

File No. D-11011/1/2023-GA
Government of India
Ministry of Ayush

Ayush Bhavan, B-Block,
GPO Complex, INA, New Delhi-110023
Dated 8th January, 2026

OFFICE MEMORANDUM

The undersigned is directed to enclose herewith D.O. letter No. 20-11/2/2025-MoC dated 26.12.2025 regarding recently launched "Cooperative-owned and community-driven digital mobility platform viz Bharat Taxi" for wider publicity and appropriate promotional support.



(Vinay Chahal)
Section Officer (GA)
Tel. No. 24651975

To

All Officers/Officials of the Ministry of Ayush through KMS Portal

Copy to:- DGs of Councils under the administrative control of Ministry of Ayush in Delhi and NCR Delhi for wider publicity and appropriate promotional support.

डॉ आशीष कुमार भूटानी, आई.ए.एस.
सचिव
Dr. Ashish Kumar Bhutani, I.A.S.
Secretary



भारत सरकार
सहकारिता मंत्रालय
Government of India
Ministry of Cooperation



International Year
of Cooperatives
Cooperatives Build a Better World

D.O.No. 20-11/2/2025-MoC Dated: 26th December, 2025

Dear Secretary,

I would like to invite your kind attention towards Sahakar Taxi Cooperative Limited (STCL), a multi-State Cooperative Society registered under the MSCS Act, 2002. The society is being supported by leading national cooperative institutions such as NCDC, IFFCO, NABARD, KRIBHCO, GCMF (AMUL), NAFED, NDDDB and NCEL. The initiative has been conceived in furtherance of the vision of "Sahakar-Se-Samriddhi", with the objective of promoting cooperative enterprises and creating sustainable livelihood opportunities through community-owned mobility solutions.

2. Under this initiative, Bharat Taxi has been launched as a cooperative-owned and community-driven digital mobility platform aimed at providing safe, transparent, and affordable transport services while empowering driver-members through cooperative ownership and participation.

3. Bharat Taxi has been pilot launched in Delhi-NCR and Gujarat (Saurashtra Region) and is envisaged as a reliable last-mile and point-to-point transport option, aligned with the Government of India's objectives of inclusive growth, fair competition, and ethical service delivery in the urban mobility sector.

4. In furtherance of these objectives, this Ministry requests the cooperation of Central and State Government Ministries, Departments, PSUs, and autonomous bodies in facilitating appropriate promotional support and visibility for Bharat Taxi within their premises and official communication channels. Such facilitation may include permission for display of informational materials or inclusion in internal and digital communication platforms, without disruption to routine office functioning.

5. The Ministry also encourages departments, wherever feasible, to sensitize officers and staff regarding the availability of Bharat Taxi as a cooperative mobility option and to share institutional feedback that may assist in improving service delivery prior to wider rollout.

सचिव आशुष का मंत्रालय

Office of Secretary Ayush

एफ.टी.एस. / F.T.S. No. 477442

डायरी नं./Dy. No.

दिनांक/Date 02/1/26

Contd/..

Office : Atal Akshay Uda Bhawan, Lodhi Road, New Delhi-110003 / Phone : 011-20849022, 20849024
E-mail : secy-coop@gov.in

6. The Bharat Taxi mobile application is available for download at:

i. Google Play Store:

<https://play.google.com/store/apps/details?id=in.mobility.bharatTaxi>

ii. Apple App Store:

<https://apps.apple.com/in/app/bharat-taxi-ride-booking-app/id6755764004>

7. Feedback and suggestions may be shared at communications@bharattaxiapp.com. For any further clarification or coordination in this regard, you may contact Col. Himanshu at +91-9319896270.

8. The Ministry looks forward to your kind cooperation and support in promoting this cooperative-led mobility initiative.

Warm regards

Yours sincerely,

Ashish Bhutani

(Dr. Ashish Kumar Bhutani)

Secretaries of all Ministries of Govt. of India

GA