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Over 57% of Odisha Yatri Users Are Women Reflecting Growing Trust in Public Transport

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In a strong sign of growing confidence in Odisha's public transport ecosystem, recent data reveals that 57.44% of total users on the Odisha Yatri platform between October 2024 and July 2025 were women. Of the 2.57 lakh passengers who used the platform, more than 1.48 lakh were female users—a remarkable indicator of enhanced accessibility, safety, and gender inclusion in the state's mobility landscape.

The Odisha Yatri app, launched by Hon'ble Chief Minister Shri Mohan Charan Majhi in January 2025, began its pilot operations in October 2024. Month-on-month usage trends reveal a steady female preference, peaking at 61.63% in January 2025. Even in the latest data for July 2025, women accounted for 55.38% of users, significantly surpassing male ridership.

Transport officials attribute this shift to a combination of factors, including verified drivers, real-time trip tracking, improved last-mile connectivity, and a robust grievance redressal system. The app's integration with enforcement and transport authorities has created a safe and accountable commuting experience, especially for women and other vulnerable groups.

"The data speaks for itself — women are not just participating; they are leading the adoption of Odisha Yatri. This reflects the government's strong commitment to gender-responsive, inclusive transport," said Smt. Usha Padhee, Principal Secretary, Housing & Urban Development Department, Government of Odisha.

Further strengthening its community-oriented approach, Odisha Yatri, in collaboration with the State Transport Authority, Odisha, provided free auto rides to over 30,000 pilgrims during this year's Puri Ratha Yatra.

Looking ahead, plans are underway to expand Odisha Yatri to more cities across the state and introduce ambulance and boating services under the platform, ensuring wider reach and impact.

As Odisha advances toward a safer, smarter, and more inclusive public transport system, the surge in female ridership stands as a compelling testament to the trust and security women place in services designed with their dignity and safety at the forefront.



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