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## Vedanta Aluminium inaugurates jute processing centre under project Subhalaxmi 15 women micro entrepreneurs in Jharsuguda to directly benefit from this Initiative

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VEDANTA Aluminium, India's largest producer of aluminium, has inaugurated a jute processing centre at Kelendamal village in Jharsuguda, creating new livelihood generation avenues for rural women. Undertaken under the aegis of its Subhalaxmi Cooperative self-help group (SHG) project, the facility enables members to produce reusable jute products, promoting eco-friendly materials and supporting women-led businesses.

Equipped with four jute-processing machines in its first phase, the centre will initially focus on the manufacture of reusable jute bags, supporting the transition away from single-use plastics while enabling sustainable

income generation at the grassroots level. By combining skill training, infrastructure, and market access, the initiative creates a locally anchored green enterprise model.

The jute processing centre was inaugurated by Sushrita Naik, Sarpanch of Kelendamal Village, in the presence of Pankajini Oram, President, Subhalaxmi Cooperative and Harmeet Sebra, Head - CSR, Vedanta Aluminium.

Highlighting the impact of the initiative, C Chandru, CEO, Vedanta Jharsuguda, said, "Sustainable development requires balancing economic opportunity with environmental responsibility. Through this partnership with the Subhalaxmi Cooperative, we are empowering



women to build enterprises that strengthen household incomes while promoting eco-friendly lifestyles. The jute processing centre demonstrates a scalable model for community-driven entrepreneurship that combines economic growth with sustainability."

Pankajini Oram, President, Subhalaxmi Cooperative, said, "The jute processing centre is a significant step forward in

empowering women from our community. With the support of Vedanta, the women are receiving training and upskilling opportunities that help them develop valuable skills and run successful enterprises. We are proud to see them lead initiatives that benefit both their families and the environment."

The Subhalaxmi Cooperative, extensively supported by Vedanta

Aluminium, has emerged as one of Odisha's most impactful women-empowerment models. Today, it engages over 5,000 women across 440 SHGs in the district, equipping them with market-relevant skills, access to credit, and entrepreneurship training, enabling thousands to pursue sustainable livelihoods and financial independence. Under this initiative, over INR 2.55 crore has been

disbursed in microfinance loans, supporting more than 1500 women entrepreneurs.

Beyond economic upliftment, Subhalaxmi has helped foster increased confidence, mobility and social participation among rural women, helping them emerge as change-makers within their communities. It represents Vedanta's commitment to inclusive, community-driven development, spanning diverse initiatives such as VedSuta handloom, VedMurtika terracotta art, candle-making units, and snack-making enterprises. The jute processing centre further expands this entrepreneurial ecosystem by closely aligning women's economic participation with environmentally responsible livelihoods.