

Vedanta Aluminium strengthens rural women's livelihoods with new SHG Centre

PBD BUREAU

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VEDANTA Aluminium, India's largest aluminium producer, has inaugurated a dedicated office and product gallery for the Subhalaxmi Cooperative in Jharsuguda, furthering its mission to empower rural women entrepreneurs. The new centre is designed to foster collaboration, skill-building, and enterprise development, while showcasing a diverse range of products created by self-help groups (SHGs) supported across

Vedanta's operations.

Founded in 2008, the Subhalaxmi Cooperative is now one of Odisha's largest SHG networks, engaging over 5,000 women through 470 SHGs across 102 villages. The cooperative focuses on enhancing sustainable livelihoods and economic self-reliance by providing women with market-oriented skills, access to credit, and business training. Members are involved in various micro-enterprises such as organic honey under the brand Vedamrit, terracotta art (VedMurtika), handloom textiles (VedSuta), jute



products (Kalakriti), and traditional regional snacks.

The inauguration saw participation from SHG members, NGO partners, and Vedanta employees.

Underscoring the company's commitment to inclusive growth, C Chandru, CEO of Vedanta Jharsuguda, said: "At Vedanta, empowerment is a shared goal that defines our

developmental efforts. The Subhalaxmi Cooperative exemplifies how we are enabling community members to take ownership of their future and integrate entrepreneurship as a means of building sustainable livelihoods. Through our collaboration and dedicated resources like this new center, we aim to enhance both community well-being and long-term development."

Pankajini Oram, President of Subhalaxmi Cooperative, shared her enthusiasm: "This space is more than an office — it's where we learn, grow, and

bring our products to a wider market. It stands as a symbol of our collective effort and Vedanta's unwavering support."

The gallery will not only highlight products from Jharsuguda but also from other Vedanta Aluminium locations, including spices and Saura art from Lanjigarh and handicrafts from Chhattisgarh. By showcasing these rural enterprises, the initiative enhances visibility, drives market access, and strengthens economic independence for women across regions.