

Karya — Fair-Wage AI Data-Work Platform Bringing Digital Income to Rural India

Digital Inclusion · Good practice · India

Quality score: 96/100

Evidence strength: Randomised controlled trial

Summary

Karya channels AI firms' data-annotation demand to rural Indian workers via a smartphone app, paying well above minimum wage. A J-PAL randomised trial found flexible home-based gig work tripled women's job take-up, from 15% to 48%.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-16

[Karya Inc.](#) — accessed 2026-09-16

[Karya — Impact & Reports](#) — accessed 2026-09-16

[J-PAL Evaluation: Flexible Internet-Mediated Gig Work](#) — accessed 2026-09-16

[The Borgen Project — Karya profile](#) — accessed 2026-09-16

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