

Vedanta Jharsuguda launches 'Safety on Wheels – Suraksha Safar' to reinforce safety culture

PBD BUREAU

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VEDANTA Aluminium, India's largest producer of aluminium, has introduced a new safety initiative at its Jharsuguda facility titled 'Safety on Wheels – Suraksha Safar', aimed at further strengthening its safety-first culture.

The programme features an onboard display system installed in business partner transport buses, which continu-

ously screens work-area-specific safety videos during daily commutes. By integrating safety communication into routine travel, the initiative seeks to make safety awareness a seamless part of everyday life, reinforcing safe behaviours beyond the shop floor.

Safety remains a core value at Vedanta Aluminium, supported by continuous engagement and innovative interventions. Suraksha Safar brings this philosophy to life by embedding safety awareness



into employees' daily routines. The onboard display system showcases curated, work-area-specific safety videos, ensuring

relevance, practical applicability, and sustained engagement. This initiative complements the company's robust safety frame-

work, which includes regular training programmes, mock drills, and digital safety campaigns, fostering a culture where safety becomes second nature.

Speaking on the initiative, C Chandru, CEO, Vedanta Jharsuguda, said, "At Vedanta Aluminium, safety goes beyond compliance; it is a culture we strive to embed across every aspect of our operations. 'Safety on Wheels – Suraksha Safar' is a step towards keeping safety top of mind for our

workforce, even outside operational areas. By leveraging technology and targeted communication, we are strengthening our commitment to a Zero Harm workplace, ensuring safe journeys and safe workplaces."

Vedanta Aluminium continues to demonstrate leadership in operational excellence and sustainability. Suraksha Safar exemplifies the company's vision of building one of the safest and most sustainable aluminium operations in the world.