

# ELEMENTAL

Vedanta Aluminium Business' Monthly Newsletter

Vedanta Aluminium launches India's first low carbon 'green' aluminium!



We are delighted to announce the launch of 'Restora', our low carbon, 'green' aluminium brand. Under Restora, we have unveiled two product lines – Restora and Restora Ultra. Restora's carbon footprint is well below 4 tonnes of CO<sub>2</sub> equivalent per tonne of aluminium manufactured (the global threshold for green aluminium), and Restora Ultra has a near-zero carbon footprint that is amongst the lowest in the world. For Restora Ultra, we have partnered with Runaya Refining, one of India's fastest growing manufacturing start-ups in circular economy.



**Rahul Sharma**  
CEO - Aluminium Business

The launch of Restora, marks a proud moment in our commitment to decarbonize our operations as well as provide our customers an unmatched competitive advantage with sustainable aluminium products. Vedanta's Restora will provide our customers with the assurance that the aluminium they purchase has amongst the lowest carbon footprints in the world.



**“** We are delighted to collaborate with Vedanta for creating Restora Ultra. Runaya is working towards disrupting the linear economy model by building in principles of circularity and sustainability into the design of the resources industry.

**RestoraULTRA**



**Annanya Agarwal**  
Co-founder, Runaya

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### HIGHLIGHT

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### HSE & SUSTAINABILITY

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### AWARDS

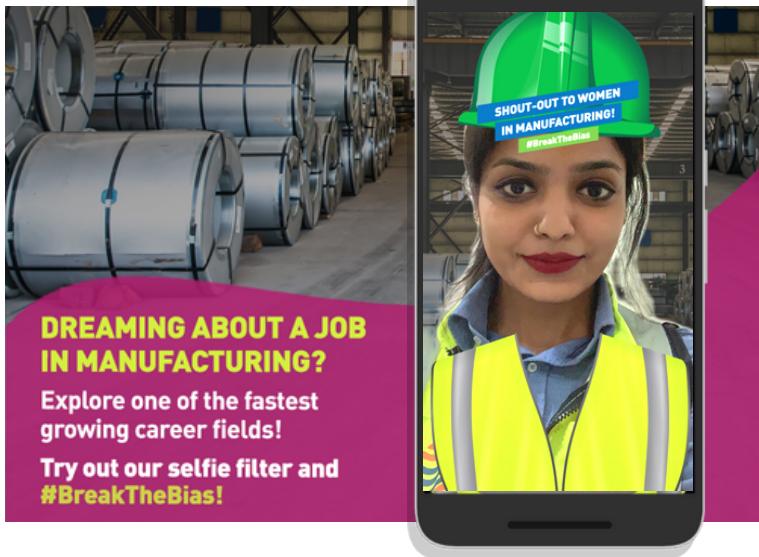
Double victory at the Brand  
Vision Summit & Awards

### MEDIA

She Matters to Manufacturing

## CEO Connects with Women Employees

Our women employees spent a fun afternoon with Mr. Rahul Sharma, CEO - Aluminium Business, where he gifted them with inspirational books. At Lanjigarh, Dy. CEO Mr. GG Pal connected with 150 women leaders and community members on the topic of breaking biases, and gifted personalized hampers to all.



## Superwomen Executive Committee and One Day Leaders

At BALCO and Vedanta Jharsuguda, our women professionals stepped up to lead various functions, including CXO roles on 7th and 8th March 2022. Current office bearers mentored them as the women employees led the official responsibilities, learning the ropes of leadership and business.

## An Augmented Reality Campaign to Remember!

We launched an Augmented Reality selfie filter called #BreakTheBias on our Instagram handle (@vedanta\_aluminiumbusiness) encouraging women to imagine themselves in hard hats & safety jackets, and visualise a career in the manufacturing industry. The campaign aimed at gamifying the message that women professionals should actively consider a career in the manufacturing industry, which is the most under-represented in terms of gender diversity.



**Meet the Magnificent Women of Vedanta and Their Machines**

**#BreakTheBias**

**Deputy Commandant Priyanka Shokeen (retd)**  
Head Security - CPP & Plant I

Always on her toes, she ensures the safety of everyone and everything at our operations!

**Meet the Magnificent Women of Vedanta and Their Machines**

**#BreakTheBias**

**Vasudha Singhal**  
Head - Coal Procurement & Contracts

She is the dynamo who ensures that our world-class aluminium smelters are always fuel-secure!

## Celebrating the Magnificent Women of Vedanta & Their Machines

In the week leading up to Women's Day 2022, we celebrated our women trailblazers in manufacturing. From heading civil infrastructure operations to security, the magnificent women of Vedanta Aluminium have distinguished themselves in their respective roles and shown the world that success knows no gender!

# GLIMPSES OF GALA WOMEN'S DAY CELEBRATIONS!



## Road Safety Month celebration

The BALCO traffic team, in collaboration with the Security department, observed National Road Safety Month to highlight the importance of keeping safety first while travelling by any mode of transportation, and to inform people about ways to become more aware of their safety on the road. Employees, partners and members of the general public took part in the Road Safety Pledge, vowing to consciously cooperate in promoting road safety by observing traffic rules and assisting victims of road accidents.



## Division-level workshop on furnace safety

On the occasion of National Safety Day, Vedanta Jharsuguda participated in a division-level workshop organized by Directorate of Factories and Boilers, Sambalpur Division, Odisha. The technical session focused on safety in furnace operations and emphasized on behavioural aspects of safety, to build a safety-first mindset at the workplace.

## National Safety Day at Vedanta Jharsuguda

Vedanta Jharsuguda observed the 51st National Safety Day with a week-long celebration on the theme 'Nurture Young Minds, Develop Safety Culture'. A series of events, including an oath ceremony, a safety rally involving more than 600 employees, competitions, training programmes, informative webinars, etc were conducted to spread awareness on safety practices.



## Sankalp Diwas observed at Vedanta Jharsuguda

To reinforce its commitment to safety, Vedanta Jharsuguda celebrated Sankalp Diwas on 22nd February. Senior management hoisted safety flags at multiple plant locations, and led employees and business partners in taking a pledge to nurture an interdependent safety culture. More than 1500 employees and business partners took the safety pledge.

## Deployment of Smart Pot Purity Tracking Module

Our subsidiary BALCO has always strived to integrate automation in manufacturing processes to enhance productivity and safety. The BALCO team recently deployed 'Smart Pot Purity Tracking' module, under which all the associated manual activities are digitalized. The project offers a more reliable and evidential method of analysis of critical pots.



## Advanced lightning detection & protection system

Our Jharsuguda team has installed an advanced lightning detection and protection system at Katikela ash dyke to bolster safety quotient in the area. This first-of-its-kind system in India comes with a protection radius of 110 meters, can detect storm activity from 40 km away and send alerts in advance, so that people in the vicinity can move to safe places.

## Paperless Office Digital Project launched at Vedanta Jharsuguda

Mr. Rahul Sharma launched 'Paperless Office' Digital Project at our Aluminium Smelter in Jharsuguda, to transition our operations into a 100% paperless mode. The project has made all paperwork accessible through a mobile interface, unlocking several other benefits including saving valuable man-hours, offering real-time analytics at fingertips, alerts for quick resolution of anomalies and more.



## Guard InterLock Protection System (GILPS)

Our employees at Jharsuguda are working on Guard InterLock Protection System (GILPS), a digital conveyor belt guarding system that ensures the intactness of the conveyor guarding. The first installation was recently inaugurated at the conveyor belt of coal handling plant at IPP. The system was inaugurated by Mr. Sunil Kumar Satya, CEO - Power Business, along with Mr. Ajay Pandey, Dy. COO-Power and Mr. Vijay Ingole, Head-TPP.

## BALCO celebrates women's achievements at Unnati Mahotsav

BALCO organized Unnati Mahotsav on International Women's Day to increase awareness about its women empowerment project 'Unnati'. 13 women were felicitated for their outstanding achievements in various fields. At the event, BALCO and Korba district administration collaborated to disseminate information regarding balanced diet, health & hygiene and the legal rights of women. More than 500 women from multiple Self-Help Groups (SHGs) participated in the event.



## Mega Health Camp at Ambodala, Kalahandi (Odisha)

Vedanta Lanjigarh organized a Mega Health Camp at Ambodala village in association with the local Public Health Centre and Vedanta Hospital. Over 200 community members from 6 villages underwent doorstep check-ups for various ailments prevalent in the region.

## Vedanta Jharsuguda marks International Women's Day with community members

Vedanta Jharsuguda celebrated Women's Day with Subhalaxmi Co-operative and community members. During the event, meritorious students supported by Vedanta's education program as well as successful entrepreneurs, self-help groups and community mobilisers were felicitated for their exceptional performance. With a host of fun activities, the event saw participation of 250+ members of the community.



## Polynet Shade house distribution to boost farm-based incomes among community

Under our 'Jeevika Samriddhi' project, we provided Polynet Shade Houses to farmers in Siriapali, Gudigaon and Keldamal villages of Jharsuguda. This will enable them to cultivate crops in a controlled environment, and increase yield by 2.5-3 times as compared to the traditional methods.

## Double victory at the Brand Vision Summit & Awards!



**Mr. Rahul Sharma won  
'The Extraordinaire - Business Leader' for 2020-21**



**Vedanta Aluminium won  
'The Extraordinaire 'Icon of Trust' - Brand'  
for 2020-22**

### Vedanta Jharsuguda wins GOLD at Exceed Occupational Health and Safety Awards'21



**BALCO wins 43 awards at NCQC**

### Vedanta Jharsuguda bags 1st Runner-up at CII Odisha HSE Excellence Award



**BALCO certified as  
'Best Workplace in Manufacturing - 2022'**



Click on the stories to read more! 

## ET ENERGYWORLD

Energy News | Latest Energy News / Renewable

### Vedanta Aluminium launches 'Restora', India's first low carbon 'green' aluminium

Vedanta Aluminium is the first major non-ferrous Indian metals producer to manufacture low carbon products (primary aluminium) for customers worldwide, exhibiting a strong step towards its commitment of achieving Net Zero Carbon by 2050.

IANS • February 25, 2022, 16:06 IST



Vedanta Aluminium Business, India's largest producer of aluminium and value-added products, launched 'Restora', its low carbon 'green' aluminium brand. The company unveiled two product lines - Restora (low carbon aluminium) and Restora Ultra (ultra-low carbon aluminium) under the brand.

producer to manufacture low carbon products (primary aluminium) for customers worldwide, exhibiting a strong step towards its commitment of achieving Net Zero Carbon by 2050. Both products have been verified as low-carbon aluminium post assessment by an independent, global verification assurance firm.

With Restora, Vedanta Aluminium will address the fast-growing global demand for low carbon aluminium, driven by greater climate consciousness. Vedanta's Restora is being manufactured at the company's world-class aluminium smelter using renewable energy. Restora has a GHG intensity that is well below 4 tonnes of CO<sub>2</sub> equivalent (tCO<sub>2</sub>e) per tonne of aluminium manufactured - the global threshold for aluminium to be considered as low carbon aluminium, and Restora Ultra has an even lower carbon footprint that is amongst the lowest in the world.

## PEOPLE BUSINESS

### Knowledge, Vision, and Learnability: Making of a Successful Leader

Published on February 24, 2022



Rahul Mahajan  
Country Lead - Great Manager Awards (Country Sales Director) | Principal Consultant of People Business Consulting

17 articles

In this edition of the #CEOInsights as part of the Great Manager Awards, we have Rahul Sharma, Chief Executive Officer of Aluminium Business, Vedanta Limited. In his conversation with me, he shares his leadership thoughts to drive business in challenging situations.

Rahul Mahajan: Who are some of your key mentors who made a significant impact in your life? And how did they inspire you?

Rahul Sharma: Our Chairman, Mr. Anil Agarwal is the person who has perhaps been the biggest source of inspiration for me. Within just one generation, he has single-handedly built a natural resources conglomerate that is today the backbone of India's manufacturing industry. Vedanta is proudly of Indian origin and amalgamates global insights and best practices. He is a visionary having decades of experience coupled with the unshaken passion of a warroomer, which brings fresh energy and transformative thoughts to our organization. He always aspires to set the global benchmark, which broadens the thought process of our people, builds a shared vision and fuels us to aspire for it passionately.

Rahul Mahajan: What is your leadership style and some do's and don'ts when it comes to working around you?

## ETHR WORLD

### How Vedanta Aluminium is changing course of inequality river: Employing women in "unconventional roles"

Changing the course of the river infected by gender inequality, Vedanta Aluminium, a part of over 75,000 employees-strong Vedanta Limited, is moving ahead to create a fundamental shift in approach and increased level of the playing field.

Abhishek Sahu • ETHRWorld • March 08, 2022, 08:58 IST



Deep Ranjan Sahoo, CHRO - Aluminium Business, Vedanta Limited

In industries such as manufacturing, mining, and power, it is very rare for women to rise to leadership ranks and that too through dint of determination and reward of skill and achievement alone.

However, there are a few companies whose women employees are breaking all barriers and have successfully

established themselves as leaders in these unconventional roles such as Quality Control Officer for the largest producer of Aluminium in the country; Head - Security of a manufacturing unit in one of the remotest areas; Procurement Head for metals; to name a few.

Changing the course of the river, Vedanta Aluminium, a part of over 75,000 employees-strong Vedanta Limited, is moving ahead to create a fundamental shift in approach and increased level of the playing field.

## HINDU BUSINESS LINE

### Aluminium, the green metal

It can fast-track development of India's solar industry

ANAND KHANNA

The pressing need for climate action has got countries taking rapid steps to expand and increase output of the renewable energy (RE) industry, with solar energy emerging as the predominant source of green energy. India not only stands fourth in the world in terms of installed RE capacity – 5th in solar and 4th in wind – it is now pursuing an aggressive target of 100 GW of RE capacity by 2023 (source: IRENA).

According to a World Bank report on green energy resolution, aluminium is the only metal that is both high-impact and high-priority in all potential clean power technologies.

For a sun-soaked country like India, solar photovoltaics (PV) is not only a clean energy source but also has several advantages – module manufacturing can be done in large plants, which allows for economies of scale, and being a very modular technology, it allows for deployment in very small units at a time. This makes the potential of applications limitless, cost-effective power systems can range from personal electronics to utility-scale power generation facilities.

**Special properties**  
Aluminium is used in most clean energy technologies, especially in solar where it accounts for 8 per cent of total PV modules. The cost of the frames and mounting structures that hold the PV panels together and support

reduces the efficiency of electricity generation. Yet another advantage is aluminium's ability to be endlessly recycled. Aluminium recycling is cost-effective and requires less energy than mining. The Indian aluminium industry, with its 4.1 MTPA production capacity, easily caters to the domestic aluminium demand and indigenous developers are also making significant investments in R&D and innovation to indigenous develop special high-performance aluminium varieties. In fact, Vedanta Aluminares is the world's largest producer of wire rods (ex-China), and is the largest producer and exporter of alumina. The company has recently started developing alloys for various industry sectors, which were earlier entirely imported into India.

The country is already witnessing strong growth in the solar PV sector. The RE sector. For example, on the back of 100GW solar capacity addition over the next 2-3 years, the government has confirmed that the solar PV component import duty of 40 per cent will be reduced to 10 per cent by April 1 on imports of solar cells and modules from China to encourage domestic manufacturers to increase their solar PV component's in India.

However, factors such as lack of policy support, infrastructure, lack of scale and competition from low-priced Chinese imports have stunted India's domestic module manufacturing growth. The total solar PV cell production capacity in India is only 2.5 GW/year and solar PV modules

## CIVIL ENGINEERING & CONSTRUCTION REVIEW

CEMENT

vedanta

### Use Of Fly-Ash In The Cement Industry For Environmental Sustainability

Cement is among the most commonly used building materials of global use. It is estimated that the rock-solid material consumes much of modern society. However, with these large amounts of cement, there is a huge inclusion to go through a green revolution, the time is right for construction and allied industries to move towards greener technologies for manufacturing low-carbon products, such as using fly-ash for producing blended low-carbon cements, as well as reducing their own carbon footprints.

Recently by leading Indian cement industry, the use of fly-ash has been adopted by the Indian cement industry. The material is already used in commercial cements and its application is only expanding. Now it is being applied in

standards to further reduce the cement industry so that the concrete products produced last decades. In this regard, the cement industry has adopted the use of large-scale fly-ash products, such as the aluminum industry, will go a long way in reducing the carbon footprint.

Frequently the industry has frequently caught partnerships with the fly-ash producers for creating new opportunities for using fly-ash products.

by the domestic players, the GHG emissions of the industry as a whole is high owing to production activities. And hence, the demand for more sustainable and environment-friendly products from the cement industry is not a new one.

The Levers For Accelerating Transition To Net Zero Emissions  
The direct CO<sub>2</sub> intensity of cement production is 300 tCO<sub>2</sub> per ton of cement. The annual decline in CO<sub>2</sub> emissions is projected to 2050 is necessary to get on track with the net zero emissions by 2050.

Three International Energy Agency (IEA) scenarios for the cement industry show that the industry can meet its net-zero emissions by 2050 if the following three main levers that can support sustainable transition of the industry are implemented. These include what is already being done by the industry, switching to low-carbon renewable fuels and adopting energy efficiency measures. But are dependent on a variety of market factors such as availability, price and political will. The scenario requires constant innovation to keep up with market technology world and finally reducing climate account by 2050.

Reducing climate account by 2050, since it reduces process emissions at 37%, once it reduces process emissions which cannot be addressed by energy efficiency measures.

## THE TIMES OF INDIA

### She matters to manufacturing

March 8, 2022, 2:48 PM IST / Rahul Sharma in Voices, India, TOI

[FACEBOOK](#) [TWITTER](#) [LINKEDIN](#) [EMAIL](#)



Rahul Sharma  
CEO of Vedanta Aluminium

A diverse workforce ensures more prolific ideation, a better mix of skills and robust decision-making which leads to better rounded solutions and makes for enriching experiences. Women have long been an untapped talent pool for the manufacturing industry. High time we change that.

Globaly, the manufacturing and heavy engineering sector has long been a man's world. With their imagery of gear, grease and grunt, factories and shopfloors were synonymous to everything non-feminine. While the manufacturing landscape has transformed over the past few decades with extensive deployment of new-age technologies, smart automation and digitalization ensures minimal human intervention and enhanced safety, the gender equation hasn't changed radically. This deficit is even more acute in metals and mining industries, where stereotypical notions about operations in remote locations, skewed male to female ratios and questions of safety, heavy physical labour and security have kept many aspiring and talented women from joining the manufacturing sector.

#### Changing trends

In a heartening trend over the last decade, we have seen women make inroads into several sectors that were once considered 'exclusively male'. The manufacturing industries are also witnessing a slow increase in women's participation — but it is far from ideal. This trend can be attributed to a change in people's mindset and a greater understanding of the ways of working in the modern manufacturing industry.

The rise of women in leadership positions in our organization illustrates this point perfectly.

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