

Press Release

Vedanta Ltd., Jharsuguda's Subhalaxmi Co-op producing 50,000 masks for distribution to masses against COVID-19

Vedanta Ltd., Jharsuguda is working with the district administration in ensuring availability of preventive essentials like reusable masks to the Jharsuguda citizenry, including and especially the rural populace who are at high-risk from the pandemic owing to their lack of access to proper healthcare, medicines, etc. 16 women members of the company's flagship CSR project – Subhalaxmi Co-operative – are stitching hundreds of masks daily, which are being distributed free of cost through Vedanta's Mobile Health Unit (MHU) to the masses. The tailoring centers are disinfected regularly and the women work with all requisite PPEs like face and hair masks and hand gloves.

With a target of 50,000 masks to be stitched and distributed, Vedanta Ltd., Jharsuguda's CSR team has already distributed more than 12,000 masks to villagers, police and media personnel, field-staff of the district administration who are engaged in door-to-door activities, and general public. The team covers 4-5 villages daily, covering a circuit of 30 villages of Jharsuguda in a week's time.

Referring to the mask distribution, Mr. CN Singh, CEO – Vedanta Ltd., Jharsuguda said, "Vedanta always has and will continue to stand by the communities, people, state and nation, in times good and bad. We are closely working with the district administration and state government in ensuring grassroots preparedness at Jharsuguda. To that end, the women of Subhalaxmi Co-op have been instrumental in making the most important PPE – multi-layered masks, available for the underprivileged masses. Vedanta and its CSR partners are committed to helping the community to the best of our abilities."

Mrs. Pushpanjali Seth, member and former President of Subhalaxmi Co-operative says, "As members of a rural women's co-operative, we are proud to provide critical help to the people of Jharsuguda in these times. We hope Subhalaxmi's 50,000 masks go a long way towards keeping thousands of lives safe and healthy."

Subhalaxmi Co-operative is a 3900+ member strong all-women cooperative movement in Jharsuguda, Odisha, engaged in promoting sustainable livelihood opportunities among rural women, creating avenues for entrepreneurship and capacity building, and providing financial assistance to women members to further their livelihood. Since its conception nearly a decade back by Vedanta's CSR team, Subhalaxmi has evolved into a micro-finance institution as well as social change-agent. The co-op has undertaken various campaigns over the years like empowerment of rural women, encouraging financial independence of women, Swachh Bharat and general cleanliness drives, initiative against open-defecation, girl child's education and safety, etc.

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About Vedanta Aluminium and Power:



Vedanta Aluminium, a part of Vedanta Limited, is India's largest producer of aluminium, producing 1.95 million tonnes per annum (MTPA) in FY19. 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.

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