

Vedanta Aluminium plants over 1 lakh trees in two months under 'Mo Gachha, Mo Parivar' campaign

PBD BUREAU

BHUBANESWAR, SEP 4

VEDANTA Aluminium, India's largest aluminium producer, has planted more than one lakh saplings in just two months under its "Mo Gachha, Mo Parivar" (My Family, My Tree) campaign at Lanjigarh in Odisha. Covering 80 villages across Rayagada and Kalahandi districts, the initiative reflects the company's commitment to environmental sustainability and community development.

The plantation drive was made possible with the participation of 294 stakeholders, including panchayat representatives, government officials, com-



munity leaders, and volunteers. Reaching over 4,000 households and engaging nearly 20,000 people, the campaign fostered collective ownership of green initiatives and awareness on climate resilience.

In addition to improving the region's green cover, the plantation is expected to absorb close to

4,000 tonnes of carbon dioxide equivalent annually, contributing significantly to climate action. The campaign also featured awareness sessions, sapling distribution, and on-ground guidance for plantation and care to ensure long-term impact.

Commenting on the initiative, Rajiv Kumar, CEO of Vedanta

Aluminium, said: "Environmental sustainability is a shared responsibility and a cornerstone of long-term progress. Our mega plantation drive under the 'Mo Gachha, Mo Parivar' campaign demonstrates the power of collective action. By partnering with more than 20,000 community members and stakeholders, we are enriching green cover in Rayagada and Kalahandi while strengthening our commitment to a climate-resilient future."

With this drive, Vedanta Aluminium has set an example of proactive and inclusive environmental action, reinforcing its vision of combining industrial progress with sustainable community wellbeing.