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Vedanta Aluminium Launches 'TarakkiKiTaiyaari' Women's Day Campaign

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Vedanta Aluminium # TarakkiKiTaiyaari # International Women's Day 2026 # women workforce # metals industry # inclusion # Odisha # Chhattisgarh # workforce diversity

Month-long initiative across Odisha and Chhattisgarh highlights inclusion, workforce participation and leadership opportunities for women

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Vedanta Aluminium has launched a nationwide campaign titled 'TarakkiKiTaiyaari' ahead of International Women's Day 2026, focusing on strengthening women's participation in the metals and manufacturing sector while promoting inclusive workplace practices.

The month-long programme will run across the company's operations in Odisha and Chhattisgarh, featuring leadership interactions, health initiatives, and community outreach aimed at advancing women's development both within the organisation and in surrounding communities.

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The campaign will include engagements with public figures such as Kiran Bedi and mountaineer Arunima Sinha, alongside internal sessions designed to encourage women's leadership and professional growth. The initiative also highlights the need to expand opportunities for women in sectors such as mining and manufacturing, where representation has traditionally remained limited.

Vedanta Aluminium said women currently account for around 21 per cent of its workforce and the company is working towards increasing this share to 30 per cent by 2030. As part of this effort, it has prioritised higher participation of women in entry-level hiring and technical roles to build a stronger talent pipeline for the future.

The company has introduced several initiatives aimed at expanding women's presence across operational roles. These include commissioning India's first fully women-operated potline at its Jharsuguda smelter and deploying women across smelting, production, and engineering functions through structured training programmes. Women are also part of specialised operational teams such as locomotive operations and firefighting units across company facilities.

During the campaign period, Vedanta Aluminium will organise a range of activities including leadership town halls, recognition programmes, wellness and cancer awareness sessions, and mental health initiatives. Community outreach programmes around the Jamkhani, Ghogharapalli, and Kuraloi mining areas are expected to engage more than 1,700 women through health camps, community celebrations, and recognition of frontline health workers and self-help groups.

The company will also release a short film on March 8 documenting its diversity journey and initiatives aimed at increasing women's participation across industrial operations and leadership roles.

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