

Vedanta Aluminium leads statewide public health drive on World AIDS Day

PBD BUREAU

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VEDANTA Aluminium, India's largest aluminium producer, marked World AIDS Day 2025 with a comprehensive public-health outreach across Odisha, reinforcing its commitment to community wellbeing. Partnering with the National AIDS Control Organisation (NACO), Odisha State AIDS Control Society (OSACS), district health departments and educational institutions, the company engaged students, frontline workers and rural communities to spread awareness on HIV/AIDS prevention, early testing and stigma reduction.

World AIDS Day underscores the importance of sustained awareness and community participation in preventing transmission and supporting affected individuals. Vedanta Aluminium has long advanced public health through initiatives in maternal and child



welfare, WASH, healthcare access and disease prevention, working with government and civil-society partners to strengthen health systems.

Rajiv Kumar, CEO, Vedanta Aluminium, said, "At Vedanta Aluminium, we believe that health and wellbeing are the foundation of sustainable communities. From preventive healthcare and maternal-child welfare to awareness on critical issues like HIV/AIDS, our efforts span every facet of public health. By working closely with government agencies, health institutions and local communities, we

aim to build an environment where every individual feels informed, supported and empowered to seek care without fear or stigma."

At Lanjigarh, home to the company's alumina refinery, a week-long awareness drive included drawing competitions, college sessions and a community rally. Students also interacted with truck drivers, distributing informative leaflets to encourage safe practices and timely testing among high-mobility groups.

At Jharsuguda, where the company operates the world's largest

aluminium plant, a large-scale awareness rally in collaboration with OSACS and NACO was organized, involving more than 250 students from schools, nursing institutions and NGOs. The rally spread messaging on prevention and inclusivity. Senior district health officials addressed participants on early diagnosis and the need for empathy and community support for people living with HIV.

At the company's mining locations across Jamkhani, Ghogharpalli, Kuraloi, and Sijimali, rallies, awareness talks and interactive competitions engaged over 600 students. Health experts from the local PHC highlighted symptoms, transmission modes and preventive measures.

Through these coordinated initiatives, Vedanta Aluminium reaffirmed its commitment to strengthening community health, promoting informed dialogue and supporting national efforts to eliminate stigma around HIV/AIDS.