



## Udaan: Unlocking Women's Economic Potential

### Mobility: An invisible economic constraint

Across India, women's workforce participation is shaped not only by opportunity but by mobility. When transport is expensive, unreliable, or unsafe, productivity drops and earnings potential shrinks.

### The Urban Company insight

Women account for a significant share of Urban Company's service professionals, yet many lacked access to a personal vehicle and spent ~INR 7,000 per month on app-based transport.

Urban Company's partners' earnings revealed that while women earned more per hour than men, their monthly earnings remained at par - the missing link was mobility.

### From insight to intervention

Project Udaan was designed as an end-to-end mobility ecosystem addressing three barriers: skills, access and financing.



### Key intervention pillars included:

#### Skill Enablement

- Free two-wheeler riding training
- Licensing support

#### Access to Ownership

- Partnerships with OEMs
- Women-friendly dealership engagement

#### Gender-Responsive Financing

- Flexible loans through banks and NBFCs
- INR 10,000 down-payment support

Urban Company and Prosus jointly invested ~INR 3 crore in training and down-payment subsidy.

#### Measurable Impact

##### Earnings & Productivity

- 14% increase in net monthly earnings
- Reduced waiting time and travel expenditure
- Higher utilisation and improved schedule predictability

As of December 2025, Udaan has enabled ~1,800 women to purchase a two-wheeler and learn how to ride it.

Over five years, two-wheeler ownership can generate ~INR 2.7 lakh in cumulative savings compared to reliance on hired transport.

### Unlocking the Next Wave of Impact

Project Udaan shows how ecosystem collaboration - across platforms, lenders, OEMs and NGOs - can unlock structural barriers to women's economic participation.

By integrating training, financing and asset ownership, Udaan converts mobility from a constraint into an economic multiplier.

### Mobility created a productivity flywheel:

Faster travel → More bookings  
→ Access to higher-value slots  
→ Greater earning stability