who either have moved away from informal jobs or are displaced from formal employment due to income gaps or job loss.

The sex distribution in the sample largely skewed towards men, which again can be tied to the physical rigour of the last mile delivery job where one requires to navigate the city through a motorcycle or bicycle, deal with heavy loads of orders at peak hours and have late night deliveries. There is female participation, but at a small scale, primarily working in “safer” routes or as part-time gig workers.

While educational status data paints a complex picture, where a good proportion of gig workers have completed higher secondary education or are graduates, there's an interesting segment which have only basic school education or are working in a gig for the first time. This goes to show that gig work isn't restricted to the low-skilled sector anymore and it also comprises educated, often unemployed or underemployed, individuals in the job market due to lack of stable, formal job openings, particularly in urban labour markets.

Delving into the motivations to join, “Financial Urgency” is the primary driver. A huge majority mentioned that they joined the gig due to pressing income needs instead of long term career ambitions. Many reported pressure to pay rent, take care of family finances or lack of any immediate job offers. A smaller segment opts for the flexibility offered by these gigs, i.e. they don't want to be part of the 9 to 5 set up.

Another noteworthy trend is the influence of "Peer Networks" in initiating employment in quick commerce delivery. When respondents were asked as to how they learnt about this sector, several pointed out that they joined after watching friends or relatives in the business. This indicates the role of " informal referrals" as a gateway in the gig sector, where employers get workers without the need to invest in formal hiring methods.

With respect to their employment backgrounds, a majority of gig workers have prior work experience in either the low-wage informal economy such as retail, courier service, food delivery or as a daily wage labour. They mostly move into gig work with the prospect of slightly better earning and regular incentives but it's debatable if it can translate into genuine social mobility.

In summary, the data of respondents confirms that quick commerce gig work acts as an entry and safety net for vulnerable youth, primarily motivated by immediate economic needs, instead of occupational development.

4.2 Earnings Structure and Income Instability

For most gig workers engaged in the quick commerce delivery model, earning is highly inconsistent and seems to be almost dictated by external factors such as demand, platform incentives and timed slots. 75 gig workers in quick commerce delivery in our study reported that stability of income is one of the poorest aspect of this employment model and a major cause of dissatisfaction among gig workers, as highlighted by more than a quarter of the respondents in the report. What we gathered from gig workers in quick commerce deliveries about earning is that no form of stable earning exists - in other words, workers don't earn a fixed sum every month. Instead, they earned on a per delivery order basis and are awarded additional payment on the basis of the distance travelled and dynamic incentives on each order, along with an extra amount during particular time slots.

Thus, two gig workers, who put in the same hours might bring home different sums of money every month. According to majority of workers, individual order base payments per delivery order are fairly low and can't alone support month expenses. So, gig workers have to solely rely on the availability of extra incentive packages/discounts or dynamic increased payouts on specific hours such as festivals, weekends or during the evenings.

This leads them to plan the entire working hours in that specific timing slots to maximize their earnings. This implies a strong departure from the fixed hour works to time specific or demand driven gig workers participation. The volatility is evident in the case of daily earnings - gig workers may make a good sum some days, but very little other days with same number of working hours/ effort.

Unpredictability of income is a source of financial worry to gig workers as they are unable to make their basic rent payments, manage food expenses and savings. They also said that they are unable to confidently estimate weekly income, this creates motivation to work around the clock on any number of platforms to be financially comfortable. Also, there is considerable influence of platform choice as gig workers are always checking incomes across several delivery apps such as Zepto, Blinkit, Swiggy Instamart, Flipkart Minutes, etc.

Some of the platforms offer a good incentive but very less order, while some others are quite generous in order numbers but low on earning per delivery.This leads the gig workers to stay logged in more than one platform at a time. Finally, it's noteworthy how important is the impact of incentive packages on working time. Many gig workers do not hesitate to work an extended duration when there are incentives, bonuses and discounts available on different platforms but would readily reduce or stop work once these incentives are pulled.

It thus indicates that while flexibility on hour of working is possible for them to some extent, it's the monetary motivation to do so that influences their availability the most rather than time stability. Therefore, we can conclude that earning pattern in this model is unstable and highly dependent on external forces like demand, dynamic incentives and to some extent, platform policies.

4.3 Working Conditions and Labour Intensity

From what has been found out, the nature of working conditions in the quick commerce delivery seems quite relaxed at first but is indeed quite arduous when you look closer at the day to day work schedule. The majority of the 75 participants working for quick commerce delivery did not work any fix shift hours, There is not defined clock in clock out like in any typical job. The work in a day is spread through out and workers log in and out through the day according to expected periods of work.

There seems to have been a pattern where delivery personnel split up the day with several blocks of active duty: early mornings to start off the deliveries, periods of break during lulls, login for peak hours around lunch and the evenings, late nights due to certain incentives on the platform or unexpected increases in demand. It never felt like a full day but the day got chopped in different parts with the workers logging in and logging out.

The physical workload in these peak times is extremely high, workers have reported working for close to 10-12 h every day and tried to hustle during those peak times where order per hour is high, thus there was continuous movement and the time pressure was high. For fear of late deliveries and low customer rating on the app workers could not even take a rest.

In addition to this there is a mental pressure, it is not uncommon for workers to remain on app even when they are not delivering any food to avoid missing out any opportunities or incentives that can offer them the opportunity to earn good money. Most workers remained logged in for the purpose to avoid missing out any opportunities or orders from platform, they continued working for 10 to 12 hours but they are not officially "working for that entire period". The boundary between work and not work is blurry.

There is evident physical tiredness and hardship. Delivery workers carry heavy orders around, spend many hours moving and exposed to weather and traffic conditions. In urban centres, congestion exacerbated these problems by time constraints. Physical exertion and the mental aspect of work were intertwined: tired minds were more accident-prone. Workers have indicated their physical strain from continuous hours of work, lifting packages repeatedly and traveling long distances with the constant fear of time pressures.

The mental pressure the workers were going through as there are many workers who are juggling different platform simultaneously which could potentially offer them higher income or have better incentives. Also, they remain to be vigilant about future incentive and any possibility of increased orders that come in and it does induce pressure.

Hence, the work pressure from orders and the incentives and to maintain performance on the platform are key factors which force the delivery workers to not take rest. The financial motivation and income targets were identified as driving factors for working additional hours during high incentives. Workers are forced to compromise their rests to gain financial advantage and it affects them overall well-being.

As overall working conditions, we can suggest them as a flexible in its structure but intensive in practice, the flexibility of not assigning fixed shift to worker was compensated with the non-flexible working day which forced workers to work long hours and with great mental and physical effort..

4.4 Platform Behaviour and Incentive Driven Decision Making

For these 75 gig workers in the quick commerce delivery, platform design, incentive cycles and earning differences across apps is a massive influence on worker behaviour. Workers aren't loyal to a platform as such. Rather, the pattern is dynamic and shifts across apps, based on current returns.

Most of the respondents compare earning across various apps like Blinkit, Zepto, Swiggy Instamart, Flipkart Minutes and BB Now. This is not a casual comparison but a routine, hourly, daily occurrence for these gig workers, who tend to mentally record their income, number of orders, incentives on different apps on a particular day and will adjust login time and effort distribution. When one app is paying higher bonuses or has peak hour multipliers on, workers, driven by these lucrative incentives, will shift their logged-in hours and effort towards that app.

These adjustments often occur in real time. Indeed,many have responded saying they switch apps, even within a shift, if they feel another platform is offering a better deal at that time. The majority of workers do not solely rely on one app and maintain multiple apps open and actively select orders based on whichever appears most profitable and efficient.

While multi-apping is a strategy used to maximize income and minimize downtime,it also significantly increases the cognitive workload for the gig workers who must continuously choose between the orders and platforms presented. Even algorithm-driven order allocation affects worker behavior: Many respondents perceive unequal distribution of orders and keep themselves logged in for longer periods in an effort to receive better orders or assignments from the platform. Past experiences on a particular app also influence choices.

Negative experiences with payout times, low order volume or decrease in incentives for any given app push workers to invest more effort on another platform. Trust in a platform isn't long-standing, it is built on current, real-time performance and this is an important insight, workers will not stick with one platform for purely altruistic or traditional "loyalty" reasons. These choices are essentially all income optimization - gig workers choose a platform based on which makes the most money (at that given moment) not based on preference, comfort, or the logo on the app.

4.5 Satisfaction Level, Retention Intent and Key Economic Insights

For the 75 gig workers surveyed their feelings towards swift commerce delivery are clearly not equitably distributed but fluctuate day to day and whilst the system is smooth with incentive structures in place the daily reality for many simply make it a tolerable job, particularly with good pay, but on down-days when earnings fall with no regard to hours worked disgruntlement quickly surfaces. Therefore, a gig worker’s satisfaction level seems correlated to the cash they earn for the day rather than the job. What does appear universally popular are the work conditions, the ability to sign in to the system and log off as they choose rather than a schedule seems to be preferred.

In reality, there is only so much time in the day and they all do intuitively tend to focus their efforts when opportunities arise and incentives beckon rather than by any form of managerial direction on which no worker was subjected to. When it came to whether long term employment in the role was likely to remain, responses were equally divided. It is understandable to see that approximately one third sees delivery as short term whilst they pursue studies for exams and search for something better.

Similarly around a third of the same group continue to engage in delivering because of the lack of alternative ways to pay their monthly bills.rent, utilities, daily needs mean that they are a permanent presence on the network and rarely give any outward indication that they are overly engaged in day-to-day duties. Very few seem keen to stay in the sector for their career. Short-term cash needs the immediate income stream of the work.

Almost all respondents commented that their delivery work was instrumental in providing an immediate cash flow to get them through daily or weekly immediate personal needs. A system providing near-instant revenue cannot easily be ignored or given up. A lack of joy in the work but a need to receive pay-checks makes this work difficult to give up.

Many respondents spoke extensively about their personal finance worries. Daily fluctuating incomes means saving with consistency difficult as money is spent as soon as it is earned since exact monthly income can only be guessed at.The stress of the personal finance worries extended to a mental state, as it is not a job nor is it a full break from responsibility as respondents frequently checked the app, monitored their incentives and looked to see where their earnings can be supplemented. The conclusion that could be drawn is that delivery jobs may offer immediacy of income but do not offer stability.

Overall, the picture is quite clear from the data. Quick commerce delivery gives quick earning access but not stable income. Satisfaction depends on daily output, retention is mostly driven by necessity and financial uncertainty sits at the centre of the entire experience.

CHAPTER 5: CONCLUSION

After going through the answers of 75 gig workers from fast commerce platforms such asblinkit, zepto, swiggyinstamart, flipkart minutes and bb now one thing becomes very evident, Quick Commerce seems to be the go-to for young people in the cities but it's an enterprise that none of the gig workers have a plan to be a part of in the long term, rather they use it as a temporary stopgap for quick cash for those in immediate need, those without jobs or those seeking more income than a usual job. I wasn't planning on making it a long term prospect, this opportunity came up due to circumstances where I needed cash quick " one of the answers went on to say in response to the question as to whether the workers saw themselves long term gig workers." After sifting through all the responses it would be safe to say that trend prevailed over most responses, most did not approach this job for career planning or by design. Instead, most workers stumbled across it because either they had a job transition to take up, had to meet a financial obligation, or faced home-based concerns which led them to turn to quick commerce for an income.

Many jobholders also resorted to quick commerce gig platforms, even those with a graduation degree. The study also shows that this income is extremely fluctuating. Individual gig workers provided different responses about the amount of income they make on day to day basis, a sum on some days were very high, while others very low and as evident from my findings, workers struggled to estimate where each day's earnings would lead them to, which makes it very difficult for them to save for the future or plan expenses and ultimately their earnings are purely subsistence driven.

Though there is no defined working hours for these workers and they can log in as they wish, however, during the time when customer demand is very high or there's pressure to earn their basic daily wage, they have to long in for long hours which is detrimental for their long-term engagement in the long run and this goes against the idea of flexibility, which seemed to be the only benefit that the gig workers derived from quick commerce. The study has also observed that, customers, as well as their employers, see less of a brand affiliation among quick commerce gig workers and they shift to the app that is paying higher and even switch between platforms all through the day like between Blinkit, Zepto, Swiggy Instamart etc, all that matters is their daily income.Customer satisfaction goes hand in hand with earnings, on good earning days they express satisfactory responses, however, on slow days with poor earnings, there's nothing but frustration and helplessness in their expressions. For many of these workers, the main perceived perk of working in this gig economy is the freedom they have to choose when they want to log in, however, it often leads them to log in at peak hours to survive the day which effectively translates into no real freedom or flexibility in schedule.

Overall, what clearly emerges is the fact that althoughquick commerce jobs might provide them with instant access to money, it does not offer them the kind of stability and assurances that their jobs may ideally provide. Although the system has proven effective in fulfilling short-term cash flow issues for workers, it does not fulfill their need for financial security in the longer term.

5.1 Future Scope

Based on what I've been able to observe, a few things can be distilled into some actionable steps that make a huge difference for Gig workers. First of all, earnings have to be more predictable. A big part of the gig economy is the reward/bonus structure and the ability to earn significantly more on the good days, but a modest, even basic login-based income guarantees can help plan the week and is more stable than a reliance on the actual day.

Second, incentives don't have to shift on a day-to-day basis. In many places I've traveled, Gig workers plan their work schedule on a weekly basis around the incentive changes. With incentives that move slowly or are based on monthly accumulation (like more pay for consistent deliveries, say), it helps workers manage work and life and remove complexity.

Third, work hours require a certain form of indirect balancing, Gig workers shouldn't be forced to work excessively on peaks due to earning pressure. Work-hour management could prevent this and assist workers in achieving reasonable work-life balance and work sustainability. Fourth, the allocation of work order looks like a dark zone for many of our drivers, it may improve both customer service and driver loyalty to show a few more details.

Fifth, it can be helpful to set a stronger safety/insurance framework for the Gig drivers such as a workplace accident insurance, life and health insurance and on-demand medical or any emergencies in case something unfortunate happens, which is often the case during Gig working which is a matter of livelihood. Lastly, a little effort in helping the workers manage their finance better such as education regarding financial planning and basic saving would benefit greatly. Gig economy works fast and is very responsive, but to thrive it should be adjusted to accommodate the needs of people who rely on it day-in day-out, for stability and security.

5.2 Limitations of the Study

There are some limitations to this study of gig workers, I will keep them in mind when I analyze the results. These limitations are related to the time that we could have and also to the way we gathered information from gig workers in such a rapidly changing work environment.

Firstly, the sample size is only 75 gig workers, this is enough to notice some patterns but probably not enough to give a detailed picture of all gig workers in India. In particular, quick commerce platforms operate exclusively in cities and work in very different ways, so experiences would be very different.

Secondly, I rely on the information provided by gig workers. The largest part of the research was based on what gig workers revealed to me. This can pose problems, especially when it concerns gig workers' income and number of hours worked, as gig workers might be tempted to exaggerate or underreport such information.

Thirdly, the work environment changes very rapidly. What gig workers report reflect their situation when the data was collected, but that may be not be the same very soon.

Fourthly, I met gig workers in a very specific way. I relied on intermediaries to reach gig workers, or on gig workers' availability when they were working. This analysis is not based on randomly selected gig workers.

Finally, this thesis presents the experience of gig workers alone, I did not obtain managers' or customers' opinions. Therefore, the results reflect gig workers' experience not the opinion of all stakeholders.

Overall, these limitations have to be kept in mind in order to understand what this study can tell us about the quick commerce industry. But I do believe this study is valuable, I just try to mention here its limitations.

CHAPTER 6: REFERENCES AND BIBLIOGRAPHY

1. International Labour Organization (2021). *World Employment and Social Outlook 2021: The role of digital labour platforms in transforming the world of work*. Geneva: ILO.
2. NITI Aayog (2022). *India's Booming Gig and Platform Economy: Perspectives and Recommendations on the Future of Work*. Government of India.

3. Ministry of Labour and Employment (2023). *Annual Report on Unorganised Workers and Gig Economy Trends in India*. Government of India.
4. Srivastava, R. (2021). *Changing Employment Conditions in India: Informality, Gig Work and Labour Market Transitions*. Oxford University Press.
5. Bhattacharya, P. (2022). “Gig economy and income insecurity among delivery workers in India.” *Indian Journal of Industrial Relations*, 58(1), 88–101.
6. Mehta, B. S., & Kumar, A. (2023). “Platform work and the rise of quick commerce in India: Implications for urban labour markets.” *Journal of Labour Economics and Development*, 15(2), 45–62.
7. Paul, J. (latest edition). *Business Environment*. McGraw Hill Education.
8. Varma, S. (latest edition). *International Business*. Pearson Education.
9. Swiggy Ltd. (2024). *Annual Report and Investor Presentation*. Swiggy.
10. Zomato Ltd. (2024). *Annual Report and Hyperlocal Delivery Business Update*. Zomato.
11. Zepto (2024). *Company Overview and Quick Commerce Insights*. Zepto Private Limited.
12. Blinkit (2024). *Business Model and Operational Overview*. Blink Commerce Private Limited.

13. NITI Aayog. (2022). *India’s booming gig and platform economy: Perspectives and recommendations on the future of work*. Government of India.
14. PAIGAM & University of Pennsylvania. (2024). *Prisoners on wheels? Report on working and living conditions of app-based workers in India*.
15. Indian Express. (2022). *From Zepto to Blinkit, a look at apps that offer 10-minute delivery service in India*.
16. Singh, M. (2024). *Quick commerce is making fast inroads in India*. TechCrunch.
17. Datum Intelligence. (2024). *State of quick commerce market, 2024*.

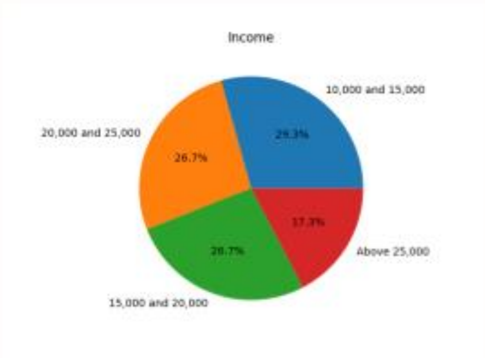
SUPPLEMENTARY CONTENT

1. Pie Charts

Pie Chart 1

Pie Chart 2

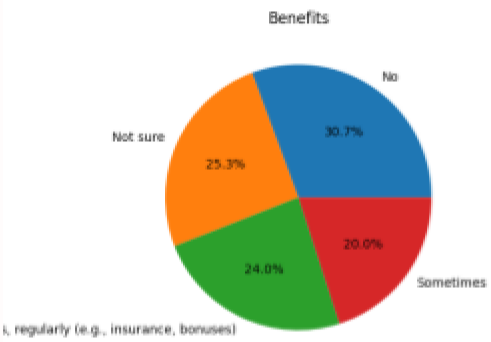
Pie Chart 3



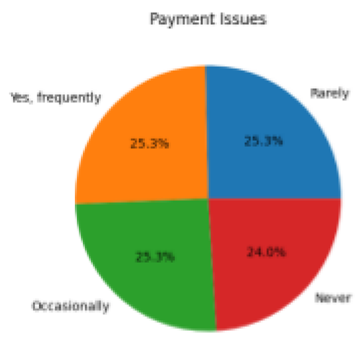
Pie Chart 4

Pie Chart 5

Pie Chart 6

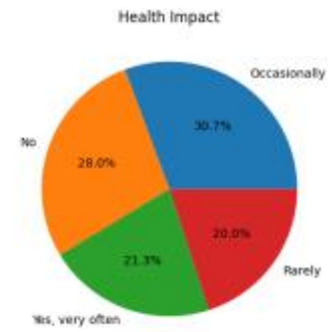


Pie Chart 7

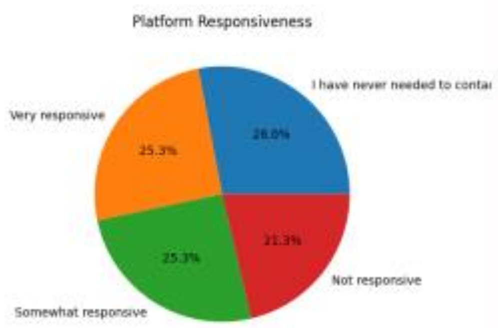


Pie Chart 8

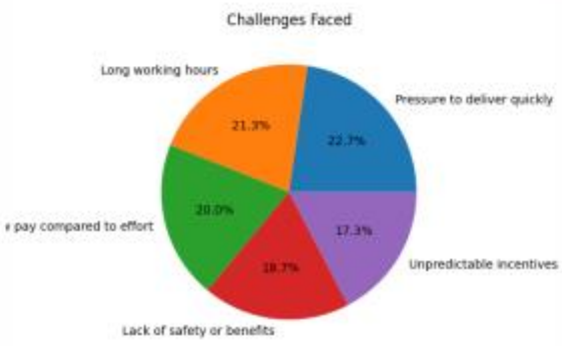
Pie Chart 9



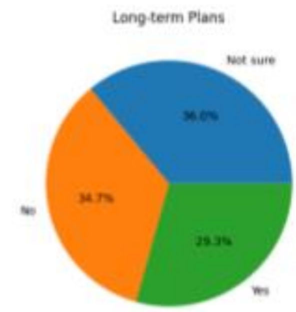
Pie Chart 10



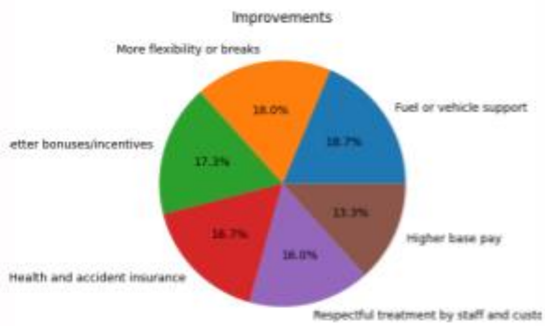
Pie Chart 11



Pie Chart 12



Pie Chart 13



Pie Chart 14

2. Copy Of Responses

Platforms Worked With	Time Worked	Hours Worked	Days Worked	Income	Earnings Sufficiency	Work-related Expenses	Benefits	Payment Issues	Delivery Pressur	Health Impact	Platform Responsiveness	Challenges Faced	Long-term Plans	Improvements
['Blinkit', 'Zepto']	More than 1 year	Less than 4 hours	3 and 4 days	₹10,000 and ₹15,000	No	More than 50%	Yes, regularly (e.g., insurance, bonuses)	Rarely	Never	Occasionally	Very responsive	Low pay compared to effort	Yes	['Higher base pay', 'Health and accident insurance']
['Swiggy Instamart', 'Zepto']	More than 1 year	More than 8 hours	5 and 6 days	Above ₹25,000	No	10 and 25%	Not sure	Yes, frequently	Rarely	Rarely	Very responsive	Lack of safety or benefits	No	['Higher base pay', 'Better bonuses/incentives']
Flipkart Minutes	More than 1 year	More than 8 hours	3 and 4 days	₹20,000 and ₹25,000	Sometimes	25 and 50%	Not sure	Rarely	Rarely	Rarely	Somewhat responsive	Lack of safety or benefits	Yes	['Higher base pay', 'Fuel or vehicle support']
['Swiggy Instamart', , 'Blinkit']	More than 1 year	4 and 6 hours	5 and 6 days	₹10,000 and ₹15,000	Yes	25 and 50%	Sometimes	Occasionally	Never	No	Somewhat responsive	Low pay compared to effort	Not sure	['Fuel or vehicle support', 'Better bonuses/incentives']
['Blinkit', 'Swiggy Instamart', 'Zepto']	Less than 3 months	4 and 6 hours	3 and 4 days	₹15,000 and ₹20,000	No	25 and 50%	Yes, regularly (e.g., insurance, bonuses)	Rarely	Sometimes	No	Very responsive	Lack of safety or benefits	Yes	['Respectful treatment by staff and customers', 'Better bonuses/incentives']
['Zepto', , 'Blinkit']	Less than 3 months	Less than 4 hours	1 and 2 days	Above ₹25,000	Sometimes	More than 50%	Sometimes	Never	Never	No	Not responsive	Lack of safety or benefits	Not sure	['More flexibility or breaks', 'Respectful treatment by staff and customers']
Flipkart Minutes	3 and 6 months	Less than 4 hours	3 and 4 days	Above ₹25,000	No	10 and 25%	No	Never	Never	Occasionally	Somewhat responsive	Unpredictable incentives or pen	Not sure	['Health and accident insurance', 'Better bonuses/incentives']
['Blinkit']	6 months and 1 year	Less than 4 hours	All 7 days	Above ₹25,000	No	Less than 10%	No	Never	Never	No	Not responsive	Low pay compared to effort	Yes	['Better bonuses/incentives', 'Health and accident insurance']
['Blinkit', 'Swiggy Instamart']	6 months and 1 year	6 and 8 hours	5 and 6 days	₹10,000 and ₹15,000	Yes	More than 50%	Sometimes	Never	Rarely	No	I have never needed to con	Long working hours	No	['Better bonuses/incentives', 'Respectful treatment by staff and customers']
Flipkart Minutes	Less than 3 months	More than 8 hours	All 7 days	₹20,000 and ₹25,000	Sometimes	25 and 50%	No	Occasionally	Rarely	Yes, very often	I have never needed to con	Long working hours	No	['Health and accident insurance', 'Higher base pay']
Flipkart Minutes	3 and 6 months	More than 8 hours	3 and 4 days	₹15,000 and ₹20,000	Sometimes	More than 50%	Not sure	Occasionally	Yes, always	Yes, very often	Not responsive	Pressure to deliver quickly	Not sure	['Fuel or vehicle support', 'Better bonuses/incentives']
['Blinkit',]	3 and 6 months	6 and 8 hours	5 and 6 days	₹20,000 and ₹25,000	Yes	25 and 50%	No	Rarely	Never	Occasionally	Not responsive	Pressure to deliver quickly	Not sure	['Health and accident insurance', 'Respectful treatment by staff and customers']
['Blinkit', 'Zepto', 'Swiggy Instamart']	More than 1 year	Less than 4 hours	All 7 days	₹10,000 and ₹15,000	Yes	10 and 25%	Not sure	Rarely	Sometimes	Rarely	Not responsive	Lack of safety or benefits	Not sure	['Health and accident insurance', 'More flexibility or breaks']
['Zepto',]	Less than 3 months	More than 8 hours	All 7 days	₹20,000 and ₹25,000	Sometimes	Less than 10%	Sometimes	Occasionally	Yes, always	Rarely	I have never needed to con	Lack of safety or benefits	No	['More flexibility or breaks', 'Better bonuses/incentives']
['Swiggy Instamart', 'Zepto']	Less than 3 months	More than 8 hours	All 7 days	Above ₹25,000	Yes	25 and 50%	Not sure	Never	Yes, always	Rarely	Not responsive	Unpredictable incentives or pen	Not sure	['Health and accident insurance', 'Better bonuses/incentives']
Flipkart Minutes	3 and 6 months	4 and 6 hours	All 7 days	₹20,000 and ₹25,000	Sometimes	10 and 25%	Yes, regularly (e.g., insurance, bonuses)	Occasionally	Yes, always	No	Very responsive	Pressure to deliver quickly	Yes	['Fuel or vehicle support', 'Higher base pay']
['Zepto', , 'Swiggy Instamart']	Less than 3 months	Less than 4 hours	All 7 days	₹10,000 and ₹15,000	Sometimes	25 and 50%	No	Occasionally	Rarely	No	I have never needed to con	Unpredictable incentives or pen	Not sure	['Health and accident insurance', 'Respectful treatment by staff and customers']
[, 'Blinkit', 'Swiggy Instamart']	Less than 3 months	4 and 6 hours	All 7 days	₹15,000 and ₹20,000	No	10 and 25%	No	Never	Never	Occasionally	Somewhat responsive	Low pay compared to effort	Not sure	['Respectful treatment by staff and customers', 'Higher base pay']
Flipkart Minutes	6 months and 1 year	More than 8 hours	All 7 days	₹15,000 and ₹20,000	Yes	10 and 25%	Yes, regularly (e.g., insurance, bonuses)	Yes, frequently	Never	Occasionally	Not responsive	Pressure to deliver quickly	Yes	['More flexibility or breaks', 'Fuel or vehicle support']
Flipkart Minutes	6 months and 1 year	More than 8 hours	3 and 4 days	₹15,000 and ₹20,000	Sometimes	Less than 10%	Yes, regularly (e.g., insurance, bonuses)	Never	Never	No	I have never needed to con	Low pay compared to effort	No	['More flexibility or breaks', 'Respectful treatment by staff and customers']
Flipkart Minutes	3 and 6 months	More than 8 hours	3 and 4 days	₹10,000 and ₹15,000	Sometimes	Less than 10%	Yes, regularly (e.g., insurance, bonuses)	Rarely	Yes, always	Yes, very often	Very responsive	Pressure to deliver quickly	Not sure	['Health and accident insurance', 'Better bonuses/incentives']
Flipkart Minutes	More than 1 year	6 and 8 hours	5 and 6 days	₹20,000 and ₹25,000	No	10 and 25%	Not sure	Never	Yes, always	Yes, very often	Very responsive	Low pay compared to effort	Not sure	['Fuel or vehicle support', 'More flexibility or breaks']
Flipkart Minutes	Less than 3 months	4 and 6 hours	All 7 days	Above ₹25,000	Yes	10 and 25%	No	Yes, frequently	Never	Occasionally	Somewhat responsive	Pressure to deliver quickly	No	['Higher base pay', 'Respectful treatment by staff and customers']
Flipkart Minutes	6 months and 1 year	Less than 4 hours	1 and 2 days	₹10,000 and ₹15,000	Sometimes	More than 50%	Yes, regularly (e.g., insurance, bonuses)	Rarely	Rarely	Rarely	I have never needed to con	Unpredictable incentives or pen	No	['Health and accident insurance', 'Fuel or vehicle support']
['Blinkit', , 'Zepto']	3 and 6 months	More than 8 hours	5 and 6 days	₹20,000 and ₹25,000	Sometimes	More than 50%	Yes, regularly (e.g., insurance, bonuses)	Never	Sometimes	Occasionally	I have never needed to con	Lack of safety or benefits	No	['Health and accident insurance', 'More flexibility or breaks']
['Swiggy Instamart']	3 and 6 months	Less than 4 hours	3 and 4 days	₹10,000 and ₹15,000	Yes	Less than 10%	Sometimes	Rarely	Never	No	Not responsive	Low pay compared to effort	No	['Fuel or vehicle support', 'Higher base pay']
Flipkart Minutes	Less than 3 months	More than 8 hours	5 and 6 days	₹20,000 and ₹25,000	Yes	More than 50%	No	Occasionally	Sometimes	Yes, very often	Somewhat responsive	Lack of safety or benefits	Yes	['Health and accident insurance', 'Better bonuses/incentives']
[, 'Zepto', 'Swiggy Instamart']	Less than 3 months	Less than 4 hours	1 and 2 days	₹10,000 and ₹15,000	No	10 and 25%	Yes, regularly (e.g., insurance, bonuses)	Yes, frequently	Rarely	Rarely	I have never needed to con	Long working hours	Yes	['Higher base pay', 'Fuel or vehicle support']
[, 'Blinkit', 'Swiggy Instamart']	More than 1 year	6 and 8 hours	All 7 days	₹20,000 and ₹25,000	Sometimes	More than 50%	No	Occasionally	Never	No	Not responsive	Unpredictable incentives or pen	Yes	['Health and accident insurance', 'More flexibility or breaks']
Flipkart Minutes	6 months and 1 year	4 and 6 hours	3 and 4 days	₹10,000 and ₹15,000	No	Less than 10%	Not sure	Never	Rarely	Yes, very often	Not responsive	Unpredictable incentives or pen	Not sure	['Health and accident insurance', 'Respectful treatment by staff and customers']
['Zepto']	Less than 3 months	4 and 6 hours	All 7 days	₹20,000 and ₹25,000	No	25 and 50%	Not sure	Rarely	Rarely	No	Very responsive	Pressure to deliver quickly	Not sure	['Fuel or vehicle support', 'Higher base pay']
Flipkart Minutes	More than 1 year	Less than 4 hours	All 7 days	₹10,000 and ₹15,000	No	10 and 25%	No	Yes, frequently	Yes, always	Occasionally	Somewhat responsive	Long working hours	No	['Fuel or vehicle support', 'More flexibility or breaks']
Flipkart Minutes	Less than 3 months	4 and 6 hours	All 7 days	₹10,000 and ₹15,000	Yes	Less than 10%	Not sure	Yes, frequently	Sometimes	No	Very responsive	Long working hours	Yes	['Health and accident insurance', 'Fuel or vehicle support']
[, 'Swiggy Instamart']	Less than 3 months	More than 8 hours	All 7 days	₹15,000 and ₹20,000	No	More than 50%	Not sure	Yes, frequently	Yes, always	No	I have never needed to con	Lack of safety or benefits	Not sure	['Fuel or vehicle support', 'More flexibility or breaks']
Flipkart Minutes	3 and 6 months	6 and 8 hours	1 and 2 days	₹10,000 and ₹15,000	Yes	25 and 50%	Yes, regularly (e.g., insurance, bonuses)	Yes, frequently	Never	Yes, very often	I have never needed to con	Lack of safety or benefits	No	['Health and accident insurance', 'Fuel or vehicle support']
['Blinkit', , 'Zepto']	3 and 6 months	More than 8 hours	All 7 days	₹20,000 and ₹25,000	No	More than 50%	No	Never	Never	Occasionally	Very responsive	Low pay compared to effort	No	['Better bonuses/incentives', 'Higher base pay']
['Blinkit', , 'Swiggy Instamart']	Less than 3 months	6 and 8 hours	5 and 6 days	₹15,000 and ₹20,000	No	More than 50%	No	Rarely	Yes, always	Occasionally	Somewhat responsive	Pressure to deliver quickly	Yes	['Better bonuses/incentives', 'Respectful treatment by staff and customers']
Flipkart Minutes	Less than 3 months	More than 8 hours	3 and 4 days	₹15,000 and ₹20,000	Sometimes	More than 50%	Sometimes	Rarely	Yes, always	Occasionally	Somewhat responsive	Long working hours	No	['Better bonuses/incentives', 'Higher base pay']
[, 'Zepto', 'Swiggy Instamart']	6 months and 1 year	Less than 4 hours	All 7 days	₹10,000 and ₹15,000	Sometimes	10 and 25%	No	Yes, frequently	Rarely	No	Very responsive	Low pay compared to effort	No	['Health and accident insurance', 'More flexibility or breaks']
['Zepto', 'Blinkit', 'Swiggy Instamart']	3 and 6 months	Less than 4 hours	1 and 2 days	₹10,000 and ₹15,000	Yes	10 and 25%	No	Yes, frequently	Sometimes	No	Very responsive	Long working hours	No	['Health and accident insurance', 'More flexibility or breaks']
['Blinkit',]	More than 1 year	More than 8 hours	5 and 6 days	₹15,000 and ₹20,000	No	Less than 10%	Yes, regularly (e.g., insurance, bonuses)	Occasionally	Sometimes	No	I have never needed to con	Lack of safety or benefits	Not sure	['Better bonuses/incentives', 'Respectful treatment by staff and customers']
['Zepto',]	3 and 6 months	Less than 4 hours	1 and 2 days	₹10,000 and ₹15,000	Sometimes	10 and 25%	Not sure	Rarely	Never	Occasionally	I have never needed to con	Pressure to deliver quickly	Yes	['Fuel or vehicle support', 'Better bonuses/incentives']
['Zepto', 'Blinkit', 'Swiggy Instamart']	More than 1 year	6 and 8 hours	3 and 4 days	₹10,000 and ₹15,000	No	25 and 50%	Sometimes	Occasionally	Never	Occasionally	Very responsive	Long working hours	Not sure	['Higher base pay', 'Better bonuses/incentives']
[]	More than 1 year	4 and 6 hours	3 and 4 days	₹15,000 and ₹20,000	Sometimes	Less than 10%	Sometimes	Rarely	Rarely	Occasionally	I have never needed to con	Low pay compared to effort	Yes	['More flexibility or breaks', 'Health and accident insurance']
Flipkart Minutes	3 and 6 months	More than 8 hours	3 and 4 days	Above ₹25,000	Sometimes	10 and 25%	Sometimes	Rarely	Sometimes	No	Very responsive	Long working hours	Yes	['Health and accident insurance', 'More flexibility or breaks']
Flipkart Minutes	6 months and 1 year	4 and 6 hours	All 7 days	₹15,000 and ₹20,000	Sometimes	Less than 10%	Yes, regularly (e.g., insurance, bonuses)	Never	Rarely	Rarely	Somewhat responsive	Long working hours	Not sure	['Higher base pay', 'More flexibility or breaks']
['Swiggy Instamart', 'Blinkit', 'Zepto']	Less than 3 months	6 and 8 hours	All 7 days	Above ₹25,000	No	More than 50%	Yes, regularly (e.g., insurance, bonuses)	Yes, frequently	Rarely	No	Not responsive	Unpredictable incentives or pen	No	['More flexibility or breaks', 'Fuel or vehicle support']
['Blinkit']	3 and 6 months	More than 8 hours	1 and 2 days	Above ₹25,000	No	10 and 25%	Sometimes	Never	Yes, always	Yes, very often	Somewhat responsive	Lack of safety or benefits	No	['More flexibility or breaks', 'Health and accident insurance']
['Swiggy Instamart']	3 and 6 months	More than 8 hours	3 and 4 days	₹20,000 and ₹25,000	No	25 and 50%	No	Never	Sometimes	Occasionally	Very responsive	Pressure to deliver quickly	Yes	['Respectful treatment by staff and customers', 'Fuel or vehicle support']
['Blinkit', , 'Swiggy Instamart']	Less than 3 months	6 and 8 hours	3 and 4 days	₹10,000 and ₹15,000	No	Less than 10%	Not sure	Yes, frequently	Never	Occasionally	Somewhat responsive	Long working hours	Not sure	['Better bonuses/incentives', 'More flexibility or breaks']
['Blinkit', 'Swiggy Instamart', 'Zepto']	3 and 6 months	6 and 8 hours	5 and 6 days	₹10,000 and ₹15,000	No	More than 50%	Not sure	Yes, frequently	Yes, always	Rarely	I have never needed to con	Unpredictable incentives or pen	No	['Higher base pay', 'More flexibility or breaks']
['Swiggy Instamart']	More than 1 year	4 and 6 hours	3 and 4 days	₹15,000 and ₹20,000	Yes	25 and 50%	Not sure	Occasionally	Yes, always	No	I have never needed to con	Unpredictable incentives or pen	Yes	['Fuel or vehicle support', 'Better bonuses/incentives']
['Blinkit',]	More than 1 year	4 and 6 hours	All 7 days	₹15,000 and ₹20,000	Sometimes	10 and 25%	No	Yes, frequently	Yes, always	Occasionally	Somewhat responsive	Low pay compared to effort	No	['Respectful treatment by staff and customers', 'Fuel or vehicle support']
['Swiggy Instamart']	More than 1 year	More than 8 hours	5 and 6 days	₹15,000 and ₹20,000	Yes	10 and 25%	No	Never	Rarely	Yes, very often	Very responsive	Pressure to deliver quickly	Yes	['Fuel or vehicle support', 'More flexibility or breaks']
Flipkart Minutes	3 and 6 months	4 and 6 hours	1 and 2 days	₹15,000 and ₹20,000	Sometimes	25 and 50%	Not sure	Never	Yes, always	Rarely	Not responsive	Pressure to deliver quickly	Not sure	['Better bonuses/incentives', 'More flexibility or breaks']
Big Basket Now	3 and 6 months	6 and 8 hours	3 and 4 days	₹20,000 and ₹25,000	Sometimes	Less than 10%	No	Yes, frequently	Rarely	Yes, very often	Very responsive	Low pay compared to effort	No	['Respectful treatment by staff and customers', 'Fuel or vehicle support']
Big Basket Now	Less than 3 months	More than 8 hours	1 and 2 days	₹20,000 and ₹25,000	Sometimes	More than 50%	Yes, regularly (e.g., insurance, bonuses)	Occasionally	Never	Occasionally	Not responsive	Unpredictable incentives or pen	Yes	['Better bonuses/incentives', 'Fuel or vehicle support']
['Zepto', 'Swiggy Instamart',]	More than 1 year	6 and 8 hours	All 7 days	₹20,000 and ₹25,000	Yes	More than 50%	No	Yes, frequently	Never	Yes, very often	I have never needed to con	Long working hours	Yes	['Health and accident insurance', 'Higher base pay']
['Swiggy Instamart', 'Zepto']	6 months and 1 year	More than 8 hours	1 and 2 days	Above ₹25,000	Sometimes	25 and 50%	No	Rarely	Rarely	No	Somewhat responsive	Pressure to deliver quickly	No	['More flexibility or breaks', 'Respectful treatment by staff and customers']
['Blinkit', 'Zepto']	More than 1 year	6 and 8 hours	5 and 6 days	₹20,000 and ₹25,000	No	More than 50%	Sometimes	Rarely	Never	Yes, very often	Not responsive	Unpredictable incentives or pen	No	['Respectful treatment by staff and customers', 'Higher base pay']
Big Basket Now	More than 1 year	6 and 8 hours	5 and 6 days	₹10,000 and ₹15,000	Sometimes	25 and 50%	No	Rarely	Sometimes	Yes, very often	Somewhat responsive	Long working hours	Yes	['Better bonuses/incentives', 'More flexibility or breaks']
['Zepto']	Less than 3 months	4 and 6 hours	5 and 6 days	₹15,000 and ₹20,000	Sometimes	25 and 50%	Sometimes	Yes, frequently	Never	Rarely	Somewhat responsive	Lack of safety or benefits	No	['Respectful treatment by staff and customers', 'Higher base pay']
Big Basket Now	6 months and 1 year	4 and 6 hours	5 and 6 days	₹15,000 and ₹20,000	Sometimes	Less than 10%	Not sure	Occasionally	Yes, always	Occasionally	Very responsive	Pressure to deliver quickly	Not sure	['Better bonuses/incentives', 'Respectful treatment by staff and customers']
['Zepto']	3 and 6 months	4 and 6 hours	5 and 6 days	Above ₹25,000	Yes	25 and 50%	Not sure	Occasionally	Yes, always	Rarely	I have never needed to con	Unpredictable incentives or pen	Yes	['Health and accident insurance', 'Higher base pay']
['Blinkit', , 'Zepto']	3 and 6 months	More than 8 hours	1 and 2 days	₹15,000 and ₹20,000	No	25 and 50%	Not sure	Never	Yes, always	Occasionally	I have never needed to con	Long working hours	No	['Respectful treatment by staff and customers', 'More flexibility or breaks']
['Swiggy Instamart', 'Zepto',]	Less than 3 months	Less than 4 hours	1 and 2 days	₹20,000 and ₹25,000	Yes	25 and 50%	Sometimes	Occasionally	Never	Yes, very often	I have never needed to con	Pressure to deliver quickly	Not sure	['Higher base pay', 'Better bonuses/incentives']
[]	Less than 3 months	Less than 4 hours	All 7 days	₹10,000 and ₹15,000	Sometimes	25 and 50%	Sometimes	Yes, frequently	Rarely	Yes, very often	I have never needed to con	Long working hours	Not sure	['Fuel or vehicle support', 'More flexibility or breaks']
['Blinkit', , 'Zepto']	6 months and 1 year	6 and 8 hours	5 and 6 days	₹15,000 and ₹20,000	Yes	More than 50%	Sometimes	Rarely	Sometimes	Occasionally	Very responsive	Low pay compared to effort	Not sure	['Respectful treatment by staff and customers', 'Fuel or vehicle support']
['Swiggy Instamart', , 'Blinkit']	Less than 3 months	More than 8 hours	All 7 days	Above ₹25,000	Yes	Less than 10%	Not sure	Yes, frequently	Sometimes	Occasionally	Somewhat responsive	Unpredictable incentives or pen	Not sure	['Fuel or vehicle support', 'Health and accident insurance']
['Blinkit', 'Zepto']	6 months and 1 year	6 and 8 hours	All 7 days	Above ₹25,000	Yes	25 and 50%	Yes, regularly (e.g., insurance, bonuses)	Occasionally	Rarely	No	Somewhat responsive	Long working hours	No	['Better bonuses/incentives', 'Respectful treatment by staff and customers']
Big Basket Now	Less than 3 months	Less than 4 hours	5 and 6 days	₹20,000 and ₹25,000	Yes	25 and 50%	No	Never	Yes, always	Occasionally	Somewhat responsive	Pressure to deliver quickly	No	['More flexibility or breaks', 'Better bonuses/incentives']
['Blinkit', 'Zepto', 'Swiggy Instamart']	6 months and 1 year	4 and 6 hours	All 7 days	₹20,000 and ₹25,000	Yes	10 and 25%	Yes, regularly (e.g., insurance, bonuses)	Rarely	Yes, always	Yes, very often	Not responsive	Low pay compared to effort	Not sure	['Respectful treatment by staff and customers', 'Fuel or vehicle support']
['Zepto', 'Swiggy Instamart', 'Blinkit']	3 and 6 months	More than 8 hours	3 and 4 days	₹10,000 and ₹15,000	Yes	Less than 10%	No	Occasionally	Yes, always	Rarely	Very responsive	Low pay compared to effort	Not sure	['Respectful treatment by staff and customers', 'Fuel or vehicle support']
[, 'Zepto', 'Blinkit']	3 and 6 months	4 and 6 hours	All 7 days	₹20,000 and ₹25,000	No	Less than 10%	Yes, regularly (e.g., insurance, bonuses)	Occasionally	Yes, always	Rarely	Not responsive	Lack of safety or benefits	Not sure	['Respectful treatment by staff and customers', 'Fuel or vehicle support']
['Swiggy Instamart']	Less than 3 months	Less than 4 hours	1 and 2 days	₹15,000 and ₹20,000	No	10 and 25%	Yes, regularly (e.g., insurance, bonuses)	Occasionally	Never	Rarely	I have never needed to con	Pressure to deliver quickly	Yes	['More flexibility or breaks', 'Health and accident insurance']

□ 1. Time Worked

Less than 3 months - 24

3–6 months - 21

More than 1 year - 17

6 months–1 year - 13

□ 2. Hours Worked

More than 8 hours - 24

4–6 hours - 18

Less than 4 hours - 17

6–8 hours - 16

□ 3. Days Worked

All 7 days - 26

3–4 days - 18

5–6 days - 18

1–2 days - 13

□ 4. Income
₹10k–15k - 22
₹20k–25k - 20
₹15k–20k - 20
Above ₹25k - 13

□ 5. Earnings Sufficiency
Sometimes - 27
No - 25
Yes - 23

□ 6. Work-related Expenses
25–50% - 22
10–25% - 19
More than 50% - 18
Less than 10% - 16

□ 7. Benefits
No - 23
Not sure - 19
Yes (regularly) - 18
Sometimes - 15

□ 8. Payment Issues
Rarely - 19
Frequently - 19
Occasionally - 19
Never - 18

□ 9. Delivery Pressure
Never - 23
Always - 22
Rarely - 18
Sometimes - 12

□ 10. Health Impact

Occasionally - 23

No - 21

Very often - 16

Rarely - 15

□ 11. Platform Responsiveness

Never contacted support - 21

Very responsive - 19

Somewhat responsive - 19

Not responsive - 16

□ 12. Challenges Faced

Pressure to deliver quickly - 17

Long working hours - 16

Low pay - 15

Lack of safety/benefits - 14

Unpredictable incentives - 13

□ 13. Long-term Plans

Not sure - 27

No - 26

Yes - 22

□ 14. Improvements (Top Patterns)

Most common combinations:

Respect + Fuel support - 7

Insurance + Flexibility - 6

Fuel + Flexibility - 5

Bonuses + Respect - 5

(Responses are multi-choice, so combinations vary a lot.)

□ 15. Platform Worked

Blinkit - 32

Zepto - 30

Swiggy Instamart - 28

Flipkart Minutes -26

BB Now - 5