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Vedanta Aluminium cultivates prosperity in rural Odisha through sustainable farming initiatives

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IN India's growth journey, the transformation of rural economies remains central to achieving inclusive progress. Empowering farmers with sustainable livelihoods and fostering their development is at the heart of this vision. Vedanta Aluminium's agricultural interventions in Jharsuguda, Odisha, exemplify how industries can play a pivotal role in catalysing change at the grassroots.

Through its farmer-centric initiatives, the company reimagines agriculture not merely as a means of subsistence, but as a powerful driver of community prosperity and resilience. Its efforts span across eight villages in Jharsuguda, positively impacting over 1,000 farming households by integrat-

ing modern agricultural practices and climate-smart technologies to build a sustainable rural ecosystem.

With a long-term focus, Vedanta Aluminium has invested in essential infrastructure such as the renovation of water harvesting structures, deployment of solar-powered borewells, and promotion of advanced cultivation methods like the System of Rice Intensification (SRI). These interventions have delivered tangible results — farmers have recorded a 45% rise in productivity, a 20 per cent reduction in cultivation costs, and assured irrigation across 30 acres of farmland.

Skill development has also been a key component of the programme. More than 290 farmers have been trained in Integrated Nutrient and Pest Management, reducing dependence on



chemical fertilisers and enhancing soil health. Farmers are being organised into producer groups, connected to government schemes, and encouraged to adopt climate-resilient techniques — laying the foundation for long-term economic and environmental sustainability.

What distinguishes Vedanta's approach is its focus on nurturing an

entrepreneurial mindset among farmers. By providing access to knowledge, infrastructure, and markets, the company is enabling them to scale their cropping practices and diversify income sources. This transition from subsistence to enterprise is helping make agriculture more viable in the face of emerging challenges such as climate change.

The impact is best reflected in stories of transformation. Take the example of Surendra Patel from Kumudapali village. Once dependent on traditional farming methods and a modest income, Surendra faced an uncertain future. With the adoption of solar-powered irrigation and diversification into fruit and vegetable farming through the Wadi system, his income doubled within months. Today, his

farmland stands as a model of productivity and inspiration for fellow farmers.

As Odisha celebrates Nuakhai — the festival of new harvest — Vedanta's interventions hold a deeper cultural resonance. For farmers, Nuakhai signifies community, renewal, and hope for a brighter future. Vedanta's work strengthens this spirit by equipping farming communities with the tools and opportunities to thrive.

By aligning closely with national priorities such as doubling farmer incomes, promoting innovative farming, and advancing the UN Sustainable Development Goals, Vedanta Aluminium's agricultural initiatives provide a strong blueprint for rural transformation. They reaffirm that with the right support and vision, farming can once again be a source of pride and prosperity for generations to come.