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## Vedanta Aluminium drives plastic-free awareness in Jharsuguda

PBD BUREAU

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VEDANTA Aluminium, India's largest producer of aluminium, in collaboration with the Regional Office of the Odisha State Pollution Control Board (OSPCB), organised an impactful awareness drive under the 'Plastic-Free Picnic Spots' campaign at Koilighughar Waterfall, a prominent tourist destination in Jharsuguda. The initiative reinforced Vedanta's commitment to environmental stewardship and sustainable community practices.

Aligned with the Odisha Government's mandate to eliminate single-use plastics, the programme included a large-scale cleanliness drive to remove plastic waste and sensitise visitors on responsible waste disposal. Students actively participated through interac-



tive competitions, cultural performances, and a nukkad natak highlighting the harmful impact of plastic pollution on forests, water bodies, and wildlife.

The event saw enthusiastic participation from over 120 students representing five schools, women Self-Help Group (SHG) members, and Vedanta employee volunteers. Dignitaries present included Kunal Motiram Chavan, Collector & District Magistrate, Jharsuguda; Manu Ashok Bhat, DFO, Jharsuguda; and Hiranya Kumar Nayak,

Regional Officer, OSPCB. Participants took a pledge to reduce plastic usage and promote eco-friendly practices in public spaces. A felicitation ceremony recognised students, SHG members, and volunteers for their contributions.

Speaking on the occasion, C Chandru, CEO, Vedanta Jharsuguda, said, "At Vedanta, we view sustainability as a key area of focus, firmly rooted in definitive actions on ground. The preservation of natural sites such as the Koilighughar Waterfall

requires mass awareness, participation, and long-term behavioural changes. By supporting initiatives such as 'Plastic-Free Picnic Spots-2025', we aim to achieve the shared vision of reducing plastic pollution by actively engaging with local communities in environmental conservation."

Collector Kunal Motiram Chavan said, "The active participation of students, local communities, and Vedanta employees demonstrates the power of collective action in safeguarding our environment. Initiatives like this are crucial for reducing single-use plastics and preserving Jharsuguda's natural landscapes for future generations."

Through such initiatives, Vedanta Aluminium continues to promote environmental conservation and responsible practices within local communities.