



Vedanta's AAF-Bagaan created an environment where heritage was experienced, at JLF-2026

Jaipur, Jan 19 (UNI) The Anil Agarwal Foundation (AAF) Bagaan has emerged as a forum where literature, living traditions and community voices converged during the Vedanta Jaipur Literature Festival (JLF) 2026 that concluded here Monday.

This dedicated cultural and literary space at the five-day festival, reflects Vedanta's belief that culture and community lie at the heart of sustainable development, a spokesperson said. As part of the festival's official programme, AAF Bagaan hosted curated literary conversations alongside immersive, day-long workshops and performances celebrating India's living craft traditions.

From lac bangle making and block printing to block printing to puppetry, folk music and dance, the space brought artisans, performers and audiences into direct dialogue, creating an environment where the heritage was experienced, not just observed.

The Bagaan also served as a platform for deeper conversations around culture, identity, social change and the preservation of traditional knowledge systems. By blending literature with hands-on cultural engagement, AAF Bagaan showcased how responsible social investment can help sustain heritage, empower communities and keep India's artistic traditions relevant for Gen-next, the spokesman said.

The Vedanta Pavilion at JLF 2026 was a knowledge-led engagement space designed to spread awareness about the role of metals, minerals and energy in everyday life. Through interactive installations, gamified learning formats and storytelling such as "Kaun Banega Metal Head?" and "Bust the Myth", the pavilion attracted visitors to explore how natural resources quietly power modern infrastructure, technology, mobility and the energy transition.

A key highlight was a cutting-edge virtual reality experience that took visitors deep inside Vedanta's Rampura Agucha Mine in Rajasthan, the world's largest zinc producing mine. "The immersive journey traces the lifecycle of metals, offering a rare, inside view of large-scale mining and metal production", the spokesman added.

By placing industry within a broader cultural and intellectual context, the Vedanta Pavilion reframed the conversation around metals and mining, positioning them as enablers of progress, ideas and everyday life.

The Hindustan Zinc Limited (1121) and Cairn Oil & Gas stalls highlighted Vedanta's commitment to inclusive growth by providing a market-facing platform for company-supported self-help groups (SIGs) and community entrepreneurs.

Women-led collectives and grassroots producers from Vedanta's operational regions showcased and sold a range of handcrafted and locally made products, gaining access to a diverse, national and international audience at JLF. The stalls reflected how livelihood programmes, skill development and enterprise support can translate into sustainable income opportunities and long-term community empowerment. By bringing these SIGs into a global cultural forum, 11Z1, and Cairn underscored the idea that industrial growth and social development can move forward together-creating value not just for markets, but for people and communities on the ground.