

‘Over 10,000 farmers benefit from Vedanta’s initiatives’

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On National Farmers Day, Vedanta Aluminium, reiterated its commitment to creating wider avenues in socio-economic growth for the advancement of India’s rural communities.

Over 10,000 farmers have benefitted from these efforts, which are catalysing positive transformation among rural communities in Odisha and Chhattisgarh.

The company said it is also augmenting the infrastructure available to the members of the farming community through grass-root initiatives such as the Jeevika Samridhhi program deployed at Jharsuguda, Odisha and the Mor Jal

Mor Maati initiative in Korba, Chhattisgarh.

In addition, Vedanta Aluminium has also conducted trial runs of biodiesel, which helps create additional revenue for farmers as it is commonly derived from organic matter such as crop residue, said a release issued by the company.

The Jeevika Samridhhi program has been deployed in the vicinity of Vedanta Aluminium’s mega aluminium operations in Jharsuguda, Odisha. It aims to introduce small-scale farmers to more efficient methods of farming. The third phase of the project was launched recently, cumulatively impacting early 1000 rural house-

holds through a focus on climate-smart practices and integrated organic farming practices for enhanced agricultural yield.

The Mor Jal Mor Maati initiative has been implemented by BALCO, India’s iconic aluminium producer based in Korba, Chhattisgarh, to help revolutionize farming in its nearby communities. The project has reached a total of 32 villages and positively impacted the lives of over 3600 farmers, said the release.

Furthermore, at its Lanjigarh alumina refinery in Odisha, the company has successfully conducted trial runs for using biodiesel as a sustainable fuel alternative for commercial vehi-

cles. It will foster the productive cultivation of bio-fuel feed stocks and a sustainable market for biofuel crops.

Moreover, the company is playing a pivotal role in establishing crucial infrastructure such as tube-wells, borewells, ponds, and percolation tanks, ensuring that local communities have access to water round the year for both household and irrigation purposes.

In FY23 alone, Vedanta Aluminium restored over 40 water bodies near its operations. These efforts have been enabled by a remarkable 45% surge in the company’s community investments in FY23 compared to the FY21 baseline, it said.