

Government Regulations for Standardizing Riders Way of Working and also Providing more Earning Opportunities for Them

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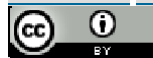
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ABSTRACT

The researchers wrote this article to make the government realize the criticality of the problems in the logistics sector's way of handling riders and to give a clear understanding of the issue. The goal is to standardize riders' ways of working through government regulations and guidelines. Thus, we will begin with the challenges currently facing riders in detail and context and then provide ways to standardize the procedure and reduce the issue. Finally, we will discuss ways to give riders more ways to earn so they can increase their basic salary without being overworked and create new business models that can boost the economy by providing unique employment opportunities.

INTRODUCTION

Logistics plays a significant role in the transfer of goods from one place to another safely, which makes sure the stability of demand and supply of the items. Still, also it creates innovative services for people to receive the items on their doorsteps. There has been an evolution in the way the logistics have been done, and so much change has been brought into its process flow. Either we talk about the vehicles used in logistics, or we talk about the fuel used for the vehicles, or even we talk about the time period on which the items can arrive. So much has changed, which made the transformation of logistics possible. Also, logistics doesn't have only one aspect. It is being passed through multiple phases and steps to reach its conclusion. Some of the highlights of these phases are First-Mile, Transit, Middle-Mile, and Last-Mile. But if we have to choose one phase on which the logistics success is dependent and can create a difference between good and bad logistics methods is Last-Mile. In the Last-Mile, what happens is that items get delivered to the destination address where it is required or from where the order of the item is generated. That is why it is crucial that the Last-Mile should be done correctly and accurately without any flaws or mistakes because if we fail to do it, then no matter how much effort we have put into the previous phases, it will all go in vain. So, mainly this phase is handled by the Delivery Riders who take the items from the warehouse or fulfillment center of the company and then load or fill it in on their vehicle, which can be a Van, Truck, Container, Motorbike, or Bicycle, etc., Finally then take it to the address which ordered the items, the order of the item is done through either Ecommerce websites or Mobile Application or booked through phone Call, etc., and when Delivery Rider reaches to the location a person who has ordered the item will receive the order and either he will pay in cash for the ordered item or person will receive the item with paying anything because he already paid the amount against the order online through banking channels. Therefore, we now understand the significance of Last-Mile. With it, we also get an idea of the success of the last mile and how much important the role of the delivery Rider is because, eventually, he has to do the work en route far away from the office location. There is no one will be to help or guide him; the rider is on his own outside. That is the reason the Task of the delivery rider is demanding and challenging because there is no control over it of the Rider and also the company for which the Rider is working. We can't predict what can happen on the road or even with the person whom we call a customer in logistics terms who is going to receive the order, whether the customer will be available or not, or whether cash will be paid or not. Even out of all that can happen on the road, like Traffic Jams, Accidents, Stealing, snatching, etc., So in short, the delivery Rider job is not very easy. However, still, we have seen in different countries how Riders are being treated and injustices being done to them in terms of difficult working hours, Fewer Salaries, Delays in the salary receiving, etc. And many more, but we believe it has all been done because of the unstructured way of working and no regulation from the government's side to protect their rights and also keep a close eye on them. That is why the researchers will be working on this paper to highlight the gray areas currently present in the processes and also suggest the ways through which

Riders can also earn more and increase their quality of life so their financial problems can be able to resolve.

LITERATURE REVIEW

Last Mile Delivery

Transportation of items from a distribution hub to the customer's door is known as last-mile delivery, often referred to as last-mile logistics. Delivering the packages as economically, swiftly, and accurately as feasible is the aim of last-mile delivery logistics. More than 53% of the total shipping costs for your product are incurred in the final mile of delivery (Silva, M., & Pedroso, J. P. (2022)). If your process isn't optimized, inefficiencies could result in prohibitive costs that send your overhead through the roof and reduce your company's earnings. The last mile of the journey from your site (or a transportation hub) to the end user's location is known as last-mile delivery. The issue with last-mile delivery is thus simply the fact that it is typically the most expensive step in the process, frequently accounting for more than half of total shipping expenses (Bajec, P., & Tuljak-Suban, D. (2022)).

Courier or Rider

To move goods to another site, delivery drivers gather them from one area. They distribute to customers or the general public and carry everything from food to furniture. Delivery drivers pick up and deliver goods while being aware of punctuality while following a route and a time schedule. They pack, move, and deliver goods to a customer or a company (Schneider, M., Hinde, C., & West, A. (2021)). Before and after delivery, orders are reviewed to make sure they are complete and that the charges are accurate. Delivery drivers help load and unload goods from cars and occasionally take payments for goods delivered. They drive vehicles, operate trucks or forklifts, and create reports and other paperwork related to their deliveries. They respect all traffic regulations, preserve a spotless driving record, stick to the designated routes, and arrive on time. Delivery drivers offer exceptional customer service by responding to any inquiries and resolving any complaints from customers (Wang, Z., Neitzel, R. L., Zheng, W., Wang, D., Xue, X., & Jiang, G. (2021)). A valid driver's license issued by the state where they work, coupled with a spotless driving record, is required for delivery drivers, as well as a high school diploma or equivalent, such as a GED.

Ride Hailing

Ride-hailing is the practice of a customer placing an online ride order, typically through a smartphone application. It functions much like a taxi service. In a ride-hailing platform, a middleman who mediates the service between the driver and the passenger is where the consumer orders the ride. Uber and Lyft are the two most well-known middlemen (Li, M., Pan, X., Yuan, S., & Feng, S. (2023)). A consumer uses an app to order a vehicle. An available driver receives their location and requests via the app, and they can choose whether to take the

ride or not. If the consumer accepts the ride, they can track the approaching automobile on their smartphone and know how long it will take them to get there. They also see details about the trip, including the driver's identity and the license plate number. Once that automobile shows up, they may climb in and unwind. The majority of ride-hailing services bill the customer's card directly for the cost of the ride. The users can exit the vehicle when they arrive at their destination without having to bother about making a payment (Liu, J., Ma, W., & Qian, S. (2023)).

Online Marketplace

Any website, marketplace application, wholesale directory, or another eCommerce website where buyers and sellers transact business online is referred to as an online marketplace. Depending on the sort of marketplace, it draws different types of buyers and sellers (Wang, T., & Wang, S.-X. (2022)). Due to the fact that the firms listed on the website sell retail goods, specific marketplaces only engage in direct-to-consumer business. A user interface (UI) for an eCommerce store is frequently incorporated into the marketplace. In other instances, company owners could employ an eCommerce website builder to link the market to their goods. One such type of online commerce is wholesale directories. Wholesale vendors list their products for sale in directories. Retailers, distributors, and small company owners use wholesale directories to research the products they need and then buy in quantity to resell. Numerous kinds of wholesale goods for sale include apparel and footwear, technology, leisure products, and food and beverages. Due to the fact that wholesale distribution is one of the main channels via which mass-produced goods are distributed to consumers, practically all retail products start off in this form. People conduct internet sales since it's one of the easiest side businesses to start (Loginova, O. (2022)).

Vendors

A vendor is a person or business that provides goods and services to customers or businesses. Vendors market goods or services they have purchased from distributors to other people, typically individual customers (Pilamala Rosales, A., Linnemann, A. R., & Luning, P. A. (2023)). Their main objectives are to keep an eye on customer preferences and keep enough inventory on hand to meet demand. Because they deliver goods directly to customers, retailers could also be viewed as vendors. The actual seller of products or services is the only person to whom the term "vendor" is commonly applied. The way a vendor operates differs based on the type of vendor since different kinds of suppliers play distinct functions in the supply chain process. Here is the typical transaction between a manufacturer or wholesaler as the seller and a store as the buyer (Ganesan, S., Wicaksono, H., & Fatahi Valilai, O. (2023)).

METHODOLOGY

Because the majority of the data in this study was in textual form, thematic analysis was used to examine the data because it is the most effective method for grasping and interpreting textual data. As a result, we were able to explore the

problems and difficulties of the time and create guidelines that successfully standardized the working practices of riders. Following the early steps of the approach, we assessed the data and resources. We used a variety of search algorithms to analyze the data and understand how it was arranged. During the analysis, we mainly focused on technique formulation. Thematic analysis was used to process the acquired data, as was previously mentioned. The methods were categorized using the following analysis form: 1. Become familiar with the data; 2. develop a category code to aid in understanding the data; 3. assemble the category code into a theme; 4. make the themes coherent; 5. carry out a careful analysis of the themes, and 6. offer a full explanation of the results.

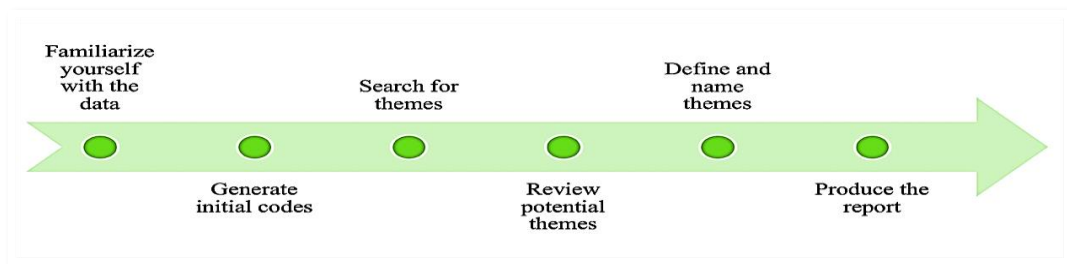


Figure 1. In Chronological Order, Describes the Steps that Comprise Theme Analysis

Furthermore, it is subjected to rigorous testing and interviews at one of Pakistan's leading logistics organizations with a real-world logistics operation. Because of their experience, the researchers were able to develop and propose more sensible policies that could withstand the pressures of ground operations. In addition, we implicitly cited the literature review. We conducted our investigation using the grounded theory method.

RESULTS AND DISCUSSION

According to the research done on this topic, we have found and highlighted the key finding points in this section which are our results based on the detailed discussion done after analyzing all research material on it, which are mentioned below;

Way of Standardizing the Riders

We have mainly seen Delivery Riders or Courier working in different sectors like Ecommerce Logistics, Food Delivery, Grocery Delivery, Ride-Hailing, etc., that there is no such way to determine how many riders are working and also how they are working; it is essential because Delivery rider are the backbone of the mentioned business sectors that is the reason following regulations needed from the government in order to standardize it, ways of doing it are as follows;

Centralized Database Creation for Rider Data Storage

The starting point will be to create a structured database through which government can collect data from the industry and save it as they do it for other professions; that will be the first step towards standardization. With the help of this data storage way, the government can be able to regulate each individual company and check how many riders they employ, how they are working, what facilities are being given to riders, and what are their earnings from salary or incentives, etc.; then they can use this data for policymaking, protecting rights of riders, reforming Taxation structure, etc., Even with its help, the private sector also gets benefits from it; they can plan the operations supply and demand accordingly so in case of high sales seasons, they have the estimate of how many new orders they will get, and based on the database they can get data of riders who are free if they are getting short of riders in terms of demand. It is essential because right now, if they require riders, then they have to give general ads in newspapers or social media, their websites, etc. If they reach the riders somehow, then they come and start working for them, but in many cases, it gets missed from them. Even if they get a rider, you can get the correct rider with all the necessary experience and expertise. Still, there is only one way to get a rider than they usually accept it. So, in some cases, it gets good results for the company, but in other cases, their operation work gets affected because of the hired rider's incompetence; also, many of the riders get employed also had criminal activities or unprofessional way of working due to which they are released from the last place of work. Therefore, with this solution, there will be a complete history of working against each rider which will be continuously updated by companies that hire the rider. In that way, companies will find experienced and efficient riders easily, and riders with compromised backgrounds will be put on the blacklist.

Online Web Portal Creation for Accessibility

In Order to make sure the smooth working of the flow as defined above, an excellent interactive Online Web Portal needed to be made for the companies of this sector. With its help, each individual company can easily upload and make entries of rider details, and at the same time, they can also search for any individual rider details and check his working history. In this web portal, different reports will be created for better understanding and visualization, so it will be easy for the companies to find efficient and experienced riders in this business.

Creation of Rider Organizations

Also, it is crucial for better growth of the riders to give them a platform for their voice and the structure from where they share their issues and problem. Because many times we have seen the rights of riders compromised, like giving them a salary that is not market-competitive by companies or riders exploited with unjustified working hours, etc. So, through this platform, riders will now have a voice on which they get to share their issues and complaints. Also, they can get guidelines and information regarding their work, and even they can ask for job opportunities through it also. Therefore, the government makes sure that

Rider Organization should be firm and adequately represent the rider and should also function in a way to handle the rider's requests and complaints that will end in a conclusion with minimum time. In addition, this organization also will work for the training, learning, and even the welfare of the riders, which will really enhance them as riders and also help them to become better.

Real-Time Visibility of Rider Working

The majority time of the Riders is spent on the route, and this is the central part of their job, so that is why the check and balance on the way riders are working is complicated to do because they are operating and doing their job outside the workspace of any individual companies, this is the reason that standard way to monitor the conduct of riders should be introduced in order to regulate riders, following are some of the ways;

Body Cam on Riders

First, the technic to closely monitor Riders' way of working en route is to introduce Body Cam, which is being practiced by Police in many countries. So, Body Cam will be placed and fixed on the chest of the Rider, which riders will do before they leave for work from the office. Then everywhere rider will go to work, they will make sure that they wear it, and all interactions they do and especially with Customers, will be recorded, which is essential for making sure that the proper service will be given to customers and riders very politely with respect handling customer and due to it if any customer complaint to a company about rider behavior, then company can quickly check the recording and determine what actually happened. But this can create issues for some customers who don't like being recorded and their faces being shown in the camera. For it, the government makes sure that every camera used for this purpose should have the technology which captures the surroundings only and they are blurring the Customer's Face so that the whole conversation discussion will be recorded with the Customer's face blurred and also; the security of footage should be appropriately maintained that no security breach with the leaking of footages should happen, and customer privacy should be maintained.

Glasses Cam on Riders

Introducing Glass Cam, which functioned similarly to Google's Smart Glasses and was presented by them in 2013, is another technique to carefully watch Riders' working methods while they are on the road. Therefore, before leaving for work from the office, riders will put on their Glass Cams. Then the rider will make sure to wear it wherever they go for work, and all interactions they have, especially those with customers, will be recorded. This is important for ensuring that customers will receive the proper service and riders will handle customers politely and with respect, and because of it, if a customer complains to a company about rider behavior, the company can quickly check the recording and ascertain what actually occurred. However, this may need fixing for some clients who object to having their faces captured on camera and recorded. The

government makes sure that every camera used for this purpose has the technology that records only the surroundings and blurs the customer's face so that the entire conversation would be registered with the customer's face blurred. In order to prevent a security breach with the disclosure of film and to protect client privacy, the security of the footage must be carefully maintained.

Dashboard Cam on Rider Vehicle

Finally, the Dashboard Cam, which is quite common right now, on the vehicles of Rider should be placed and fixed and then record the way of their work through it. It is more important to use, especially in the case of Ride-Hailing working, and in this case, the camera will not be on Rider facing the Customer but in front of the Vehicle Facing the Customer and Rider both. Similarly, here if some clients prefer to avoid having their faces recorded and photographed. So, in order to document the entire conversation with the customer's face obscured, the government makes sure that every camera used for this purpose is equipped with the technology that records just the surroundings. The security of the footage must be adequately maintained in order to prevent a security breach with the exposure of film and to preserve client privacy.

Monitoring Enroute Riders Health and Safety

It is also very critical to monitor how riders drive their vehicle on the route. Are they driving safely and, most importantly, not overspeeding, which can cause accidents and create problems for Riders in terms of their lives getting in danger and also for the company who has to deal with this situation regardless of Rider is at fault or not they have to handle the situation because riders were on duty when that happened and even for the customers whose delivery of the order will get delayed because the rider responsible for delivering their order is now in hospital due to accident. That is the reason Vehicle Delivery speed monitoring devices must attach to Rider's vehicles to check the rider's speed constantly and in case of overspeeding or rash driving, it should alert the rider immediately, and through the internet, the data should also be sent to the company office which they view through Web Portal, and then they proactively deal with it before something bad happens. Also in addition, the devices can be attached to the rider's body which will monitor the Riders Vitals and blood pressure, etc., and that data through the internet should transmit data on the same Web Portal for visualization, so their respective company knows exactly about riders and can guide and prevent any problem and accidents which caused due to rider health issue.

Creating Opportunities for Riders

With the standardization for riders now government also will suggest some solutions for creating different unique opportunities through which they can earn more and enhance the business sector overall; some of them are mentioned below;

Merging Last Mile of Order and Ride Hailing

The first new earning opportunity can be to merge the Last Mile of an Order means the Order is picked up from Office Warehouse and then delivering it to the Customer location, and the Ride Hailing means picking up a ride request from the consignee and then drop-off the consignee to its desired location. In it, the solution will start like this Rider will pick up Orders by scanning them through its Rider App on Office Warehouse and then start its route according to the picked Order destinations. At the same time, the Rider App will know what the locations where riders have to visit for Delivery are, so it will try to find Ride requests from Consignee who wants to go to the same location or near those locations where riders will visit to deliver picked orders. So, in that case, Rider will pick up and drop off the rides of the consignee en route and parallelly will deliver the order to the customer's location. In that way, both tasks will be managed at the same time without extra effort and deviation from their respective route. But a strong Mobile Application is needed to implement this complex algorithm which companies can make themselves, and also government can invest time in it and create the solution and then outsource them and, in exchange, can get charges for usage of it.

Multiple Customers Sharing the Same Ride

Another innovative way that has now been started to practice by some Ride-Hailing companies but needs to be more work done on it is to create a way that merges the Ride from different Consignees into the same Ride based on the location they want to go if they are going to the same or near or location which is in the same direction, so like Rider is taking rides on the vehicle which have space of more than one person's then through this solution Rider will not only utilize extra space in the vehicle and also earn more at the same time on the same route.

Working with Multiple Companies at the Same Time

Also, the other way to create more earning opportunities for riders is to allow them to work for multiple companies at the same time, with proper management of the work schedule so that no work of any company should be interrupted and Rider can earn more through it.

Shared Mobile App of Multiple Companies

To make possible the work of Rider with different companies at the same time, it would be important if Rider had a Single App through which Rider can easily scan and process Orders picked from two different companies. To make it possible, either company can come together for the creation of such an application, or the government can create the Application and then outsource them and, in exchange, can get charged for usage of it.

Online Marketplace of Vehicle Vendors for Riders.

Vehicles like Cars, Bikes, Vans, etc., are very crucial for the Rider's working en route, but some Riders find difficulties in buying vehicles to start

work of Rider because of financial constraints; that is why Government can introduce a website that will be a Vehicles Purchasing Marketplace, on which Riders can purchase Vehicles on easy installment and start the Rider work and then start earning and slowly pay back the installments. So, through this way, Vendors or Sellers of Vehicles will find the buyers, and Riders will find Vehicles in easy installments to start work and earn, so a win-win situation for both.

Online Marketplace of Mobile Vendors for Riders.

After Vehicles, the most important thing for the Riders working en route is Mobile Phones, but some riders struggle to start working as riders because of financial limitations. As a result, the government should introduce a website that will serve as a mobile purchasing marketplace, where riders can start working as riders, buy mobiles in easy installments, and start earning money while doing so. Therefore, by using this method, mobile vendors or sellers will be able to find buyers, and riders will be able to discover mobile devices with simple payment plans so they can start working and earning.

Recommendation for Future Work.

Several avenues should be explored for future research in the field of "Government Regulations for Standardizing Riders' Working Methods and Providing Them with More Earning Opportunities." Initially, an in-depth analysis of the extant regulatory frameworks in various regions and their impact on the gig economy could provide valuable insights into best practices and potential improvement areas. In addition, conducting empirical studies to evaluate the socioeconomic effects of these regulations on riders, such as their income stability and employment security, can provide a more complete understanding of the actual outcomes. In addition, investigating innovative policy approaches, such as portable benefits and skill development programs, and their viability in enhancing the earning potential and overall well-being of gig workers is a promising area of future research. Lastly, given the rapidly evolving nature of the gig economy, ongoing research should also concentrate on adapting regulations to emerging technologies and business models while ensuring fair and equal treatment for all riders.

Limitation our Work.

This study on government regulations for standardizing passengers' methods of employment and providing them with more earning opportunities is not without limitations. First, this research focuses on a particular region or country, and its findings may not be applicable to other regions with distinct regulatory frameworks and economic conditions. Second, the study largely relies on available data and may not capture real-time shifts in the gig economy and regulatory environment. Thirdly, the research focuses predominantly on the perspective of riders; for a more complete understanding, additional research should include the perspectives of platforms, policymakers, and consumers. Lastly, the dynamic nature of the freelance economy and the ever-changing nature of regulations make it difficult to evaluate long-term effects.

CONCLUSION

Interesting key points can be taken out from this research article because of its uniqueness in terms of highlighting the problem to which not neither logistics companies are not paying attention which is required the government is taking the initiative to once for all regulate and standardize the way it is currently practiced. Thus, with this paper, we have properly explained the irregularity and inefficiency in the current way of how Rider works for different companies, and they are being victimized, and justice is being done with them due to the lackness of checks and balances. Also, parallel with the problems, we have discussed the solutions which can help in solving the issue. So, we have made sure that not only should the problems be clear, but also, with the solutions, it can be made clear that the problems can be resolvable and it just needs a serious effort from the government end in order to force these regulations that guarantee the protection of rider rights and make sure it should be followed and implemented as it is. Finally, from the government ends new business opportunities, which not only create more employment chances for riders and also increase their earnings. If accepted this fact and the government works towards it, then it will benefit the business, and also the government; otherwise, problems will continue to exist.

ADVANCED RESEARCH

Future research in this area could investigate the comparative effectiveness of various regulatory approaches in different countries or regions, casting light on the best practices for striking a balance between worker protection and platform flexibility. In addition, investigating the evolving role of technology and automation in the gig economy and its implications for the employment of rideshare drivers could yield valuable insights. Investigating the influence of regulations on the pricing and quality of services, as well as consumer behavior, could prove fruitful. Furthermore, longitudinal studies monitoring the long-term effects of regulations on the well-being and career trajectories of gig workers would contribute to a more comprehensive understanding of the subject. In an increasingly globalized world, investigating the potential for international collaboration and standardization of freelance economy regulations could be an intriguing area of study.

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