

Enhancing Healthcare Access for Urban Gig Workers in India using a Technologically-enabled Solution: eKure

Harsha Tomar¹, Suma Pathy¹, Anshul Khurana²,
Arpan Jain², Rohit Kalvakunta²

Affiliations:

1. Population Services International (PSI)
2. Entitled Solutions Pvt. Ltd.

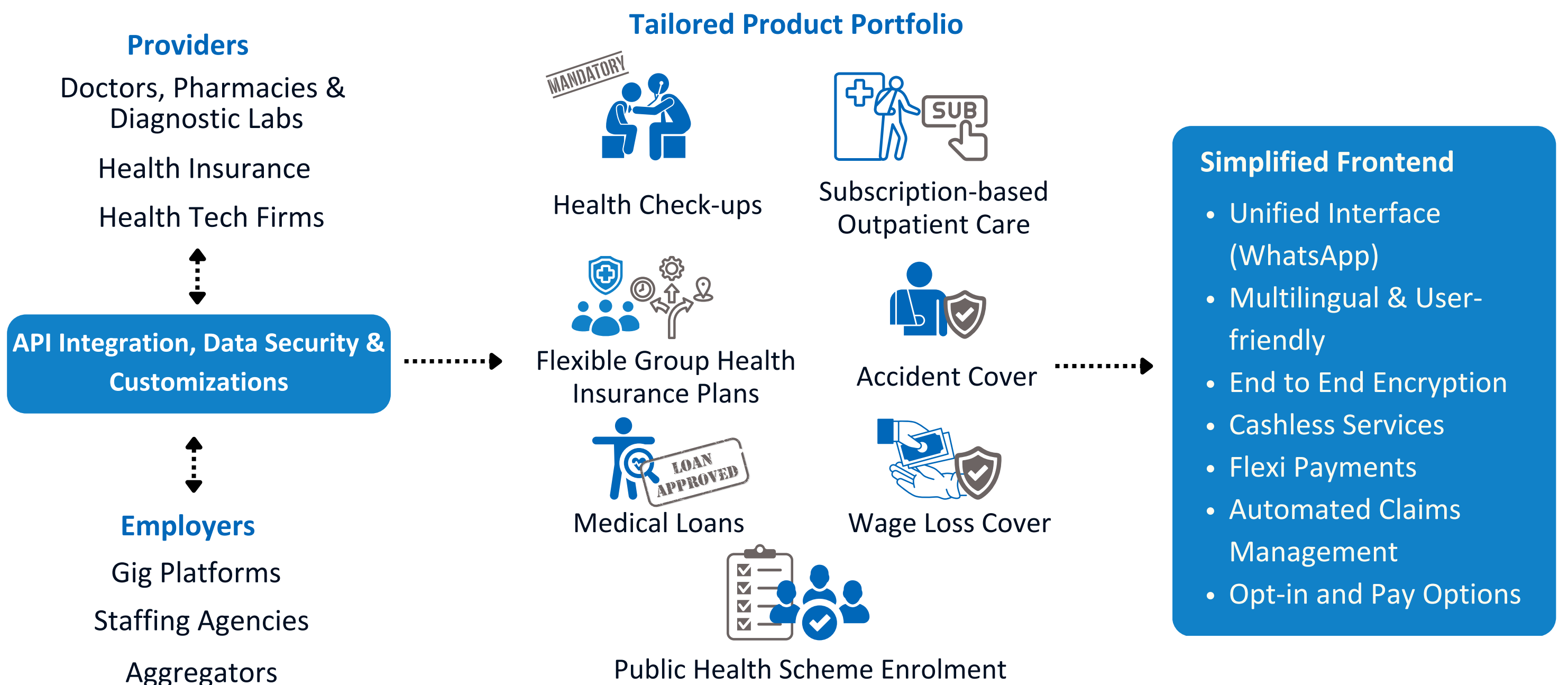
Introduction

India's gig economy is growing, employing over 8 million low-income workers who often struggle with healthcare access due to job insecurity and limited social protection. Despite digital advancements in online healthcare services, gig workers remain underserved. To address their healthcare needs, Population Services International (PSI) and Entitled Solutions co-created eKure, a digital health benefits platform under the USAID-funded urban health project Samagra.

Objectives

- Delivering affordable healthcare services tailored for gig workers
- Leveraging digital platforms to maximize healthcare accessibility

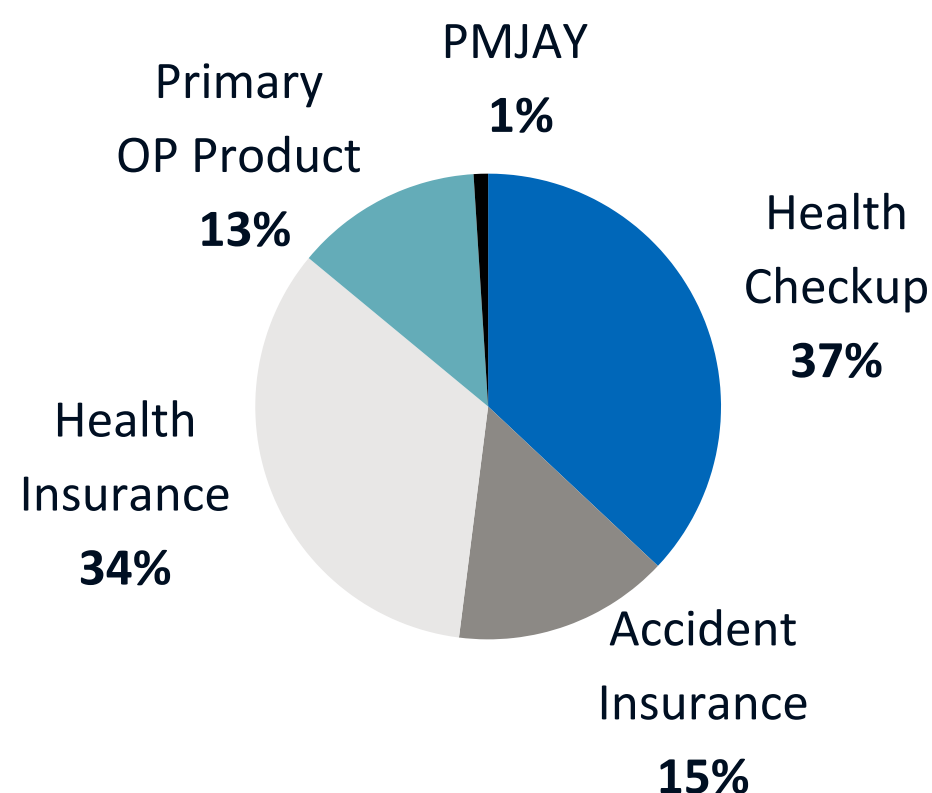
Technology-enabled Solution - eKure



Results

- eKure has scaled rapidly, reaching 6,51,000 workers through partnerships with over 40 workforce platforms and associations.
- More than 101,000 gig workers have enrolled on the platform, saving a total of 237,000 USD in out-of-pocket healthcare expenses.

Product Category Wise Enrolment



Conclusion

eKure integrates technology, healthcare, and finance to offer gig workers and their families flexible and affordable access to essential services. The platform is evolving to expand services and improve its interface, bridging healthcare gaps and driving sustainable impact.



Scan the QR code to get the eKure demo now!

For more information, please contact:
Dr Harsha Tomar, Lead Innovations, PSI
Email: htomar@psihsa.org