

*The Visible Hand: Organisation of work in on-demand platforms*

Ujjwal Kango  
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Public Policy & Management Group

Prof. Rajesh Bhattacharya (*Chairperson*)  
Prof. Saikat Maitra  
Prof. Surajit Chakravarty

Labour platforms position themselves as multi-sided markets that connect

involvement in platform games to gain compliance from the workers as 'independent contractors'. Platform games aim to foster compliance by constructing a group of self-managing workers who internalise the management of effort in accordance with the food delivery platform's goals. Additionally, while the common hypothesis is that the labour process on labour platforms is individualised owing to the engagement of the platform with the workers at an individual level and the spatial dispersal of work activity, our findings highlight otherwise. Our findings present how social relations and engagements at work are crucial for workers in ma