



Gig Economy Giving Women Wings

Priyanka's journey serves as a powerful example to the transformative potential of empowering young women in rural India, particularly in regions grappling with financial constraints intertwined with gender norms. Hailing from a modest village in Badli, Haryana, where opportunities for women were limited, Priyanka exhibited remarkable resilience and unwavering determination to change her circumstances. The Development Alternative's program, WE LEAD (Women Empowerment through Livelihoods, Entrepreneurship, and Access through Digitalisation), was instrumental in providing young individuals like Priyanka with the essential resources, skills, and support needed to unlock their full potential and achieve self-reliance with support from DB Schenker.



The 'Learn 2 Gig' component of the program played a pivotal role in Priyanka's journey. She got training in content creation through filmmaking and an internship opportunity, the program provided her with a platform to acquire valuable skills in a field that deeply interested her. This exposure not only broadened her horizons but also significantly bolstered her confidence and self-belief. The unwavering support from her brother proved to be instrumental in encouraging her to pursue this program, underscoring the significance of a supportive environment in nurturing women empowerment.

Today, Priyanka works as an intern with the Real Image Company, something she is proud of. Engaging in short-term project-based jobs, she relishes the flexibility and independence that the gig economy offers her. In Priyanka's case, the gig entrepreneurship model has not only enabled her to gain practical work experience through a well-structured course and internship but has also equipped her with marketable skills that enhance her employability. Moreover, her ability to independently manage her responsibilities during the internship while also traveling reflects the self-reliance and adaptability nurtured by gig entrepreneurship.

Priyanka's unwavering determination to challenge the prevailing gender norms in her village and in a society where women are often expected to confine themselves to household duties to prioritise family responsibilities over career aspirations, her decision to pursue an internship and engage in meaningful work demonstrates her extraordinary courage and determination to break free from these constraints. By embracing the gig economy, Priyanka defied societal expectations and served as a shining example of women's potential for success as professionals, making significant contributions to their families and communities. The eventual support of her family in her pursuit of employment further underscores the positive impact she has had in reshaping traditional attitudes towards women's roles and employment, paving the way for greater empowerment of women in rural India.

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