

Vedanta Aluminium Jharsuguda: Building a people-first culture that drives progress

PBD BUREAU

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AT Vedanta Aluminium Jharsuguda, the company's people-first philosophy is at the core of its success, driving innovation, performance, and inclusive growth at the world's largest aluminium smelter. The focus on nurturing talent and promoting diversity has shaped both its operational excellence and social impact.

With nearly 30 per cent of its workforce being young professionals, Vedanta Jharsuguda thrives on the fresh perspectives they bring. The Young CEO Program identifies high-potential talent for leadership roles, fostering a culture of agility, empowerment, and purpose. Digital feedback channels further enhance this environment, allowing employees to share their experiences and leaders to take meaningful actions based on insights, promoting trust and accountability.

People development is key to



Vedanta's growth. The company offers continuous learning opportunities and initiatives like the 3x3x3 rotational model for Management Trainees, providing cross-functional exposure and leadership experience. AI-based talent evaluation, goal tracking, and feedback systems ensure fairness and meritocracy.

Vedanta Jharsuguda's efforts in building a progressive workplace were recently recognized at the PeopleFirst HR Excellence Awards, where the company was honoured for its Learning and Development and Technology Deployment initiatives. This rein-

forces Vedanta's commitment to talent, innovation, and inclusion.

Gender inclusion remains a strong focus, with over 150

women taking on key operational roles in 24x7 shifts under Project Shree Shakti – the first company in Odisha to do so. The company has also set national benchmarks with India's First All-Women Potline Crew and All-Women Locomotive Crew, breaking barriers in core manufacturing.

Through Project Panchhi, over 190 young women from rural Odisha are receiving higher education at OP Jindal University, with mentorship and skills training preparing them for roles in technical and operational fields. These young women are not only transforming their futures but

also driving change in their communities.

Vedanta Jharsuguda has also introduced progressive policies for LGBTQ+ professionals, including medical benefits, gender reaffirmation support, and sensitization programs. The company's hiring of transgender professionals further strengthens its commitment to inclusivity and respect.

"At Vedanta Jharsuguda, our people are the true catalysts of transformation. When we empower them, we build industries that thrive sustainably and communities that grow with us," said C Chandru, CEO – Vedanta Jharsuguda.

Pankaj Sureka, CHRO, added, "Vedanta Jharsuguda is redefining employee experience, fostering inclusive growth, and setting new benchmarks in people-centric leadership."

Through its focus on talent, diversity, and growth, Vedanta Jharsuguda continues to build a workplace where innovation and communities flourish.