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Vedanta Aluminium observes Sambalpuri Day, celebrates Odisha's rich cultural heritage

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REINFORCING its commitment to preserving Odisha's rich cultural heritage, Vedanta Aluminium, India's largest producer of aluminium, celebrated Sambalpuri Day under the aegis of its community development initiative, Project VedKala, bringing together over 100 community members from Parmanpur and Dalki gram panchayats in Jharsuguda district to participate in vibrant cultural events and competitions.

Sambalpuri Day commemorates the birth

anniversary of the renowned linguist and scholar Guru Satya Narayan Bohidar. The occasion celebrates the rich heritage of Western Odisha, reflected in its globally acclaimed hand-woven textiles, vibrant folk music and dance forms, literary heritage and indigenous art forms. It also serves as a reminder of the collective responsibility to preserve and pass on these cultural treasures to future generations.

Reflecting this spirit, Vedanta Aluminium's celebration provided a vibrant platform for local commu-

nities to showcase their cultural identity, honour traditional art forms, and inspire continued pride in Sambalpuri heritage.

The company's celebrations focused on honouring the vibrant traditions of Western Odisha through diverse events that included Sambalpuri dance and song competitions, a musical chair competition, cultural performances, sessions underscoring the importance of preserving Sambalpuri heritage, and a special felicitation ceremony recognizing outstanding participants and community champi-



ons. Vedanta Aluminium's Project VedKala initiative is dedicated to preserving Odisha's traditional art forms while creating sustainable livelihood opportunities for rural artisans. The programme currently

supports more than 100 local artisans in Jharsuguda through structured training in bamboo craft, Saura art and Sabai grass handicrafts, while also facilitating market access to enhance income generation. Beyond skill

development, the initiative seeks to revive indigenous crafts and encourage cultural entrepreneurship.

Speaking on the occasion, C Chandru, CEO, Vedanta Aluminium - Jharsuguda, said, "Sambalpuri Day is a vivid reminder of Odisha's immense cultural wealth, and we remain committed to supporting initiatives that empower communities and safeguard Odisha's unique heritage for generations to come. Through Project VedKala, we are creating opportunities for local communities to celebrate, sustain and

share their rich artistic traditions while enabling livelihood opportunities rooted in culture preservation."

Sharing her experience, Dileshwari Buda, a participant from Sriapali, said, "This celebration gave us an opportunity to proudly showcase our traditions and Project VedKala has encouraged many of us to preserve our art and pass it on to the younger generation. Such programmes by Vedanta Aluminium inspires us to keep our treasured heritage alive."

Vedanta Aluminium continues to invest in com-

munity development programmes across Odisha that create lasting social impact across education, healthcare, women empowerment, skill development, sports and cultural preservation. Through initiatives such as Project VedKala, community healthcare outreach, livelihood interventions, women empowerment initiatives and environmental stewardship programmes, Vedanta Aluminium remains committed to partnering with communities to build a more inclusive, prosperous and culturally vibrant Odisha.