Labour Market Information and Employer Matching[1]

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Do women want to work?

Table: Job preferences for women

	Wife	Husband	Wife-Husband
Salaried	0.67	0.78	-0.10***
	(0.47)	(0.42)	
Casual	0.08	0.03	0.05***
	(0.27)	(0.18)	
Domestic help	0.02	0.01	0.01***
	(0.15)	(0.09)	
Home-based	0.81	0.78	0.03**
	(0.39)	(0.41)	
Not work	0.02	0.03	-0.1**
	(0.13)	(0.17)	

Despite significant latent demand for work and synced husband-wife preferences, 74% of women neither working nor looking for work.

Gendered structure of social network restrict information

Women's networks are more *family-centric* and *home-bound*, relative to men

|	Wife	Husband	Wife-Husband
	Panel B: Social Networks, by relationship		
Non co-resident relative	0.75	0.39	0.35***
	(0.30)	(0.37)	
Friend	0.04	0.37	-0.33***
	(0.12)	(0.37)	
Neighbour	0.21	0.17	0.04***
	(0.29)	(0.27)	
Co-worker	0.00	0.07	-0.06***
	(0.04)	(0.18)	
N	1514	1514	

This restricts access to job information and referrals

Women's restricted information

- Women lack information pertaining to job opportunities and returns to work (Fletcher, Pande and Troyer-Moore, 2018)

Gendered mismatches

Figure: **Expected Salary by gender and type of respondent**
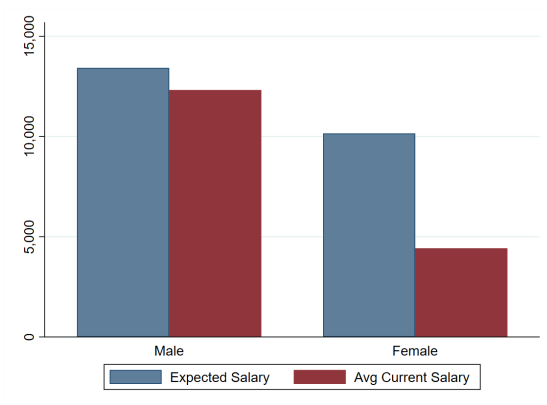
Bigger mismatch between current earnings and desired earnings leads to fewer employer matches

Women's restricted information

- Afridi et al. (2022) - women who register on a job portal expect 133% higher than the average baseline earnings of women who were working, while mens wage expectations were only 8% higher.
  - women lack labor market information?
  - women need to be compensated with higher wages to participate in paid work?
  - Both?

Women's restricted mobility

- Women prefer to travel shorter distances to work (Le Barbanchon et al, 2021, Afridi et al., 2022)
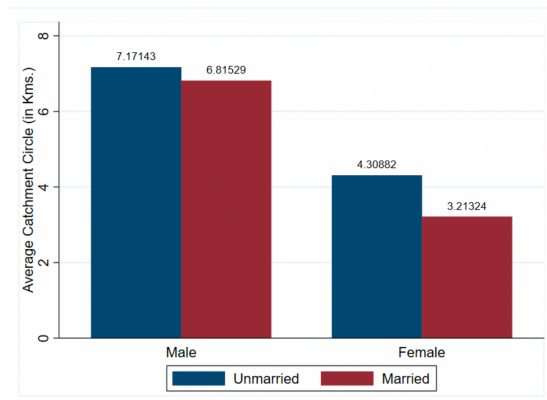
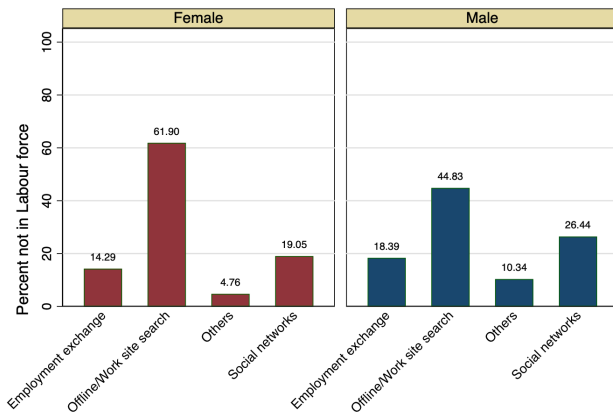# Gendered job search
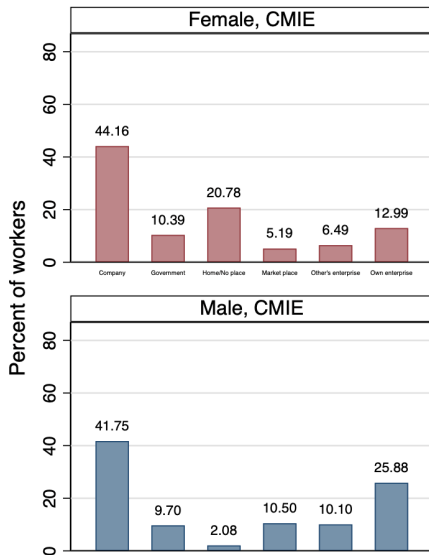
Gendered job search

Figure: Source: PLFS 2020-21

Women continue to rely on the traditional modes of searching for jobs

Can digital platforms help?

- Significant frictions in the Indian labor market in the form of information gaps and inefficient job search mechanisms
  - suboptimal matching of workers and jobs (Banerjee and Chiplunkar, 2020).
  - apply more strongly in the case of women in India (Afridi et al., 2022)
  - Women lack access to information, have higher search costs & require compensating wages

- Leveraging the spread of technology, digital labor platforms have the potential to improve employment outcomes by embedding skilling, **addressing information asymmetries**, and enabling more efficient matching of workers and jobs at scale.
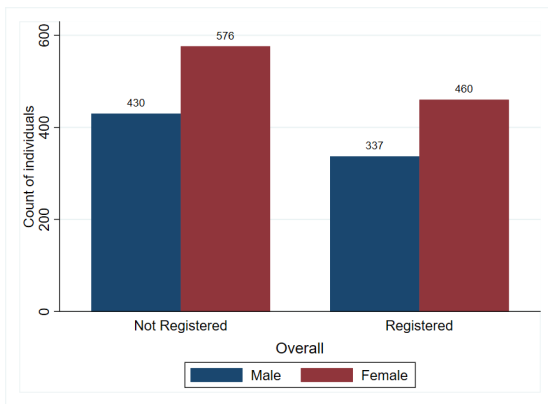
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How can digital platforms help?

- **Credible Information** - Information on jobseekers skills, provided to employers and jobseekers
- Provide Information on labor market, jobs, and the workplace to jobseekers
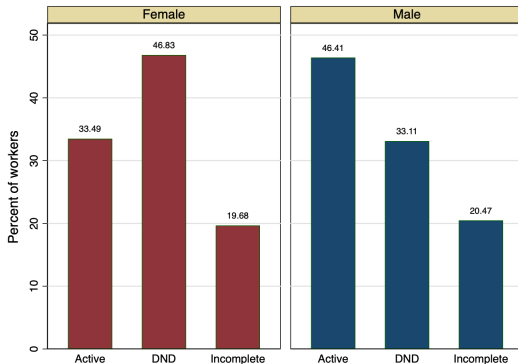- **Bridging the gap** - Information on trainees preferences over jobs, provided to placement managers

Do digital platforms reach women?

Figure: **Registration count by gender and type of respondent of onboarded individual**
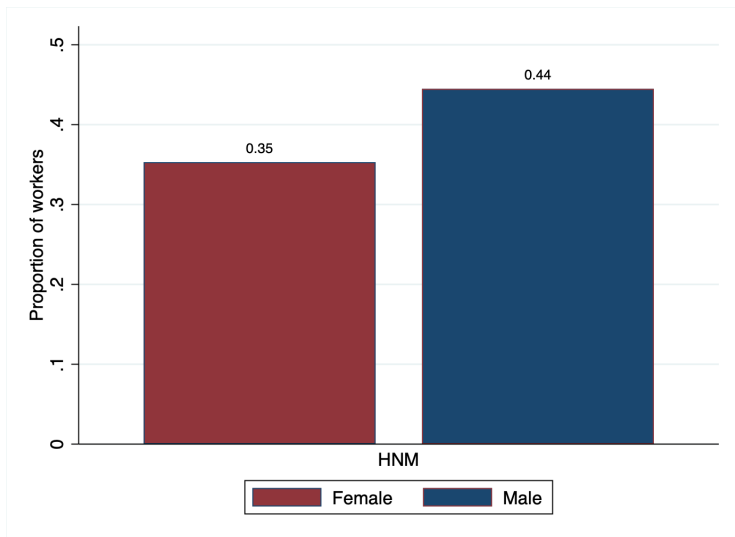

Registration rates are similar for men and women (44%)
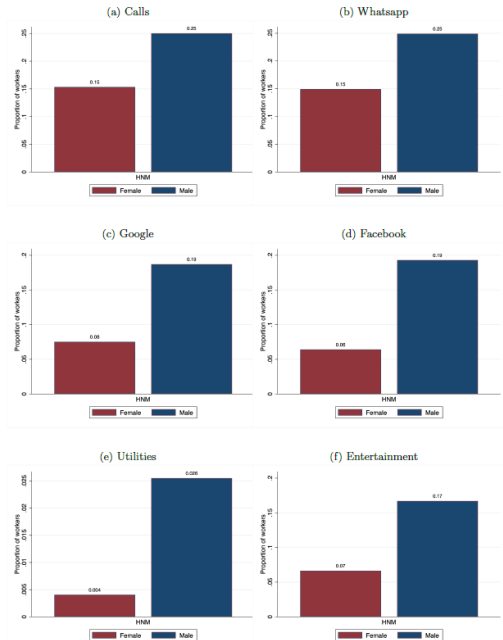
Do digital platforms reach women?

Women less active in using profile

Challenges to digitisation

Fewer women use smartphones

(a) Calls

(b) Whatsapp

(c) Google

(d) Facebook

(e) Utilities

(f) Entertainment

Way Forward!

- Use matched employer-employee data to understand the frictions on both the ends (employers and job seekers) in the labor market
- Intervention that addresses the information constraint

Thank you for your attention!
Stay tuned in....:)

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