

Supporting Wellbeing

Workforce Care and Support

DTC supports employee and driver wellbeing through structured initiatives that address physical health, mental resilience, and day-to-day working conditions. These programmes are designed to support safe operations, sustained performance, and workforce engagement across both drivers and staff.

Social support for employees:

Health and wellbeing support

Medical insurance, wellbeing initiatives, on-site mental health support, and access to counselling when needed.

Work-life balance and leave

Parental and accompanying leave, flexible working arrangements, and initiatives supporting work-life balance.

Financial and family support

Interest-free loans, annual airfare allowances, and support related to employees' children's education.

Career development and engagement

Training and development opportunities, internal growth pathways, open-door communication, and employee recognition activities.

Fair pay and benefits management

Regular reviews of compensation and benefits to ensure consistency and competitiveness.

Social support for drivers:

Basic needs and settlement support

Equipped accommodation, visa assistance, paid vacation, and meals through B2B partnerships.

Financial assistance

Interest-free loans, temporary financial support in cases of extreme need, and waived onboarding fees during the initial period.

Employment transition and stability

Assignment to third-party work prior to full qualification, supporting income continuity.

Wellbeing and mental health support

Access to on-site mental health support, including counselling services when required.

More below

Supporting Driver Wellbeing During Ramadan

Dubai Taxi Company (DTC) celebrated Ramadan with initiatives focused on driver wellbeing and community engagement. In partnership with Beit Al Khair and Red Crescent, the Company distributed over 100,000 iftar meals throughout the month and organised sports tournaments such as cricket and volleyball to promote fitness, teamwork, and relaxation among drivers.

On Zayed Humanitarian Workday, DTC collaborated with Dubai Holding to host the 'Gift it Forward' event for 2,400 drivers, bus supervisors and their families. The initiative offered an interactive marketplace where participants could choose gifts tailored to their needs, fostering inclusion and appreciation. Together, these initiatives reflect DTC's ongoing commitment to employee wellbeing and community engagement, supporting the UAE's 'Year of Community 2025' vision.

Employee Engagement and Wellbeing Evolution

In 2025, DTC shifted toward a more strategic, data-led approach to engagement and wellbeing. The focus moved from isolated initiatives to sustained culture-building and leadership-driven connection.

- Stronger emphasis on mental health, energy management, and work-life balance.
- Use of engagement surveys and KPIs to inform programme design.
- Increased leadership visibility and involvement in engagement initiatives.