

Vedanta Aluminium Nurtures Resilient Rural Communities in Jharsuguda

Jharsuguda, (Correspondent): Vedanta Aluminium, India's largest aluminium producer, is driving inclusive growth beyond its core operations through Project VedGram, its agriculture-focused development initiative in Jharsuguda. Through a combination of modern farming inputs, water conservation, livestock support, and livelihood diversification, the programme is helping rural communities build resilience by creating new, sustainable pathways for progress. Over the past year, Project VedGram has positively impacted more than 1,000 farmers and rural households through a range of interventions including Wadi establishment, paddy cultivation, livestock development, poultry micro-enterprises, and pisciculture, contributing



to a significant improvement in farmers' annual income. Reinforcing its commitment to encouraging sustainable agriculture, Vedanta Aluminium recently marked World Agriculture Day by organizing a Soil Awareness Programme and Soil Health Camp for local farmers. The initiative focused on promoting soil conservation, encouraging scientific farming practices, and enhancing awareness

about the role of soil health in improving agricultural productivity and long-term farm sustainability. Commenting on the impact of the initiative, C Chandru, CEO - Vedanta Aluminium, Jharsuguda said "Sustainable development begins with empowering communities to become self-reliant. Through Project VedGram, we are working closely with rural households to strengthen livelihoods, enhance agricultural productivity, and create

opportunities for long-term prosperity. Our commitment extends beyond economic growth, focusing on building resilient communities that can thrive for generations to come." Speaking about the initiative Rajesh Marei a farmer from Siriapali village said "Before receiving irrigation support, I had to depend on the rains and could grow only one crop each year. Today with the help of Vedanta and project VedGram, I am able to cultivate multiple crops across different seasons, which has increased my income and reduced farming risks. This support has made a real difference to my family's livelihood and future." Since inception, Project VedGram has facilitated the establishment of 50 wadis across nearly 25 acres of land in

Jharsuguda, transforming previously unproductive land into income-generating orchards. To improve water security, the initiative has also supported the construction of 35 community ponds and 10 farm ponds, enhancing community access to irrigation and water conservation. The project has also improved access to essential services through the installation of solar-powered drinking water systems in Siriapalli and Katikela villages. In terms of livestock development, more than 100 farmers in Jharsuguda have benefited from the distribution of over 800 kg of mineral mixture and 5,300 kg of Harit Dhara, which are food supplements that provide essential macro and micro minerals to livestock.