

**Press Release:**

## **Interactive Voice Response System (IVRS) boosts e-learning reach of Vedanta Nand Ghar**

**Lanjigarh, Kalahandi District, Odisha; 18 August 2020:** Nand Ghar, Vedanta Group's flagship corporate social responsibility project, has launched Interactive Voice Response System (IVRS) to boost accessibility, reach and effectiveness its e-learning modules for children hailing from remote villages of Odisha's Kalahandi and Rayagada districts. Designed for basic cell phones, the IVRS and e-learning content are customized for homeschooling of children belonging to financially strapped families that may not own smart phones.

The project also offers smartphone-based e-learning modules, which can be disseminated through messaging platforms like WhatsApp, for home-schooling of children. In the wake of COVID-19, when Nand Ghars were shut, these modules played a crucial role in ensuring that children from rural hinterland continued their education uninterrupted at home. IVRS-based modules are the latest addition to a slew of transformative initiatives undertaken by Vedanta's Nand Ghar project to overcome barriers of digital divide, bringing accessible technology closer to the needy and underprivileged for unimpeded education.

Speaking on the initiative, **Mr. Rahul Sharma, CEO-Alumina Business, Vedanta Ltd**, said, "Vedanta remains committed to fostering socio-economic transformation in our areas of operations. We believe that access to quality education is the first step towards a better quality of life and Vedanta has invested in running significant education programs in the region. Our Nand Ghar project has been crucial in helping children from underprivileged households continue their education at home through e-learning modules during the pandemic. The recently launched IVRS will strive to strengthen this initiative for greater reach and accessibility."

Nand Ghar's e-learning modules comprising stories, games, rhymes, home based activities, moral science lessons and more are designed to aid parents educate their children holistically at home. Besides fostering grassroots education, it increases partnership and ownership of parents in their children's education during the formative years. Today, over 1200 children under the age of six are connected to this initiative through 50 Nand Ghars, receiving regular and quality e-content for seamless learning as schools, anganwadis and Nand Ghars continue to remain closed due to the pandemic.

Ms. Ritu Jhingan, CEO Project Nand Ghar added, "In the current times of pandemic, it is relevant to innovatively reach out and engage with children for their continued education. Providing education through e-learning videos and IVRS in their local language *Oriya* has ensured that



learning is aided seamlessly. We have ensured that no child is bereft of the education they deserve.”

Complimenting Vedanta on the initiative, Bakatpur’s Rukuni Ganda, whose daughter is availing this e-learning facility, says, “Amid the pandemic, with curtailed classroom education, e-learning has become critical in ensuring seamless continuation of education across the world. I’m delighted that Vedanta’s Nand Ghar project has developed good e-learning courses for children from rural communities to self-study and keep up their education. Now, with the launch of IVRS, children from families that do not own smart phones can also avail the courses and be benefitted.”

Vedanta’s 1400 plus Nand Ghars across seven states are working towards creating a better tomorrow for women and children. The programme aims to touch lives of 40 lakh people, directly impacting 2,00,000 children and 1,80,000 women, annually.

Vedanta is the largest producer of aluminium in India and remains the premier manufacturer of metallurgical grade alumina. The company operates a 2 MTPA (million tonnes per annum) capacity alumina refinery in Lanjigarh (Kalahandi district, Odisha), India since 2007 and an associated 90 MW captive power plant.

### **About Vedanta Limited, Lanjigarh Unit (Alumina Refinery)**

Vedanta is the largest producer of aluminium in India and remains the premier manufacturer of metallurgical grade alumina. The company has carved a niche for itself in the global aluminium industry with its superior product quality based on state-of-the-art technology. Vedanta Limited operates a 2 MTPA (million tonnes per annum) capacity alumina refinery in Lanjigarh (Kalahandi district, Odisha), India since 2007 and an associated 90 MW captive power plant. The refinery feeds Vedanta’s aluminium smelters at Jharsuguda in Odisha and at BALCO in Korba, Chhattisgarh.

In line with the group’s strategy of contributing to the communities it operates in, the company has focused interventions in the areas of health, education, livelihoods, and infrastructure amongst several others, in the Kalahandi region.

Vedanta Limited’s Lanjigarh unit has been conferred with several accolades across several critical business functions including:

- India Green Manufacturing Award 2018 for best Green Manufacturing Processes.
- CSR Health Impact Award 2019 for Open Defecation Free (ODF) under the Swachhta Project
- CSR Innovative Project Award for the revival of Dhokra Art
- Greentech Safety Award 2018 for its best Safety Management and Operations
- CII HR Excellence Award 2018 for its best Human Resource practices
- Excellent Energy Efficient Unit award 2019 for technological advancements in energy-efficiency initiatives
- 6th CSR Impact Award 2019 for Dhokra art under the ‘Aajeevika’ Livelihood project
- Kalinga Safety Excellence Award 2018 under the alumina sector category
- Greentech Safety Award 2019 under the Mines & Metal Category
- Great Place to Work certified™ 2019
- India Manufacturing Excellence Award 2019 under the Metals category by Frost & Sullivan

### **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.

For more information please visit [www.vedantalimited.com](http://www.vedantalimited.com)

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