Bharat Taxi and Department of Information Technology and Electronics, Government of West Bengal, Enter into MoU to Strengthen Yatri Sathi

Partnership to focus on operational support, driver welfare, technology interoperability, platform growth, and service expansion across West Bengal

Kolkata, 19 July 2026 : STCL, the cooperative mobility organisation operating the Bharat Taxi platform, and the Department of Information Technology and Electronics (DITE), Government of West Bengal, have entered into a Memorandum of Understanding (MoU) for the operational support, growth, and expansion of the Yatri Sathi mobility platform.

Yatri Sathi is a state-developed digital taxi aggregation platform owned and operated by DITE, providing cab and taxi services to passengers across West Bengal. Bharat Taxi, operated by STCL under the Multi-State Cooperative Societies Act, 2002, follows a cooperative mobility model focused on driver welfare, transparent fare structures, and sustainable urban transportation.

Through this partnership, STCL will act as DITE's strategic and preferred Growth and Welfare Partner for Yatri Sathi. STCL will leverage its cooperative operational expertise, marketing capabilities, and driver-focused approach to support improvements in service quality, driver engagement, customer acquisition, and the platform's presence across the state.

Key Areas of Collaboration

The MoU provides for cooperation in the following areas:

- **Operational Support**: STCL will deploy dedicated marketing and operations personnel to support the growth and expansion of Yatri Sathi.
- **Driver Welfare:** All Yatri Sathi drivers will be eligible to become cooperative members of Bharat Taxi (STCL), subject to applicable membership procedures, and will be eligible to avail cooperative welfare benefits, including insurance, financial assistance, training, and other benefits, subject to STCL's applicable policies and terms.
- **Growth and Marketing:** DITE and STCL will jointly develop and implement marketing, driver-onboarding, customer-acquisition, and platform-growth initiatives.

- **Co-branding**: Yatri Sathi will continue as the master brand during the transition period, while Bharat Taxi branding will be displayed on the Yatri Sathi application and on mutually agreed marketing and communication materials. The detailed co-branding framework will be jointly finalised by both parties.
- **Platform Interoperability:** The parties will work towards interoperability between Yatri Sathi and Bharat Taxi. Yatri Sathi rides may be made available through the Bharat Taxi platform and dashboards, as mutually agreed.
- **Service and Geographic Expansion**: STCL will provide operational expertise, technical know-how, and market insights to support the introduction of new service categories and expansion into additional geographical areas.

Ownership and Existing Technology Arrangement

The Yatri Sathi application, its data, branding, intellectual property, and associated rights will remain the exclusive property of DITE, Government of West Bengal.

DITE's existing technology agreement with Moving Tech Innovations (MTI) for maintenance and operation of the Yatri Sathi platform will continue unaffected until its scheduled expiry in 2028 and will not be extended under the MoU. During this period, STCL will work within the Yatri Sathi platform as operated and maintained under the existing arrangements with MTI.

Two-Phase Implementation

During the two-phase collaboration, Phase I (Transition: 2026–2028) will keep Yatri Sathi's command and control in West Bengal with DITE while DITE and STCL finalize a co-branding framework and execute a joint marketing and growth plan. The partners will enable agreed interoperability between Yatri Sathi and Bharat Taxi, allow Yatri Sathi rides on Bharat Taxi platforms, and have STCL deploy marketing and operations staff to support Yatri Sathi; eligible drivers may access STCL's cooperative membership and welfare schemes. Revenue, expenses, and financial management remain with DITE. Phase II (post-2028) begins after the transition and expiry of the MTI technology agreement, when DITE and STCL will negotiate a new agreement to define STCL's enhanced operational and management role, revenue-sharing and commercial terms, technology and platform responsibilities, and the parties' rights and obligations.

Implementation and Governance
Following the signing of the MoU, DITE and STCL will hold detailed discussions to finalise the operational roadmap, timelines, and implementation plan. A Joint Steering Committee, comprising representatives of both parties, will be constituted to oversee implementation, facilitate coordination, and review progress under the partnership.

The collaboration is intended to strengthen Yatri Sathi as a reliable, inclusive, and driver-focused mobility platform while supporting improved passenger services and sustainable transportation across West Bengal.

About Bharat Taxi

Bharat Taxi (Sahakar Taxi Cooperative Limited) is a multi-state cooperative society of Sarathis built on the principles of fair earnings, shared ownership, and dignified livelihoods for drivers.

The platform is supported by leading national cooperative institutions, including National Cooperative Development Corporation (NCDC), Indian Farmers Fertiliser Cooperative Limited(IFFCO), Gujarat Cooperative Milk Marketing Federation (GCMMF), Krishak Bharati Cooperative Limited(KRIBHCO), National Agricultural Cooperative Marketing Federation of India (NAFED), National Bank for Agriculture and Rural Development (NABARD), National Dairy Development Board (NDDB), and National Cooperative Exports Limited (NCEL).

Inspired by the vision of “Sahakar se Samriddhi” (shared prosperity through cooperation), Bharat Taxi aims to build a mobility system where drivers are not only service providers but also partners in the platform they support.