

Vedanta Aluminium Commemorates Poshan Maah Through Nutrition-Focused Community Initiatives

Bhubaneswar (Correspondent) Good nutrition is often the starting point for healthier families, stronger communities and brighter futures for children. Guided by this belief, Vedanta Aluminium, India's largest producer of aluminium, commemorated Rashtriya Poshan Maah through a series of nutrition-focused community initiatives across Jharsuguda, Lanjigada, BALCO and its mining regions. Reaching over 3,600 beneficiaries, the month-long observance engaged women, children and students across communities through initiatives focused on nutrition, health and wellbeing. Together, these efforts strengthened awareness around maternal and child health, dietary di-



versity and preventive healthcare, while encouraging communities to adopt healthier practices in their daily lives. Observed annually by the Government of India, Poshan Maah seeks to strengthen nutrition outcomes through awareness and behavioural change, particularly among women and children. Echoing this vision, Vedanta Aluminium continues to advance healthcare, nutrition, education and women empower-

ment through its community development initiatives. Among them is Nand Ghar, Vedanta's flagship social impact programme that is transforming Anganwadis into modern centres of nutrition, healthcare, early childhood education and women empowerment. Today, more than 13,000 Nand Ghars across 16 states are positively impacting over 4 lakh children and 3 lakh women through holistic development

interventions. Speaking on the occasion, Rajesh Kumar, CEO, Vedanta Aluminium, said, "The foundation of a nation's progress lies in the health and wellbeing of its people. Good nutrition is fundamental to building healthier communities and brighter futures. Poshan Maah provides an important opportunity to strengthen awareness, encourage healthy practices and engage communities in meaningful conversations around wellbeing. Through these initiatives, we remain committed to supporting mothers, children and their families while empowering them to build healthier and more resilient futures." Across Vedanta Aluminium's operating regions, Poshan Maah

brought communities together around a shared goal of better health and nutrition. In Jharsuguda, mothers at the Odisha Special Armed Police (OSAP) Nand Ghar participated in interactive sessions with healthcare experts, gaining practical insights into maternal nutrition, child health, hygiene and healthy feeding practices. The initiative formed part of Vedanta Aluminium's wider community nutrition efforts in the region, with 133 Nand Ghar benefiting over 2,000 women and children. Together, these interventions helped strengthen awareness about the small but important choices that contribute to healthier families and brighter futures for children.