

Purple economy

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The Purple Economy, also sometimes referred to as the care economy represents a new vision of economics that recognizes the importance of care work, empowerment and autonomy of women to the functioning of the economies, wellbeing of societies and life sustainability.

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About Purple economy:

- The **Purple Economy**, also sometimes referred to as the **care economy** represents a **new vision of economics** that recognizes the **importance of care work, empowerment and autonomy of women** to the functioning of the economies, wellbeing of societies and life sustainability.
- Care work consists of **two overlapping activities** and can be **paid or unpaid**:
 1. Direct, personal, and relational care activities, such as feeding a baby or nursing an ill partner
 2. Indirect care activities or domestic work, such as cooking and cleaning.
- Being mostly in the service sector, **care work** is often associated with significant wage penalties and **poor working conditions**.

Paid care work:

- It **refers to occupations** where workers provide **direct face-to-face care** or **indirect forms of care** that provide the **preconditions for caregiving**.
- It includes the work carried out by **nurses, childminders, community health workers** and elderly care assistants as well as domestic workers, cooks, and cleaners.
- Paid care work is predominantly carried out by **women**, often those from **socially disadvantaged groups**, including migrants.

Unpaid care and domestic work:

- These are provided without **explicit monetary reward** in homes and communities.
- Care workers perform their tasks in a **variety of settings** such as public, private, not-for-profit organizations as well as **private homes**.
- The bulk of care work worldwide is provided by **unpaid carers** who are mostly **women and girls**.

Challenges faced by Care workers:

- Despite invaluable contribution, unpaid care continues to be largely treated by mainstream economics as an **externality**, being **unaccounted for in policies** and **national accounts**.
- The associated costs in the form of forgone wages and opportunities for women and girls **amplify gender inequality**.
 - The COVID-19 pandemic has exacerbated and highlighted these costs even more.