



Regd. Office: Sesa Ghor, 20 EDC Complex,
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For Immediate Release:

Vedanta Ltd. initiates ‘Swachhta Hi Sewa’ Campaign week at Jharsuguda

Jharsuguda: 3rd October 2017

Aligned to the national cleanliness campaign week beginning 2nd October 2017, Vedanta Ltd. Jharsuguda launched its week long campaign on 30th September, to create awareness and a sense of participation in the community towards keeping the environs clean.

On 3rd October, more than a hundred residents of Siriapali village participated in a cleanliness drive anchored by Vedanta Ltd.’s CSR team along with its NGO partners SEWA and Subhalaxmi Cooperative aimed at keeping the village clean. The event started with a cleanliness pledge by the residents followed by a rally led by womenfolk and members of the all women Subhalaxmi Cooperative, the flagship CSR project of Vedanta Ltd. Jharsuguda.

Post that, the villagers longs and members of the CSR committee participated in a two hour cleanliness drive, thereby committing themselves to the cause. Mr Gunamani Pradhan, the sarpanch of Purna Gram Panchayat along with Mrs Pushpanjali Seth, President, Subhalaxmi Cooperative Society, and Mr Jai Krushna Patel inaugurated the initiative in the presence of Mr. Sundar Raj, Head CSR Vedanta Ltd. Jharsuguda, and other officials from the collaborating agencies.

‘This was the first in a series of such initiatives planned by the CSR team in partnership with us. The event received encouraging support from all participants and we plan to take it forward to other villages around us. Our commitment is towards making this a community habit by conducting events throughout the year in line with our National Mission of a Swachh Bharat’, said Mrs Pushpanjali Seth.

Earlier on 30th September 2017, more than 700 members of the Vedanta family in a unique gesture of support towards this drive, pledged their commitment to cleanliness on the occasion of Vijaya Dashami. Vedanta Ltd.’s CSR department is committed towards reaching out to every Indian associated with the company to translate ‘Swachhta Hi Sewa’ from a sentiment into habit. The company plans to craft a week long campaign involving all stakeholders, aimed at sensitizing the importance of cleanliness as an ongoing process.

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About Vedanta Limited (Formerly Sesa Sterlite Limited)

Vedanta Limited is a diversified natural resources company, whose business primarily involves producing oil & gas, zinc - lead - silver, copper, iron ore, aluminium and commercial power. The company has a presence across India, South Africa, Namibia, Australia, Ireland, Liberia and Sri Lanka.

Vedanta Limited, formerly Sesa Sterlite Limited is the Indian subsidiary of Vedanta Resources Plc, a London-listed company. 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. 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.

For more information please log on to www.vedantalimited.com

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