

Press Release

Vedanta Ltd., Jharsuguda's Subhalaxmi Co-operative mass produces layered masks for prevention against COVID-19

Vedanta Ltd. Jharsuguda's flagship CSR project, the all-women Subhalaxmi Co-operative, has joined the fight against pandemic COVID-19. Subhalaxmi Co-op has engaged its members in the production of 5000 two-layer and three-layer masks for distribution among the high-risk and underprivileged masses of Jharsuguda's rural margins. For distribution, the co-op has enlisted the services of Vedanta CSR's Mobile Health Unit (MHU) which is currently engaged in a sensitization campaign against COVID-19 in 24 villages of Jharsuguda. With unfailing adherence to central and state govt.'s guidelines in place at the moment, the MHU's paramedical staff are distributing the masks and leaflets with govt. advisory and preventive measures to the village folk, urging them to maintain good hygiene, follow the protocols in place by the govt., addressing concerns and quashing rumors/misinformation, if any.

Speaking about the endeavors, Mr. CN Singh, CEO – Vedanta Ltd., Jharsuguda said, "Together with its CSR partners, Vedanta has joined hands with the district administration in the fight against COVID-19. It is a matter of great pride for us that our flagship CSR project, Subhalaxmi Co-operative, is diligently working towards making necessary protective gears like layered masks available to the underprivileged masses, who don't have uninterrupted access to medicines, PPEs, etc. With the nation in lockdown, it is imperative that critical medical necessities are made available to Jharsuguda's rural margins. To that end, Subhalaxmi's efforts are commendable."

Mrs. Pushpanjali Seth, member and former President of Subhalaxmi Co-operative says, "I and my fellow members of the Subhalaxmi Co-operative have put our best foot forward in helping the govt. administration and health mechanisms in their endeavours to contain the spread of the disease. Our SHGs are engaged in production of 5000 masks which will be distributed free of cost to the rural populace of Jharsuguda through Vedanta's MHU. Besides that, we are also actively promoting social-distancing, strictly restricting movement unless necessary, and asking our members and their families to exercise precaution through calls, WhatsApp and other forms of social media."

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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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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