

# Double win for Vedanta Aluminium at 59th ABCI Awards

JL NEWS SERVICE

**NEW DELHI, Jan 13:** Vedanta Aluminium & Power Business, India's largest producer of the aluminium and value-added products, has won coveted awards at the recently concluded 59th Association of Business Communicators in India (ABCI) Awards 2020.

The Aluminium & Power Business bagged the Bronze Award for 'PR Campaign for Reviving Dhokra Art' under Social Responsibility Communication category. Vedanta's subsidiary Bharat Aluminium Company Ltd. (BALCO), India's iconic aluminium producer won the Bronze Award for its daily e-magazine 'BALCO



Today' under E-Zine category.

Mr. Ajay Kapur, CEO - Aluminium & Power Business and MD-Commercial at Vedanta Ltd., said, "Vedanta strives to enable its communities in the areas where it operates to become empowered and self-reliant participants in the economic progress of the country. Our endeavors brought not just recogni-

tion for the Dhokra artisans of Kankeri but also created a new market for them, resulting in more business and increased household income, and we are elated to have been recognized for the same. We are equally invested in nurturing a strong, engaged and participative employee culture within our operations as well. Our internal communications are robust and go

a long way towards fostering a shared value system, reinforcing organizational goals and strengthening the bond that holds our employees together."

The business employs significant focus on Social Responsibility Communication endeavors with the aim to increase awareness and outreach of its community development initiatives, so that more people can leverage and get benefited through its CSR projects.

This is of crucial importance, since the business' operations are located in rural hinterlands and Vedanta's social interventions have significantly improved the quality of life of peripheral communities.