

Vedanta Aluminium marks World Blood Donor Day with blood donation drives across Odisha

PBD BUREAU

BHUBANESWAR, JUN 17

ON the occasion of World Blood Donor Day, Vedanta Aluminium, India's largest aluminium producer, reaffirmed its commitment to community health and well-being by organizing blood donation drives across its Odisha operations. Conducted in collaboration with government health agencies and local stakeholders, these drives aimed to support the critical blood supply needs of

regional healthcare systems.

Blood donation camps were held at Jharsuguda, Lanjigarh, and Bhawanipatna, resulting in the collection of over 800 units of blood, donated by Vedanta employees, business partners, and local residents.

At Vedanta's Jharsuguda facility – one of the world's largest integrated aluminium plants—a mega blood donation camp organized within the plant premises yielded 680 units of blood,

marking a record for the site. The occasion also saw the inauguration of the newly revamped Satellite Hospital in Jharsuguda, further strengthening the region's healthcare infrastructure.

In Lanjigarh, where Vedanta operates its alumina refinery, the company led a voluntary blood donation drive that collected 130 units for the local government hospital – offering a significant boost to the region's blood supply.

Meanwhile, in



Bhawanipatna near the Sijimali mines, Vedanta Aluminium collaborated with the Odisha State Blood Transfusion Council and local youth clubs to organize a camp at the District Headquarter

Hospital. The hospital, which frequently faces blood shortages, received 50 units through this initiative, highlighting the power of community engagement in healthcare delivery.

Speaking on the occasion, Rajiv Kumar, CEO, Vedanta Aluminium, said: "At Vedanta Aluminium, we believe access to quality healthcare is a fundamental right. Through sustained initiatives like blood donation camps and medical outreach programs, we strive to support the well-being of the communities around us. These efforts are part of our core philosophy of 'Transforming for Good,' as we work alongside local authorities and citizens to build a healthier, more

resilient society."

Vedanta Aluminium continues to support local blood banks and bolster public healthcare through a broad spectrum of initiatives, including mobile health units, health awareness programs, sanitation campaigns, and partnerships with government health departments. The company's healthcare outreach impacts over six lakh people annually, contributing significantly to improved health outcomes across its areas of operation.