



Effectiveness of Gigi Economic Activities for Improving Female Labour Force Participation in Sri Lanka

G.P. Paranamana

Department of Economics, University of Ruhuna.

gp.paranamana1992@gmail.com

A lower level of female labor force participation is a joint situation which has considerable impact on the labor market in Sri Lanka. In the new global economy, online working platforms have become a substantial influence on labor market activities. This paper evaluates the effectiveness of Gigi economic activities on the improvement of female the labor force participation in Sri Lanka. The qualitative approach was employed by using secondary data extracted from the Central Bank Report and the Labor Force Participation Report. This study found that females' inactive percentage is higher than men's. Most of them are engaged in housework. Moreover, the unemployment rate is higher among educated women. According to many studies conducted in various countries, the economy platform can be termed an important medium in providing the opportunity to those economically inactive women to participate in the labor market. Entry barriers into the labor market are minimized through the platform economy. The digital marketplace is expanding globally. The government or other semi-official organizations in Sri Lanka will be able to address the unemployment problem by giving unemployed women access to these markets. It will be the best way of empowering women economically and will be a promising source of foreign exchange earnings.

Keywords: *Gigi Economy, Women's Empowerment, Unemployment, Digital Platform, Labour-force Participation*