

Vedanta supports longest duration Sambalpuri theatre performance

STATESMAN NEWS SERVICE

BHUBANESWAR, 16 DECEMBER:

Vedanta Aluminium, recently supported the staging of the world's longest Sambalpuri theatre production, spanning 49 hours in duration.

Performed in Belpahar, Jharsuguda district, Odisha, by the noted Mirror Theatre group, performance titled 'Kaeanjuri', a three-day theatrical spectacle was organized by the S.D.A. Mirror Theatre and Society Development Association, a professional theatre research and promotion organization based in Jharsuguda district.

Supported by Vedanta, the plays were designed not only to reinvigorate folk theatre but also to deliver contemporary, socially relevant messages to rural communities.



The event featured a collection of 100 Sambalpuri plays that tackled diverse themes, including education, health, women's empowerment, and safety.

Performed by over 200 artists from across the region, the production drew an audi-

ence of 4,000 spectators, earning the theatre group a well-deserved place in the IEA (International Excellence Awards) Book of World Records.

Mr. V. Srikanth, CEO (Mines), Vedanta Aluminium, said, "Vedanta's unwa-

vering commitment to community development includes the promotion of local art and culture, which are deeply entrenched in the cultural fabric of the region. Through this initiative, we aspire to create a platform that celebrates the uniqueness of Odisha's artistic legacy, fostering cultural pride within the community."

Mr. Subash Chandra Pradhan, Director, Mirror Theatre, expressed his gratitude and said, "The Mirror Theatre group is dedicated to showcasing the vibrant canvas of Odisha's cultural legacy. I am grateful to Vedanta Aluminium for its steadfast support, which has been instrumental in propelling our theatre group towards creating the record."

