

Gender and Digital platforms: Beauty Workers In India

Digital Event –
6/10/2021 - 12:00 h-13:20 h

- **Key target:** Spain and Europe; India: Digital Future Society and Casa Asia communities; professionals and researchers specialized in the digital economy, labor platforms and gender studies.
- **Digital event:** Physical set at MWCcapital with live digital connections with the different speakers. Streaming: <https://digitalfuturesociety.com/agenda/gender-and-digital-platforms-beauty-workers-in-india/> and https://twitter.com/DFS_MWC
- **Language:** english
 - 7 speakers, 1 MC (Cristina Colom)
 - 1 session – 3 parts
 - Digital event – Open streaming

Institutional speakers



**Carlos
Grau**

CEO Mobile World Capital
Barcelona



**Javier
Parrondo**

General Director
Casa Asia



**José María
Ridao**

Spanish Ambassador
to India



**Sanjay
Verma**

Indian Ambassador
to Spain



**Cristina
Colom**

Digital Future Society
Director
(Moderator)

Academic speakers



**Olivia
Blanchard**

Author & Digital Future
Society Think Tank
Reasercher



**Balaji
Parthasarathy**

Author & Professor, International
Institute of Information Technology
Bangalore (IIITB) and co-founder of
IIITB's Center for Information
Technology and Public Policy



**Preeti
Mudliar**

Author & Assistant Professor,
International Institute of
Information Technology
Bangalore (IIITB)

Abstract

Digital labour platforms have become a global phenomenon and one of the most relevant transformations in the world of work over the past decade. Yet, although there is a growing body of knowledge on the platform economy, the literature on sectors with a predominantly female workforce remains limited. This includes the experiences of both female workers and platform users.

This digital event contextualizes and presents the new Digital Future Society report "Gendered practices on digital platforms: beauty workers and their customers in India", a step towards closing this knowledge gap and focuses on the experiences of workers and clients using digital platforms in the beauty sector in India.

As in other parts of the world, the beauty and wellness industry in India is growing and seeing a rise in e-commerce and digital labour platforms that connect freelance beauty professionals with clients. India is home to one of the world's fastest-growing markets and is also home to one of the largest digital labour platforms in the region, Urban Company, which offers beauty services as well as a variety of domestic services.

Structure (12:00 – 13:25h)

- 12:00 **WELCOME & ACKNOLEGEMENTS**
- Cristina Colom, Digital Future Society Director (welcome)
 - Carlos Grau (CEO Mobile World Capital) and Javier Parrondo (General Director Casa Asia)
- 12:10 **PART 1: The relevance of India in the global digital economy**
- José María Ridaó, Spanish Ambassador to India and Sanjay Verma, Indian Ambassador to Spain
 - Cristina Colom, Digital Future Society Director (moderator)
- 12:30 **PART 2: Presentation of the report "Gendered practices on digital platforms: beauty workers and their customers in India"**
- Presentation of the report and results– with Olivia Blanchard, Author & Digital Future Society Think Tank Reasercher; Balaji Parthasarathy, Author & Professor, International Institute of Information Technology Bangalore (IIITB) and co-founder of IIITB's Center for Information Technology and Public Policy ; and Preeti Mudliar, Author & Assistant Professor, International Institute of Information Technology Bangalore (IIITB).
- 13:15 **CLOSING**
- Cristina Colom, Digital Future Society Director