

Vedanta Aluminium conducts widespread health awareness drive, reaches over 3,000 community members

PBD BUREAU

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VEDANTA Aluminium, India's largest producer of aluminium, recently conducted a comprehensive health awareness campaign focused on malaria, dengue, and diarrhoea across its operational areas, underscoring its commitment to community health and well-being.

The week-long initiative covered 28 villages, two special schools, and one old age home, directly benefiting over 3,000 individuals through interactive sessions and practical demonstrations.

The campaign aimed to educate communities on mosquito-borne diseases such as malaria and dengue, along with hygiene-related illnesses like diarrhoea. Participants were informed about disease transmission, early symptoms, and preventive measures — including mosquito control and eliminating stagnant water. Demonstrations on proper handwashing and the importance of sanitation were conducted at all locations. Sessions were delivered in local languages and adapted for various age groups, with informative leaflets distributed to reinforce key messages.



Sharing his views, Sunil Gupta, Chief Operating Officer, Vedanta Aluminium, said, "At Vedanta Aluminium, our approach to community development is rooted in long-term

impact and inclusivity. Good health and hygiene are essential building blocks for thriving communities, and through such awareness campaigns, we aim to empower individuals with

knowledge that can prevent illness and improve quality of life."

Dr. Jayanarayan Pujari, MHU doctor who led the campaign, noted, "The sessions addressed critical knowledge gaps by presenting health practices in an accessible and relatable manner. Many participants were unaware of how seemingly small actions — like proper handwashing or covering water containers — can significantly reduce health risks. It was encouraging to see both children and adults actively engaging and committing to healthier habits."

The campaign strengthened

awareness at the grassroots level and promoted responsible health practices. Feedback indicated not only improved understanding of disease prevention but also a strong willingness among community members to adopt healthier lifestyles.

This initiative forms part of Vedanta Aluminium's broader community development programs that integrate health, education, livelihood, and social empowerment to create lasting positive change. Through such efforts, the company continues to reaffirm its commitment to nurturing resilient and healthy communities.