



PINK AUTO RICKSHAW PROJECT

The introduction of “ Pink Auto Rickshaw Service” by the Commissionerate Police in Bhubaneswar is a unique and innovative measure in the field of women security which is also the first of its kind in Odisha. The colour ‘Pink’ being identified with women, the auto service is referred to as “Pink Autos” and reflects our “We Care motto” for women. The Commissionerate Police has developed a well-structured guideline for conducting the background verification and assessment of behaviour of the volunteering auto drivers towards women. The aim is to identify those candidates who would do justice to the women-friendly label. This Pink Auto initiative is characterised by the features enumerated below.

1. The autos are being driven by male drivers who are sensitised to take care of women commuters even in difficult situation and they are also trained in first-aid.
2. Pink Auto Rickshaw is primarily for women, children and families.
3. The drivers are to act as the guardians of the female passenger if they are travelling alone.
4. The direct involvement of police in this project gives a feeling of empowerment to the auto owner cum drivers.
5. Active involvement of Auto Associations has helped in regulating the Auto drivers and in provide adequate support to the project.

The “Pink Auto rickshaw Project” in Bhubaneswar city was flagged off by the Hon’ble Chief Minister, Odisha on 27.06.2015 with active support and assistance of some public/private corporate sectors like Paradeep Phosphates Limited. It has completed one successful year of operation. To our utmost satisfaction, 353 pink autos are successfully operating from the nodal areas of Bhubaneswar. Also, 5 pink auto kiosks have been set up in prominent locations like Railway station, Acharya Vihar, Vanivihar, Baramunda and KIIT with telephone facilities to aid women to avail their services. Women and girls are enthusiastically availing the pink auto service and the feedback has been very positive. From the feedback reports received from the women commuters, it has been ascertained that the drivers are extending exemplary behaviour and respect to women passengers. It has also been noticed that not a single case of refusal by the driver has been reported relating to short distance trips for women commuters. Women groups, NGOs, and people from all walks of life have appreciated the initiative.