

## Press Release

### **Vedanta's Farm-to-Shop initiative helps Jharsuguda farmers sustain livelihood during COVID crisis**

- *120 farmers from Siriapali, Keldamal, Gudigaon and Amati benefited*
- *In one month, the farmers earned a total revenue of ~INR 3.58 lakhs*

**Jharsuguda, Odisha; May 14th, 2020:** Looking at the disruption to lives and livelihoods of farmers post outbreak of COVID-19 in India, Vedanta launched 'Farm-to-Shop', an initiative to help farmers in the periphery of its Jharsuguda plant to continue earning their livelihood during these uncertain times. Created under the aegis of 'Jeevika Samridhhi', a farm-based sustainable livelihood project being run by Vedanta in Siriapali, Gudigaon and Keldamal villages, Farm-to-Shop enables farmers to sell their produce directly to employees and families residing in the company's township.

**Speaking about the initiative, Mr. CN Singh, CEO – Vedanta Ltd., Jharsuguda said, "As India's largest producers of primary aluminium, we have always championed the cause of self-sufficiency. Vedanta endeavors to enable our communities to be self-reliant and our Farm-to-Shop project is one such example. The initiative not only gives our employees and families their daily essentials, but ensures continuance of livelihood for many small and marginal farmers from our periphery."**

Rolled out in early April, the initiative benefits over 120 farmers from Siriapali, Keldamal, Gudigaon and Amati (Kolabira block) who are harvesting their rabi crops like potatoes, tomatoes, chilli, watermelon, sweet corn, etc. Within one month, the project has helped sales of 10,600+ kgs of vegetables, earning the farmers a revenue of nearly INR 3.58 lakhs, with a net profit of INR 1.5 lakhs.

Jeevika Samridhhi is Vedanta's sustainable livelihood project focused on land and water management, run in partnership with SEWA, Kolabira. It aims to introduce small and marginal farmers in the company's peripheral community to better, more efficient and sustainable methods of farming, thereby increasing the quantum of produce and sustained return on investments. The project's relevance is based on the need to augment irrigation infrastructure, promote advanced agriculture, application of bio-fertiliser and pesticides, and make farming a remunerative profession. In the 1st phase, more than a hundred farming households of Siriapali village were benefited through the project, with an increase in irrigation potential of the village by 21% and household income of beneficiaries by 20-25% in just one year. In its 2nd phase, the project covers 200+ farming households across three villages for a duration of two years.

Vedanta is India's largest producer of primary aluminium, operating a world-class aluminium smelter in Jharsuguda with an installed smelting capacity of 1.6 MTPA. It is the only Indian smelter in the global '1 Million Tonne Club' primary aluminium producers and exporters. The company currently produces more than a third of India's primary aluminium backed by world class assets, new-age technology and innovative practices and a robust sustainable development framework. With a strong focus on safety, the company is committed to



delivering sustainable and robust growth, which creates value for its shareholders and stakeholders.

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### **About Vedanta Limited**

Vedanta Limited, a subsidiary of Vedanta Resources Limited, is one of the world's leading Oil & Gas and Metals company with significant operations in Oil & Gas, Zinc, Lead, Silver, Copper, Iron Ore, Steel, and Aluminium & Power across India, South Africa, Namibia, and Australia. For two decades, Vedanta has been contributing to India's growth story, currently contributing 1 percent of India's GDP. The company is among the top private sector contributors to the exchequer with the highest ever contribution of INR 42,560 Crore in FY 2019.

Governance and sustainable development are at the core of Vedanta's strategy, with a strong focus on health, safety, and environment and on enhancing the lives of local communities. The company has been conferred the CII-ITC Sustainability Award, the FICCI CSR Award, Dun & Bradstreet Awards in Metals & Mining, and certified as a Great Place to Work. Vedanta Limited is listed on the Bombay Stock Exchange and the National Stock Exchange in India and has ADRs listed on the New York Stock Exchange.

### **About Vedanta Aluminium and Power:**

Vedanta Aluminium & Power, a part of Vedanta Limited, is India's largest producer of aluminium, producing 1.9 million tonnes per annum (MTPA) in FY20. It operates a 1.6 MTPA aluminium smelter and 3615 MW thermal power generation facility in Jharsuguda, Odisha. Vedanta Aluminium & Power is a leader in value-added aluminium products that find critical applications in core industries. It prides itself in having one of the largest technically qualified, diverse and vibrant workforces in the country spread across its four assets. With its world-class smelters, power plants and alumina refinery spread across India, the company fulfills its mission of spurring emerging applications of aluminium as the 'Metal of the Future' for a greener tomorrow.

For more information please log on to <https://www.vedantalimited.com>

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