

National Sports Day: Vedanta Aluminium's Grassroots Sports Ecosystem Nurtures Champions from Rural India

Bhubaneswar: As India celebrates National Sports Day under the 2026 theme 'Khelega Bharat, Jeetega Bharat', reinforcing the values of participation, fitness and sporting excellence, Vedanta Aluminium, India's largest producer of aluminium, is strengthening the nation's sporting ecosystem through grassroots initiatives that nurture talent from rural communities across Odisha and Chhattisgarh. From archery and athletics in Kalahandi to karate and judo in Jharsuguda, Odisha to multi-sport academies in Korba, Chhattisgarh. Among its recent success stories is young archer Khirod Kumar,

who won three gold medals in the Under-19 category at the CBSE Far East Zonal Archery Championship 2026 while competing against 437 athletes from 11 states. Marking the special occasion, Rajesh Kumar, CEO, Vedanta Aluminium said, The sporting talent prevalent among youths across rural India is phenomenal, and through structured coaching, scientific training methods and access to quality equipment, we are transforming that potential into performance. The company was recently awarded with the CSR Times Award 2026 (Gold Category) for Project Arogya by IICA.