

A STUDY ON HR STRATEGIES FOR BLUE-COLLAR WORKFORCE PLATFORMS AT APNA

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ABSTRACT: The digital platform preferred by blue-collar businesses in India is called APNA. It alters the manner in which individuals seek employment and advance in their careers. The APNA's competency-based profiles, AI-facilitated job matching, and community networks streamline the recruiting process, rendering it more efficient and thorough for both organizations and individuals. The strategy addresses critical concerns such as inadequate formal education, insufficient recognition of employee skills, and elevated turnover rates, while also providing individualized work recommendations tailored to individual expectations. Utilizing digital communities and communication technology, APNA may foster trust, instill a sense of belonging among workers, and provide assistance outside standard working hours. It enhances employability by providing opportunities to acquire minor skills and refine existing competencies. This research indicates that digital technology's capacity to transform labor management may create new opportunities for millions of Indian workers.

Keywords: *Gig Workforce Management, Digital HR Practices, Employee Retention Strategies, Skill Development & Training, Workforce Engagement and Platform-Based Employment Models.*

I. INTRODUCTION

Human resource management within blue-collar workforce platforms encompasses more than mere recruitment. It also entails ensuring that employees feel appreciated and motivated to develop professionally. Many employees and organizations are able to establish connections through these platforms. This indicates that HR policies must consider both the advantages and disadvantages of contemporary technology, as well as the practical aspects of blue-collar employment. This approach is founded on a commitment to equitable compensation, transparent communication, and continuous professional growth. Employees perform at their highest level

when they understand their responsibilities, receive equitable compensation, and have access to training that facilitates their advancement to higher-paying roles.

Establishing a pool of dependable laborers prepared for employment involves more than merely recruiting individuals. Platforms should leverage digital tools, vocational institutions, and community networks to efficiently identify talent. Streamlined induction procedures, particularly those provided in the local language, eliminate barriers and facilitate smoother transfers. Skill mapping and competency assessments facilitate the alignment of workers with suitable

employment opportunities. An additional significant factor is transparency. To foster trust and maintain employee engagement, employers should offer transparent job details, reliable schedules, and equitable compensation. Adhering to labor laws, safety regulations, and documentation standards enhances credibility and provides assurance to both companies and employees.

As technological advancements continue, blue-collar occupations are evolving, and proficiency in computer and internet usage is increasingly essential. Employees must be proficient in utilizing digitally connected tools, organizational software, and mobile applications. Depending on the position, it may be necessary to possess proficiency in operating heavy machinery, power tools, cranes, or forklifts. These are skills that demand precision and an unwavering commitment to safety. Occupational safety constitutes a significant aspect of workforce management. Obtaining certification in CPR, first aid, or industry-specific safety standards can facilitate employment opportunities and promote health and safety in the workplace.

Recruiting is just one step. Motivating employees requires incentives, learning, and management. Certification, structured upskilling, and micro-training modules advance careers. To avoid issues, HR staff may track attendance, performance, and attrition with data analytics. Health insurance, financial wellness programs, client referral incentives, and attendance prizes boost loyalty. Finally, complaint procedures, communication techniques, and community development foster worker worth, involvement, and recognition.

Blue-collar platforms need HR techniques that mix technology and humanity. These platforms can promote equal treatment, professional advancement, and employee well-being to establish a sustainable economy that values workers.

II. REVIEW OF LITERATURE

Connelly, C. E., & Gallagher, D. G. (2021). Human resources must adapt to meet the needs of the gig economy, where workers are often not officially employed, according to this article. It shows that HR has a tough time keeping justice, communication, and engagement in a free-loving workforce. The authors explain how HR must rethink performance reviews, employee assistance, and conflict resolution in light of platform-based technologies. They stress the significance of digital interfaces in human resources tasks and the need to find a middle ground between the demands of the business and the rights of individuals. The importance of worker transparency and voice is growing as these connections are made easier by technology. With an emphasis on the value of transparent expectations and convenient access to support networks, the research advocates for trust-based legislation and ethical data practices. Lastly, platform-based labor models may be considered stable only with HR's strategic involvement.

Agarwala, P. (2021). This article takes a look at the blue-collar gig economy in India and how it has grown so quickly, along with what that means for HR and job markets. It shows how people's access to delivery services, drivers, logistics staff, and service providers has changed due to

online recruitment platforms. Thanks to analytics and mobile tech, businesses can find workers anytime they need them. Both new challenges and opportunities arise from this. Problems with fair compensation, high turnover rates, and employee retention remain significant obstacles for human resources. The author talks about how platforms are coming up with new ways to motivate workers by offering them rewards, programs to improve their skills, and opportunities to advance in their careers. The success and reputation of the platform depend on the workers' experience. There should be health and safety protocols in place for gig workers, the essay says. To find a happy medium between the company's expansion potential and the safety of its employees, Agarwala thinks HR innovation is necessary in this quickly growing market. Meijerink, J., Keegan, A., & Others. (2021). As digital labor platforms become more important for firms to recruit flexible workers, this research delves at how HR departments are adapting their policies to accommodate these workers. It shows how challenging it is for human resource managers to strike a balance between platform-driven work paradigms and quality criteria. Traditional human resources functions including recruiting, training, evaluating, and engaging employees are impacted by platforms, as the authors show. Problems with workers' availability, supervisors' powerlessness, and algorithmic management's ethical implications are some of the topics covered. Platforms also make it easy to hire and save administrative expenses. According to the research, platforms should promote openness, trust, and fair

labor practices while still conforming to organizational HR objectives. The authors argue that in order to include gig workers into company operations, platform providers and HR departments should cooperate together.

Duggan, J., Sherman, U., Carbery, R., & McDonnell, A. (2023). In the context of gig economy, this essay looks at how algorithmic control methods are slowly replacing conventional HR management. It details the current state of program functionality, including task splitting, behavior monitoring, success scoring, and rule compliance via automated decision-making. By focusing on the power dynamics that arise when people depend on unclear algorithms for their prospects and income, the authors address issues about justice, data privacy, and a lack of human control. The research suggests that algorithmic management could be stressful for workers since it encourages a lack of clarity and continual monitoring while providing few avenues for employees to voice their opinions or request help. The authors nonetheless admit that algorithmic HRM can aid growing gig businesses in becoming more efficient, despite these obstacles. Equity in the management of gig workers, they say, can only be achieved through automated systems that are human-centered, open, and ethical.

Stephanus, C., & Vero, J. (2023). How blue-collar and low-skilled workers cope with job changes is determined by this research's examination of mobility trends across socio-professional groups. It delves into the ways in which the three main forms of change—those caused by internal motivations, external pressures, and economic necessity—impact career

decisions made in the long run. Inadequate institutional support, unstable employment, and a dearth of training opportunities are some of the structural barriers that the authors name as making progress difficult. Workers in the gig and platform economies are exposed to uncertainty due to the lack of security in their employment. Factors such as motivation, personality traits, and family history have a significant impact on the workforce, as shown in the research. The research shows that stringent laws and HR initiatives are necessary for fair mobility pathways. You need to understand the shifting procedures if you want to succeed in spite of the difficulties faced by gig and blue collar workers.

Bedoya-Dorado, C. (2023). With a focus on platform workers who hold blue collar jobs, this essay gathers studies on human resource management strategies in the gig economy. This research compares old methods of working with new ones, looking at how algorithmic control, flexible contracts, and on-demand labor impact HR duties like hiring, performance management, and employee engagement. Problems with job security, high rates of layoffs, and limited career advancement opportunities are some of the topics covered by the author in relation to gig workers. We also talk about the mental toll, including the stress from constant reviews, constant monitoring, and unpredictable work schedules. The research highlights the significance of HR strategies that make workers feel appreciated and secure by combining technologically enhanced support with individual care. Staff morale, job security, and retention can all be improved if HR

can find ways to be both creative and fair. The research found that in an increasingly digital environment, blue-collar gig workers need all-encompassing HR frameworks to stay put.

Kurian, J. S. (2024). In this paper, we'll take a look at the biggest problems that gig workers face and the human resources techniques that can help them thrive in these types of settings. It brings up concerns including unstable employment, variable pay, lack of benefits, and difficulty in interacting with platform supervisors. Employees' motivation and autonomy can be negatively impacted by rules that are not clearly defined and by algorithms that track their every move. The author suggests that human resource strategies that target these problems incorporate programs that help employees develop their skills, channels for employees to voice their complaints, open and honest evaluation processes, and resources for employees' mental health. In order for employees to effectively utilize new technology, they need to be trained on it and have understanding about it. In order to ensure long-term occupational safety, the research stresses the requirement of worker involvement. The research found that in today's platform-driven job markets, reasonable HR rules highlighting fairness, support, and freedom can make gig work arrangements safer and more stable.

Liu, R., et al. (2024). This research uses data from popular online platforms to look at how algorithmic management affects the results of gig workers' jobs. The authors look into the effects of computerized evaluations on incentives, contentment in the workplace, and plans to leave the

company as a result of ratings, tasks, and disciplinary measures. While automation does boost productivity, the research found that it also reduces people's sense of agency and unfairness on the job. People lose faith in how platforms are run and stress levels rise due to algorithmic rules that aren't exact enough. Important factors including customer behavior, employee satisfaction, and technological literacy are also considered in the research. Openness and support services are necessary, say the authors, for employees to do better in settings that use algorithms. The research found that well-structured algorithmic HRM can improve performance, but that this is contingent upon having both ethical oversight and easy access to human support.

III. THEORETICAL FRAMEWORK

People who work for companies use retention measures to show their employees that they care about and value them. These tactics are meant to do more than just keep workers on the payroll. They also want to make them feel motivated, at ease, and involved. A key part of this program is giving people the chance to move up in their careers, get fair pay, and find a long-term work-life balance. When employees feel like they are important to the company and can see a future with it, they are more likely to stay. This makes the team more reliable, effective, and driven, and it also cuts down on the costs of hiring and teaching new people.

These tactics are easier to use when human resources steps in and sets up structured

programs that directly boost worker engagement and performance. Human resources, which include things like counseling services, welfare programs, training programs, leadership development, and rewards, have a big effect on how employees feel about their jobs. Workers' skills get better, their relationships with coworkers get stronger, and their personal goals become more in line with company goals. When you combine HR interventions with retention strategies, you create a productive workplace where employees feel valued, inspired, and driven to grow. This is good for both the company and its workers in the long run.

TRAINING AND UPSKILLING OUTCOMES FOR BLUE COLLAR WORKERS

Increased Productivity through Enhanced Job Competence: People get the skills and knowledge they need to do their jobs better through training. Better skills mean better work and fewer mistakes, which means more work gets done. In addition, workers feel more confident in their ability to handle tough jobs. This makes every process work better and more efficiently as a whole.

Improved Job Satisfaction through Personal Growth: People who have advanced skills at work feel like they are growing and changing as people. People who work for a company that cares about their schooling feel valued and motivated. The emotional connection they have with their job gets stronger, which boosts their mood. As time goes on, job happiness grows a lot.

Reduced Work Stress and Higher Efficiency: When workers get enough

training, they better understand what they need to do, which makes unclear and stressful jobs less likely to happen. People get better at something over time, so they can do it faster and with less effort. Because of this, both physical and mental stress go down. It makes working there more fun in the end.

Better Adaptability to New Technologies and Processes: Upskilling programs make it easy for blue-collar workers to use modern computers, machines, and tools. These programs make sure that workers stay useful in industries that change quickly by encouraging them to adapt. Workers gain from higher productivity and job security, which makes them happier at work and more stable in their career.

Enhanced Safety Awareness and Fewer Workplace Accidents: When workers go through safety-focused training, they learn how to manage risks and follow safe operating practices. More people being aware of safety leads to fewer crashes and injuries, which in turn leads to fewer problems. This makes operations more efficient while lowering the costs of the company. More comfort and help are given to workers at work.

Greater Career Growth and Retention: Upskilling programs help blue-collar workers find new jobs and grow in their careers. When employees can see that they can advance in the company, they are more loyal and happy in the long run. If people think they can move up in their current job, they are less likely to switch jobs. This makes sure that workers always do a good job and helps keep them.

Higher Engagement and Motivation Levels: Continuous learning keeps people

interested and pushed, which keeps the workplace lively. Training gets people excited about their jobs and out of a routine when they're feeling bored. When employees are motivated, they work harder to reach their goals. This increases output and makes sure that everyone in the company does a good job.

Stronger Team Collaboration and Workplace Relationships: Training always makes it easier for employees to talk to each other, work as a team, and get along with others. Collaboration in the classroom helps build trust and teamwork. Better team chemistry leads to better practical coordination. This leads to more work getting done and a more interesting work environment.

IV. BLUE COLLAR EMPLOYEE RETENTION STRATEGIES



Ensure Workers Safety: People who work in blue-collar jobs are more likely to get hurt because they have to move around a lot and sometimes operate complicated

machines or build structures. SMEs need to find and deal with possible risks if they want to keep blue-collar workers.

Buying safety gear and tools is a must if we want to reach this goal. Also, make sure that training lessons are planned. It helps you handle emergencies fast, builds trust, and shows your employees how much you value them.

Collaborative Decision-Making: Some choices are better made with the help of your employees than made by you alone. Businesses that you can trust put a lot of value on making decisions as a group. People won't want to work for a boss who only wants them to do what they say.

Small businesses should ask their employees how they can help with day-to-day tasks. A good way to keep blue-collar workers interested is to give them constructive advice instead of just criticism.

Celebrate Employee Achievements For Blue Collar Employee Retention: Workers are happy when their hard work is noticed. For keeping employees engaged, it's important to offer health-related incentives like awards and praise. It makes people happier and makes the work attitude better.

Qualtrics says that bosses who show appreciation for their workers are five times more likely to stay with the company. It's important to thank your employees for a job well done.

Increase Blue Collar Employee Retention by Showing Empathy: To build strong, long-lasting relationships with your workers, you need to understand how they feel. When you talk to an employee, try to see things from their point of view. Giving them extra time to

finish will be a simple act of kindness that will keep them going.

Set up regular meetings with your HR staff for both you and your team. Check on their general health, the way their family works, and their mental health. The best way to keep blue-collar workers is to make them feel like they are important.

Increase Monetary Compensation: Money is obviously a reward, but it's not the only thing that makes an employee loyal to a company. This is the reason why a lot of people get up every day and drive to work. Because of this, you need to make sure that your pay is in line with what is normal in the business.

You could lose a skilled worker to a competitor if you don't do anything. To raise their base pay, you could use strategies like profit-sharing and rewards based on success.

Avoid Making Comparisons: Running a small or medium-sized business is hard. A very important habit for you and your team to create is not comparing employees. It is against the law to compare white-collar and blue-collar workers, for example.

It's time to stop making blue-collar workers look bad. You should treat them both with respect. Giving people training classes, paid apprenticeships, and chances to grow is one way to do this.

Introduce Technology: Technology is now an important part of modern life, so you don't have to ignore it. You can make your workplace a digital-first area by combining technologies like AI, big data, and the Internet of Things (IoT).

You should get these tools and teach your staff how to use them. Instead of calling technology a replacement, think of it as something that can help you. This plan

will keep the jobs of blue-collar workers safe. You won't be replacing your workers; instead, you will help them grow for the future. In the long run, this will help you because it will help them grow professionally and personally.

Even a small number of these tactics must be used to improve the rate of blue-collar employee retention. Being aware that life is uncertain is important, though. Because of this, your company needs a great health care program for its employees. In this way, healthcare costs are lowered while blue-collar workers are kept on. I hope some of your questions about how blue-collar workers communicate and care for each other have been answered.

TO MOTIVATES BLUE-COLLAR WORKERS

To motivate blue-collar workers, it's important to know the exact things that affect their involvement and output. A lot of the time, they put practical benefits like fair pay, job security, and safe working conditions ahead of white-collar workers. By knowing these goals, businesses can come up with plans that meet employee needs, improve health, and boost productivity.

Invest in skill development and training: Support programs that help professionals grow and chances to keep learning. Training and qualifications that help

employees do their jobs better and prepare them for future jobs within the company can be given to employees.

Recognize and reward contributions: Make programs to celebrate important anniversaries and achievements. Giving praise for hard work and dedication on a regular basis raises mood and makes the workplace more productive.

Improve working conditions: Make sure that the place of work is safe, relaxing, and helpful in a good way. Buying new tools and keeping the workplace clean and organized show that you care about your workers' health.

Foster open communication: Give your employees ways to share their thoughts, voice their worries, and give feedback. Consistent communication not only makes workers feel valued and noticed, but it also builds trust.

Build a strong team culture: To strengthen the bonds between workers, encourage social events and team-building activities. A attitude of working together and helping each other builds community and makes people happier at work.

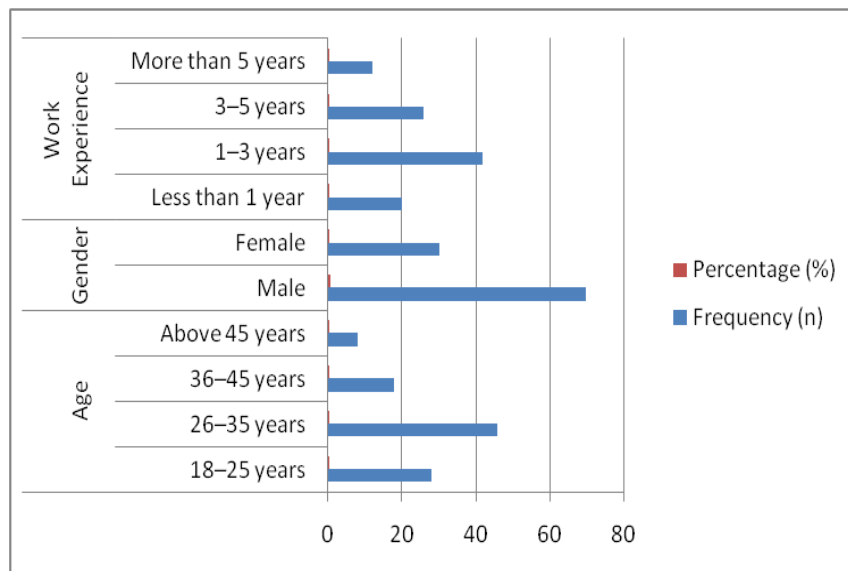
Offer competitive compensation and benefits: Take steps to make sure that the industry's pay and perks stay competitive. When you offer competitive pay, you can keep your employees and draw new ones.

V. RESULTS AND DISCUSSION

TABLE 1: Demographic Profile of Respondents (N = 100)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Age	18–25 years	28	28%
	26–35 years	46	46%

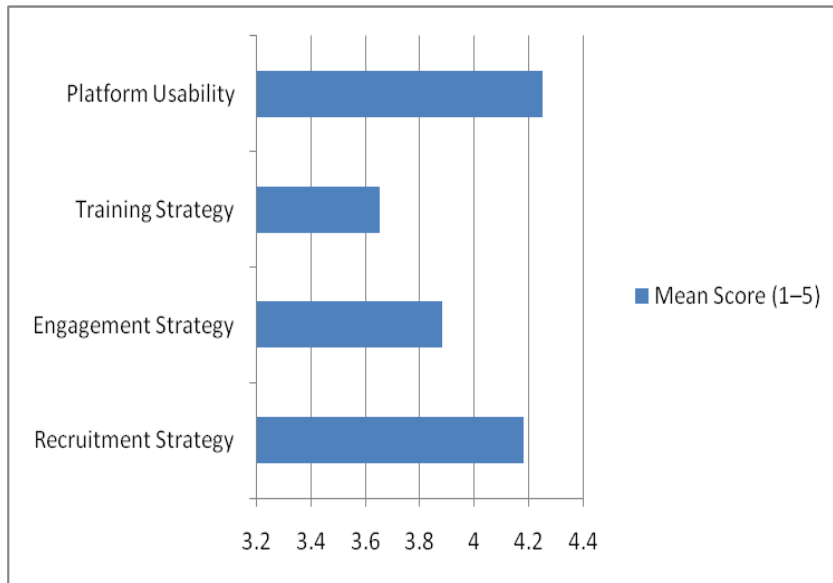
	36–45 years	18	18%
	Above 45 years	8	8%
Gender	Male	70	70%
	Female	30	30%
Work Experience	Less than 1 year	20	20%
	1–3 years	42	42%
	3–5 years	26	26%
	More than 5 years	12	12%



INTERPRETATION: Of the 100 people who filled out the survey, 70 were men. The majority of them were young adults (26–35 years old), with 42 percent having worked for one to three years. The statistics show that most workers are young men, and that many of these men have tremendous talents.

TABLE 2: Mean Scores of Key HR Strategy Dimensions

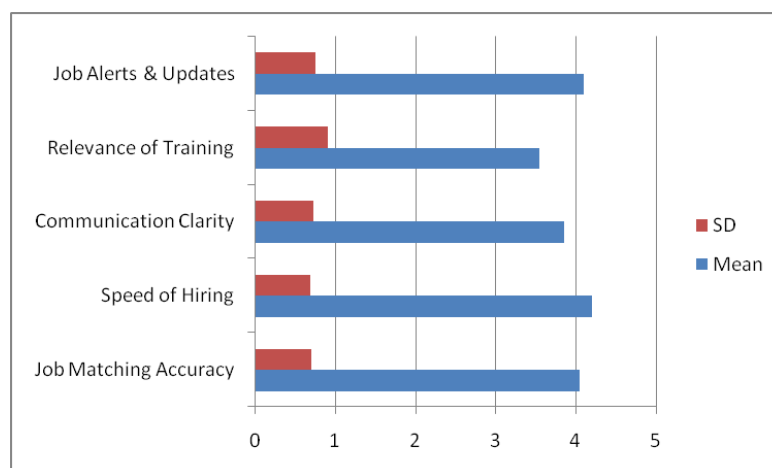
HR Factor	Mean Score (1–5)
Recruitment Strategy	4.18
Engagement Strategy	3.88
Training Strategy	3.65
Platform Usability	4.25



INTERPRETATION: Platform Usability and Recruitment Strategy were ranked best by respondents ($M = 4.25$) and 4.18 , respectively. In contrast, Training Strategies ($M = 3.65$) and Engagement ($M = 3.88$) both had lower but still favorable scores.

TABLE 3: Item-Wise HR Strategy Ratings

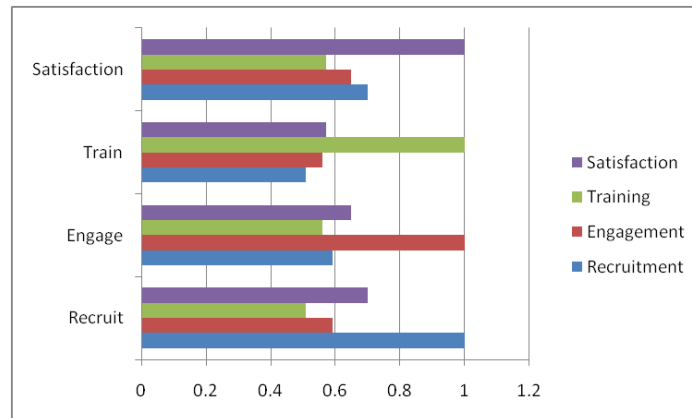
Item	Mean	SD
Job Matching Accuracy	4.05	0.7
Speed of Hiring	4.2	0.68
Communication Clarity	3.85	0.72
Relevance of Training	3.55	0.9
Job Alerts & Updates	4.1	0.75



INTERPRETATION: When it came to the accuracy of job matching ($M = 4.05$, $SD = 0.70$) and the clarity of communication ($M = 3.85$, $SD = 0.72$), it was considered average. In terms of training relevance, it was ranked last ($M = 3.55$, $SD = 0.90$). Respondents placed a high importance on aspects such as the ability to quickly hire ($M = 4.20$, $SD = 0.68$) and receive job alerts and updates ($M = 4.10$, $SD = 0.75$).

TABLE 4: Correlation Matrix (N = 100)

Variables	Recruit	Engage	Train	Satisfaction
Recruitment	1	0.59	0.51	0.7
Engagement	0.59	1	0.56	0.65
Training	0.51	0.56	1	0.57
Satisfaction	0.7	0.65	0.57	1



INTERPRETATION: Positive correlations are very strong in this data set. The three variables that correlate most strongly with recruitment are engagement ($r=0.65$), satisfaction ($r=0.70$), and training ($r=0.57$). The correlation between the HR variables is also rather high, measuring between 0.51 and 0.59.

DISCUSSION:

- Based on the large connection ($r = 0.70$), it is clear that effective recruiting methods significantly boost user contentment. This indicates that precise job matching, rapid hiring procedures, and timely job announcements are crucial for blue-collar labor platforms like Apna to ensure they are engaging and productive workplaces.
- Further, engagement strategies significantly increase satisfaction ($r = 0.65$), indicating that employees need a constant connection to the platform, clear updates, and effective communication to remain involved.
- Though highly regarded, training methods had the weakest correlation with satisfaction ($M = 3.65$; $r = 0.57$) and the lowest mean score, indicating that staff members must be better prepared and given more opportunities to apply what they learn in order to be satisfied with their training.
- With the highest rating ($M = 4.25$), platform usability indicates that clear navigation and user-friendly digital interfaces are necessary to improve worker interaction with platforms and raise overall satisfaction.

VI. CONCLUSION

Research on human resources strategies for blue-collar workforce platforms

indicates that these platforms are crucial for linking organizations with a diverse pool of workers, both skilled and

unskilled. Industries including manufacturing, services, and logistics are experiencing rapid growth, but they can meet this demand with a consistent workforce if they follow good practices in recruiting, training, engagement, and compliance. Platforms can implement systematic HR procedures to increase worker happiness, decrease staff turnover, and maximize productivity. The findings also prove beyond a shadow of a doubt that stable workforces require technological solutions, equitable compensation programs, and robust support networks. Employers are more likely to trust and rely on platforms that prioritize the health, safety, and professional progress of blue-collar workers. Ultimately, platforms may achieve long-term success and foster personal and professional growth for their people through solid HR policies.

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