

Vedanta Aluminium Celebrates the Spirit of Shakti: Empowering Women, Enabling Change

Bhubaneswar: In India, Durga Puja and Navratri are important cultural festivals that are also an occasion when divine feminine strength and grace are celebrated with fervor. As the nation prepares to pay homage to Goddess Durga, considered an embodiment of these qualities, Vedanta Aluminium celebrates the grit and resilience of women in manufacturing, who demonstrate the values of courage, curiosity and the drive to excel every day. The company has embraced naari shakti or female power, as a key tenet, reflected in its inclusive practices and policies designed for empowering women across its operations and communities. Project Shree Shakti at Vedanta Aluminium's mega aluminium plant in Jharsuguda, Odisha, represents a similar revolution. Vedanta Aluminium's Project Subhalaxmi Udyogini embodies a similar outlook for thousands of women in Jharsuguda. This is being achieved through projects such as VedMurtika, a terracotta artisans' collective supported by Vedanta that provides structured training and sustainable market access. Vedanta Aluminium employs hundreds of women in core technical, operational, and strategic roles across smelting, mining, logistics, power generation and procurement.