



Commerce & Transport Department  
Government of Odisha

# Odisha Yatri

A State-Led, Citizen-Centric Multimodal Mobility Platform



odisha  
yatri

ଓଡ଼ିଶା  
ଯାତ୍ରୀ



Odisha Yatri is the Government of Odisha's official, state-backed mobility platform, conceived to provide affordable, reliable, safe, and digitally accessible transportation services to citizens while ensuring fair earnings and dignity for drivers. The platform represents a new public-interest model for urban mobility—owned by the state, built on Digital Public Infrastructure (DPI) principles, and designed for scale and inclusion. Odisha Yatri envisions to be India's successful MaaS (Mobility as a Service) app.



## Problem Statement

Prior to Odisha Yatri, the mobility ecosystem in the state faced multiple challenges: High commissions charged by private aggregators, increasing fares for citizens and reducing driver incomes, fragmented mobility services with separate systems for cabs, public transportation, and tourist travel, low levels of digitisation in public transport ticketing and absence of a unified, state-governed safety app for passengers, especially women and vulnerable users for raising SOS and emergency alerts.



## **Solution Approach**

**Odisha Yatri** was designed to address these gaps through a zero-commission, state-led platform that ensures:

- **Transparent and affordable pricing with no surge**
- **Improved driver earnings and participation in a public mobility ecosystem**
- **Seamless multimodal access across ride-hailing, public transport, and tourism services**
- **Digitisation of ticketing and city services to reduce friction for citizens**
- **State-governed and state driven safety module**

**The platform's core promise—“Nischint Ride, Nischit Daam” reflects certainty, fairness, and trust for all.**



## Launch & Current Scale

**Odisha Yatri** was launched in Jan 2024 and has since shown steady growth and adoption. The app has scaled to 2000+ rides per day and has completed over 5.8L trips till date with consistent month-on-month growth. The app has over 15K drivers and over 3.5L customers. Till date the drivers on the platform have collectively earned over Rs. 9Cr without paying any commission. The platform is on track to scale further as additional public services are integrated.



## Multimodal Expansion: Services Launched

- **Boating Services:** Digital booking of state-supported boating services at Chilika Lake, improving transparency and tourist experience.
- **Ama Bus Ticketing:** Introduction of bus ticketing including QR-based spot booking, enabling passengers to self-book, significantly reducing boarding delays and crowding. The app has scaled to 1000+ tickets a day within a week of launch.

## **Future Roadmap**

**Odisha Yatri** is envisioned as a unified state mobility and citizen services platform. Planned integrations include: Public attraction and tourism ticketing, OSRTC bus ticketing integration, Local e-commerce and food delivery, prioritising MSMEs and self-help groups and Parcel delivery services using existing driver networks. The platform also envisions to be the one-stop safety app for the state. The platform's safety roadmap includes: SOS and emergency assistance features, Live location tracking and sharing, Driver verification and audit mechanisms, Crowdsourced safety reporting and integration with state emergency systems. These safety features are state-governed, monitored, and accountable, ensuring higher public trust.



## **Conclusion**

**Odisha Yatri** establishes a replicable national model for state-led digital mobility, combining affordability, inclusion, safety, and operational efficiency. By integrating ride-hailing, public transport, tourism, and commerce on a single platform, Odisha is advancing toward a citizen-centric, future-ready mobility ecosystem aligned with Digital India and public digital infrastructure goals.



**Commerce & Transport Department  
Government of Odisha**