

Kalahandi's Young Archers Target Promising Futures through Vedanta's Grassroots Sports Push

Bhubaneswar: Archery has historically been embedded in the community life of Odisha's rural and tribal belts. At the centre of this transformation is Vedanta Aluminium's Grassroots Sports Initiative, aimed at developing Kalahandi as a hub for youth excellence in sports. Designed to mobilise and engage young people through structured training, expert coaching, professional-grade equipment, customised nutritional support, and logistical assistance for competitions. For 17-year-old Rachana Majhi from Chanalima village in Kalahandi, a career in sport was once unimaginable. Today, around 80 youth are undergoing extensive training in archery and athletics under the initiative. Vedanta Aluminium positions its sports initiative as part of its broader community development approach, focused on enabling long-term pathways for youth through sport and helping them overcome barriers to opportunity.