

Weaving change: Vedanta Aluminium's VedSuta preserves cultural heritage, builds rural livelihoods

Bhubaneswar: As one of India's most important crops, cotton is more than just a mere fabric; it is a thread that binds the nation's economic, social, and cultural identity. Observed globally on October 7, World Cotton Day, celebrates this versatile fiber and its role in shaping communities and traditions across centuries, including as a source of livelihood for millions of small landholders and laborers, and most importantly for rural women and their families. At Vedanta Aluminium, the day holds a special significance through VedSuta, a flagship CSR initiative at its mega aluminium plant in Jharsuguda, Odisha, that nurtures the legacy of Sambalpuri handlooms while empowering rural women to build sustainable futures. Reflecting on the impact of the initiative, C Chandru, CEO, Vedanta Aluminium's Jharsuguda unit, said, Through programs such as VedSuta, we are not just preserving a centuries-old craft but are also creating sustainable livelihoods for women and enabling their art and abilities to travel far beyond their villages. Deepa Meher, a resident, weaving is about honoring her roots. She adds, I grew up watching my mother weave, but over time the art seemed to fade. VedSuta gave me a chance to carry forward what I had inherited. VedSuta stands as a powerful example of how traditional materials and crafts can emerge as powerful catalysts for empowerment.
