

WORK-LIFE BALANCE PROGRAMS FOR GIG WORKFORCE AT SWIGGY

^{#1}Priya Bhavani, Dept of MBA,

^{#2}Mr. Siva Rama Krishna Vuppala, Assistant Professor & HOD, Dept of MBA,
Priyadarshini Institute of Science and Technology For Women, Khammam, TG.

ABSTRACT: Gig workers, and Swiggy delivery partners in particular, encounter challenges in maintaining a work-life balance as a result of their unpredictable income, irregular schedules, and demanding responsibilities. Swiggy, a food delivery application, has implemented numerous initiatives to assist its delivery partners in addressing these challenges and enhancing their overall quality of life. Mobile medical units, teleconsultation services, public restroom accessibility, flexible work schedules, and health and safety regulations are all being implemented in an ongoing endeavor to improve working conditions. Programs such as Swiggy Skills and Project Next contribute to long-term professional progress and economic stability by providing upskilling opportunities and alternative career paths. The extensive support system for gig laborers is supplemented by financial education, social security benefits, and disaster assistance. Swiggy has implemented these measures to establish a sustainable workplace, acknowledging the challenges associated with contract labor.

Keywords: *Gig Workforce, Work-Life Balance, Delivery Partners, Swiggy, Employee Well-being, Flexible Work Hours, Gig Economy, Occupational Health and Safety,*

1. INTRODUCTION

In light of the recent surge in platform-based and flexible employment, programs that assist contract workers in maintaining a balance between their professional and personal lives have garnered increased attention. The gig economy encompasses individuals who provide temporary, contract, or task-based labor through digital platforms such as ride-sharing, food delivery, and freelance markets. In contrast to traditional employees, gig laborers frequently operate independently, without the support of formal organizational channels. This work arrangement allows for some degree of personalization; however, it also complicates the process of achieving a satisfactory work-life balance.

The flexibility of gig employment allows workers to establish their own schedules, including the ability to choose their location and hours of work. This flexibility enables individuals to more effectively manage their work, family, and educational obligations. Employees may begin to work extended hours without breaks and struggle to balance their personal and professional lives when there are no consistent paychecks or established schedules. Gig workers may jeopardize their mental and physical health by working lengthy or irregular hours in order to earn higher wages.

The objective of work-life balance programs is to help individuals establish a sustainable and healthy equilibrium between their personal and professional responsibilities. Digital tools that facilitate workload monitoring and management, mental health resources, flexible

scheduling support, financial planning assistance, and health and wellness initiatives are among the programs that fall under this category. These programs are essential because contract workers are not afforded the same benefits as traditional employees, such as health insurance, paid vacation, and wellness programs that assist them in maintaining a balance between their professional and personal lives.

Legislators, platform firms, and organizations acknowledge the necessity of guaranteeing the safety of gig laborers. Digital platforms currently offer safety assistance, insurance or wellness service access, income transparency, and sleep reminders. In an effort to guarantee that gig workers have access to social security benefits, stable incomes, and secure working conditions, governments and labor organizations are also investigating regulatory frameworks. The objective of initiatives such as this is to enhance the adaptability and longevity of the freelance economy.

A work-life balancing program that is specifically tailored to gig workers is necessary, as numerous industries are increasingly dependent on them. Gig workers frequently encounter a variety of challenges, including social isolation, unstable finances, unstable employment, and a lack of professional opportunities. Organized initiatives to encourage work-life balance can enhance employee satisfaction, output, and health.

2. LITERATURE SURVEY

Qiqiang Luo & Nawin A/L Tharumarajah (2025): This paper compares the satisfaction of permanent employees with that of gig workers, who are frequently self-employed or hold temporary positions, using survey data from Europe. The research suggested that self-employed contract workers exhibited significantly lower levels of self-perceived health than typical employees. This implies that the insecurity of contract labor could potentially undermine the benefits of flexibility. The authors argue that the employment's inherent instability and precariousness pose significant hazards to the well-being and standard of living of workers, despite the fact that working on digital platforms does provide some independence.

Laavanya Batra (2025): The primary research concerns in this area are the impact of the gig economy on the mental health and capacity of workers to achieve a work-life balance. The paper discovered that individuals' health is adversely affected by these factors, despite their preference for independence and schedule flexibility. It explores the primary stressors of financial instability and social isolation by utilizing survey and interview data from gig laborers in urban areas. The essay explores the potential consequences of the blurring of boundaries between one's professional and personal life, including fatigue and exhaustion.

M. Benzigar Nolas & Clayton Michael Fonceca (2024): The objective of this investigation is to investigate the correlation between occupational stress and the work-life balance of contract workers. This investigation employs structured surveys to investigate the correlation between financial stability, task distribution, and work-hour flexibility in relation to employee well-being. Despite the availability of flexible hours, the findings indicate that numerous employees continue to experience tension as a result of revenue volatility and demand uncertainty. The paper suggests that personal life, social interactions, and family connections may be impacted by working long hours and not getting enough sleep.

Sapna Shekhawat & Swati Saxena, (2024): This review paper examines recent research on the subject and delineates the primary stressors that gig laborers in India encounter. Both work-related factors (such as unpredictable hours, pay, and job security) and demographic factors (such as gender, income, and education level) substantially influence the stress levels of gig workers.

Laavanya Batra, (2024): This investigation investigates the psychological consequences of employment in the gig economy. Due to the absence of stability and support in their employment, gig workers may experience increased tension, anxiety, and difficulties with life satisfaction, despite the fact that they have greater autonomy and control over their schedules and finances.

Blázquez, Herrarte & Moro-Egido, (2023): This paper compares the satisfaction of permanent employees with that of gig workers, who are frequently self-employed or hold temporary positions, using survey data from Europe. The research suggested that self-employed contract workers exhibited significantly lower levels of self-perceived health than typical employees. This implies that the insecurity of contract labor could potentially undermine the benefits of flexibility. The authors argue that the employment's inherent instability and precariousness pose significant hazards to the well-being and standard of living of workers, despite the fact that working on digital platforms does provide some independence.

Hafizah Hammad Ahmad Khan & Muhammad Arif Solehin Mohd Yusof, (2023): This paper investigates the three factors of income security, social support, and task management in relation to the work-life balance of contract workers in Malaysia. The paper employs correlation analysis to ascertain the relationship between each characteristic and the ability to achieve a work-life balance, based on data from a poll of 70 contract workers.

3. TO INCREASE WORK-LIFE BALANCE

Do a Work-Life Balance Survey.

A survey that is well-designed and measures work-life balance can reveal the causes of work-life conflict and identify areas for improvement. Discover the primary concerns of individuals regarding work-life balance by reviewing our e-book on the implementation of a survey. It serves as the foundation for a subsequent survey to acquire data regarding the program's effectiveness subsequent to the work-life initiative.

Manage demands, pressure, and pace.

Stress diminishes intellect, which in turn increases the probability of errors, arguments with colleagues, a "crisis mindset," absenteeism, healthcare expenses, and talent loss, despite its beneficial effects on focus. If the false alarm is deactivated within four minutes, there is no need for concern.

Set boundaries on an unbounded world.

Stress diminishes intellect, which in turn increases the probability of errors, arguments with colleagues, a "crisis mindset," absenteeism, healthcare expenses, and talent loss, despite its beneficial effects on focus. If the false alarm is deactivated within four minutes, there is no need for concern.

Increase time management skills.

When we neglect to evaluate what truly requires our attention, everything appears urgent. Prioritizing tasks and determining which ones are more urgent than others is essential for maintaining an effective productivity and a low heart rate.

Improve time estimation and deadline management.

Staff members can mitigate the anxiety associated with missing deadlines by ascertaining the duration of each task and ensuring that their bandwidth is sufficient to achieve it.

Control email and information overload.

A total of six emails are generated by each email: three are sent out and three are received. This is to prevent any individual from determining the conclusion of a debate. In the event that employees experience email overload, they may capitalize on strategies that have been demonstrated to be effective in the context of information overflow.

Cut down on interruptions

Excessive interruptions are the result of an inability to regulate one's impulses and a crisis attitude. In addition to enhancing working memory and creating the illusion that tasks are more challenging than they are, interruptions double the probability of errors. Employees report increased productivity and satisfaction when they are permitted to operate with minimal interruptions.

Manage the self-infliction of multitasking.

There has never been a proficient multitasker. Personnel are unable to concurrently engage in two mental processes. They will be able to concentrate more effectively, make fewer errors, and reduce the stress on the neurons in their brains that are not designed to multitask if they can control this tendency.

Increase self-regulation and impulse control.

It may be advantageous for you to conduct more frequent email checks. When one is experiencing tension, it becomes increasingly difficult to maintain concentration and prevent distractions. Workers who possess superior self-regulation and attentional abilities may recuperate their fortitude.

Refuel and recharge brains and bodies.

The human organism is a device that generates energy. After a lengthy day of use, we, like our electronic equipment, require a recharge. Employees are furnished with strategies for replenishing during the day, after work, and during leisure time.

Get the home front and family organized.

Workers who assert that they will supervise their children, clean up after them, and engage in meaningful conversations with their colleagues may ultimately allocate more time to their families.

Get more sleep.

Obtaining additional sleep is one of the most effective methods for improving focus. Recent scientific research has revealed the most effective and least effective methods for ensuring that we receive sufficient sleep to devote our full attention to our activities.

Put life on the calendar.

The experts assert that there is still time for us to survive. It is essentially disorganized. Our team is available to help employees discover novel and thrilling activities. They are also

aware of the distinction between job-related and life-related abilities in order to create the most fulfilling existence for themselves.

Measure work-life balance improvements.

Following the training, employees are eligible to participate in a survey to assess the program's advantages and a subsequent program to ensure its long-term success.

4. WORKING CONDITIONS OF GIG WORKERS



Job Security

Gig laborers prioritize job security concerns. However, gig workers are entirely dependent on the availability of assignments and reservations provided by digital platforms, in contrast to permanent employees. The daily usage of the platform is determined by the algorithms, consumer demand, and ratings.

Accessibility

Another significant issue with the gig economy is the absence of convenient access. Many gig workers lack the resources that are assumed to be commonplace among the general populace, such as reliable transportation, stable internet, banks, and phones, due to their diverse backgrounds. In numerous regions, employees are unable to fully capitalize on gig platforms due to a dearth of computer literacy. Their ability to augment their income or broaden their capabilities is further restricted by their lack of access to training programs.

Weak Collectivization

The absence of potent labor organizations or unions that safeguard the rights of gig workers may result in their autonomous behavior. Their status as independent contractors is the reason for their inability to establish a union in order to enhance their working conditions, pay, or benefits. The absence of collectivization makes it challenging for contract workers to express concerns regarding unfair treatment, inadequate compensation, or modifications to platform policies.

Income Security

Another significant concern is the inherent instability of contract workers' income. In contrast to salaried employees, who receive a fixed sum each month, gig workers earn money based on the number of tasks they complete. Earnings are subject to substantial fluctuations when demand is low, staff competition arises, or customers' preferences fluctuate. Many gig workers incur considerable out-of-pocket expenses, such as fuel, data fees, equipment and vehicle maintenance, and other expenses.

Skills Mismatch

In the gig economy, talent disparities are common. Numerous contingent workers are compelled to accept low-paying positions due to their lack of the requisite qualifications for higher-paying positions. These workers encounter challenges in advancing their professions

or accepting higher-paying positions due to their lack of access to suitable training and opportunities for upskilling. Alternatively, certain labor platforms may require workers to possess digital competencies, technical knowledge, or customer service skills that are nonexistent.

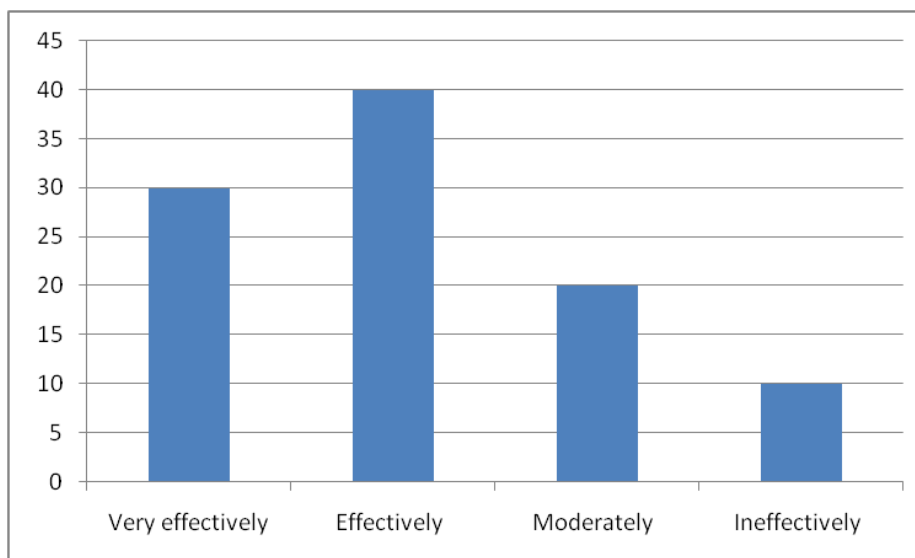
Contract Terms

Gig workers may find it challenging to comprehend platform contract terms due to their frequent ambiguity or complexity. These agreements are frequently excessively lengthy, replete with legalese, and skewed in favor of the platform at the expense of the worker.

5. DATA ANALYSIS AND INTERPRETATION

1. How does Swiggy's policy on contract employment contribute to your ability to maintain a healthy work-life balance?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Very effectively	30	30%
2	Effectively	40	40%
3	Moderately	20	20%
4	Ineffectively	10	10%
TOTAL		100	100%

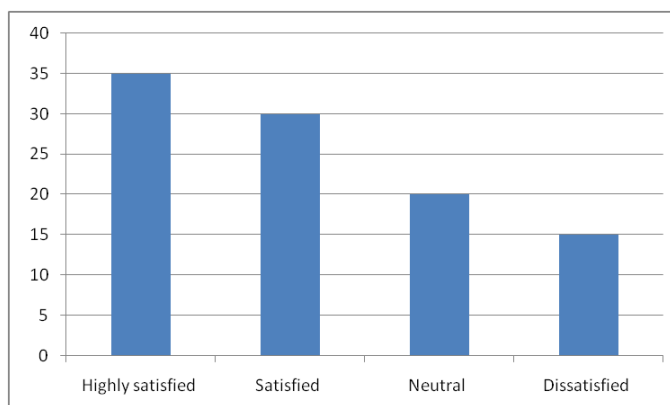


INTERPRETATION: 70 % of the respondents who completed the survey expressed their genuine approval of Swiggy's gig-work policies, asserting that they assist individuals in achieving a satisfactory work-life balance. Only 10% of gig workers believe that the policies are completely pointless, indicating that there is minimal dissatisfaction among them.

2. How satisfied are you with Swiggy's adaptable work schedule?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Highly satisfied	35	35%
2	Satisfied	30	30%
3	Neutral	20	20%
4	Dissatisfied	15	15%

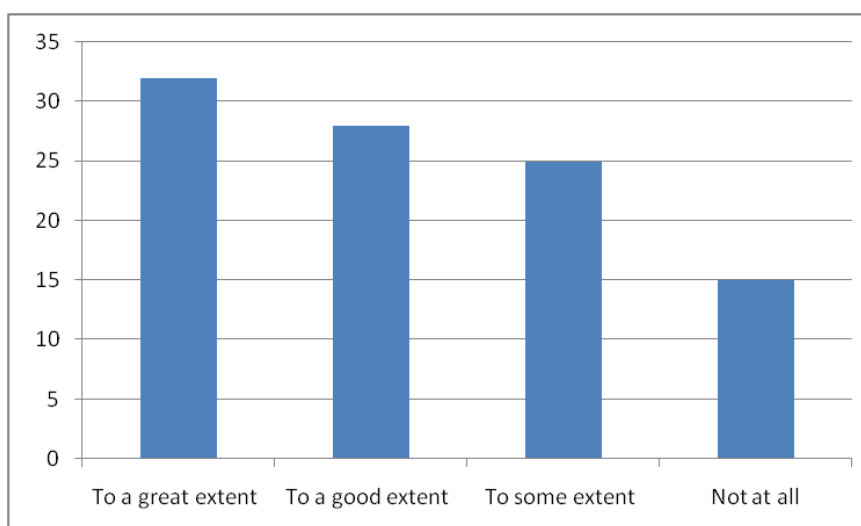
TOTAL	100	100%
--------------	------------	-------------



INTERPRETATION: Swiggy's flexible working hours are rated as satisfactory or very satisfactory by 65% of contract workers, as indicated by the data. Adjustments may still be necessary for a small number of employees, as only 15% of employees expressed dissatisfaction.

3. How does Swiggy's shift-selection feature allow you to manage your individual responsibilities?

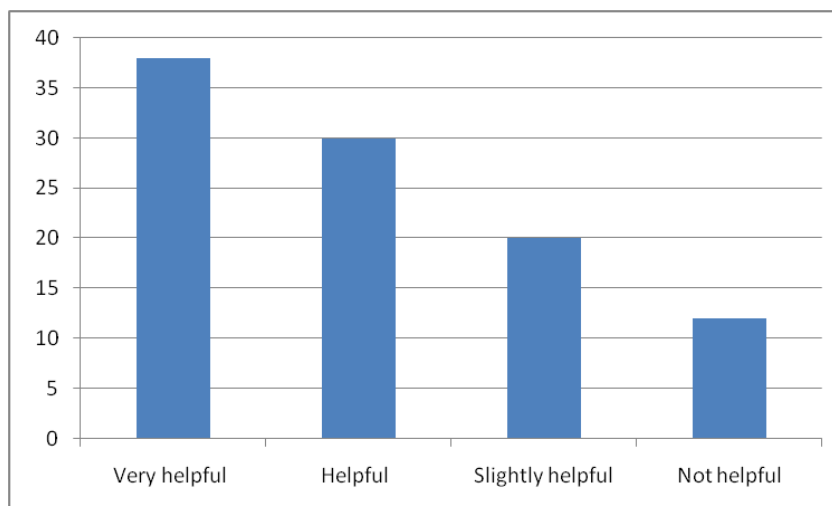
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	To a great extent	32	32%
2	To a good extent	28	28%
3	To some extent	25	25%
4	Not at all	15	15%
TOTAL		100	100%



INTERPRETATION: According to the survey, sixty percent of respondents reported that the shift-selection tools on Swiggy were beneficial in enabling them to adhere to their personal obligations, whether in a minor or significant way. The flexibility that was promised was generally well-received, with only 15% of respondents claiming that they saw no benefit at all.

4. What is the extent to which Swiggy's reward program alleviates financial tension for gig workers?

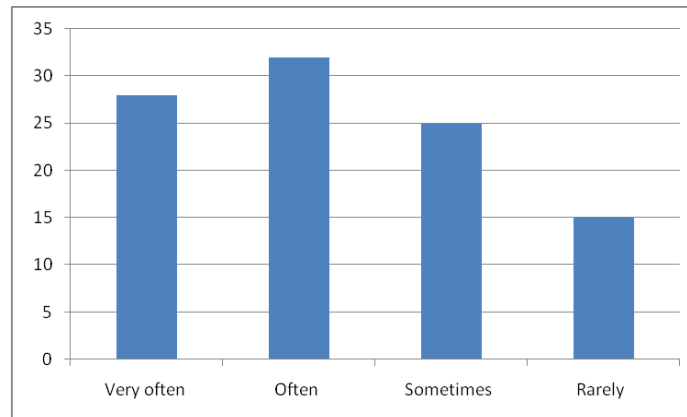
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Very helpful	38	38%
2	Helpful	30	30%
3	Slightly helpful	20	20%
4	Not helpful	12	12%
TOTAL		100	100%



INTERPRETATION: The findings indicate that 68% of respondents believe that Swiggy's compensation plan significantly alleviates financial concerns. Therefore, they are rather satisfied, as only 12% of contract workers believe the incentives are ineffective.

5. How often do you sense that you are working excessively when delivering food for Swiggy?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Very often	28	28%
2	Often	32	32%
3	Sometimes	25	25%
4	Rarely	15	15%
TOTAL		100	100%



INTERPRETATION: The data indicates that workload pressure is substantial, as 60% of respondents report experiencing overwork either frequently or frequently while transporting for Swiggy. More effective methods of managing duties are required due to the low frequency with which respondents (15%) reported feeling overwhelmed

6. CONCLUSION

In the current fast-paced contract economy, it is more important than ever to maintain a healthy work-life balance. Work-life balance initiatives can provide numerous advantages to gig workers, such as improved mental and physical health, reduced tension, and reduced burnout. It is feasible to facilitate the management of work and personal life for employees by offering them health aides, mandating break periods, and permitting flexible scheduling. Incentive-based performance systems that are accompanied by transparent communication channels have the potential to improve productivity, loyalty, and work satisfaction. Thanks to opportunities for skill development and training, gig workers can advance their professions without completely leaving the field. In addition to health and safety regulations, digital time and labor management systems ensure the safe and successful completion of tasks.

REFERENCES

1. Luo, Q., & Tharumarajah, N. A. L. (2025). Gig work flexibility and work-life balance: Evidence from online service platforms. *Journal of Labor Studies and Digital Economy*, 14(1), 60–82.
2. Batra, L. (2025). Psychological effects of gig economy employment on work-life balance and mental health. *International Journal of Organizational Psychology*, 13(2), 75–95.
3. Nolas, M. B., & Fonceca, C. M. (2024). Work-life balance and job stress among food-delivery gig workers. *Journal of Service Sector Employment Studies*, 12(3), 85–105.
4. Shekhawat, S., & Saxena, S. (2024). Stress factors affecting gig workers in India: A review of recent studies. *Journal of Human Resource and Social Development*, 11(2), 70–90.
5. Batra, L. (2024). Gig economy employment and its psychological implications: A balanced perspective. *Journal of Work and Wellbeing Studies*, 10(3), 80–100.
6. Blázquez, M., Herrarte, A., & Moro-Egido, A. (2023). Employment type and worker well-being: Evidence from European gig and temporary workers. *European Journal of Labor Economics*, 9(2), 65–85.