

VALYOU

A VEDANTA ALUMINIUM NEWSLETTER

APRIL 2010



Dr. APJ Abdul Kalam visits Lanjigarh



Mr. Anil Agarwal
meets the Chief Minister of Orissa



Vedanta Aluminium Ltd. sponsors
National Youth Festival, Bhubaneswar



Vedanta sponsors Biju Pattnaik Memorial
Trophy



CEO SPEAK

Having successfully sailed through the effects of the global slowdown we have been able to scale new heights of success in different areas of operation in the year 2009-2010. But let us not be complacent. The need of the hour is introspection and assessment of set objectives, achievements and future goals, both immediate and long-term.

The year 2010 began with several high marks. Dr. APJ Abdul Kalam, former President of India, graced us with a visit to our plant site at Lanjigarh in Kalahandi, Orissa to inaugurate the Mid-Day Meal Center for school children, by Vedanta Aluminium Limited.

During his visit, Dr. Kalam observed, "Orissa has rich mineral deposits, proper utilization of which can change the future of the economy. Government should explore such possibilities pro-actively". I am positive that with the help of the people of Orissa we will overcome all hurdles and begin mining soon.

Mr. Anil Agarwal, Chairman, Vedanta Group, had an occasion to meet Mr. Naveen Pattnaik, the Chief Minister of Orissa to apprise him on the status of our ongoing projects as well as our major CSR initiatives. He also met and exchanged views with senior editors of leading publications of Orissa.

We are through the first quarter of 2010 and there is need to evaluate the progress of our projects. I must congratulate one and all for the successful commissioning of the 9th Boiler Unit of our Jharsuguda plant. On the CSR front I am delighted that all formalities for construction of the Jharsuguda hospital are being taken care of and we are on the threshold of starting construction. The Jharsuguda township is also making satisfactory progress and we will be nearing completion soon to provide the comforts of housing to our employees.

Finally, I welcome the new look and feel of this newsletter with its new name "VAL&YOU". This validates our constant and continued endeavour to improve upon ourselves. Congratulations!

I wish you all a very successful year ahead.

A handwritten signature in black ink, appearing to read 'M. Siddiqi', with a horizontal line underneath.

M. Siddiqi

CEO, Vedanta Aluminium Ltd.

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DR. ABDUL KALAM INAUGURATES MID-DAY MEAL PROGRAMME AT LANJIGARH

Dr. APJ Abdul Kalam (Former President of India & Bharat Ratna) inaugurated the Mid-Day Meal Centre to be set up by Vedanta Aluminium Limited at Lanjigarh. This programme is a joint initiative by Naandi Foundation in collaboration with Vedanta Aluminium Limited and the Government of Orissa. The centre, through its Mid-Day Meal Programme, will provide nutritious food to 30,000 children across 273 schools of Lanjigarh block in the first phase. It aims at enhancing the nutritious food value for children between classes I-VIII in government aided schools and will also ensure regular attendance.

Appreciating Vedanta's initiative in supporting the Mid-Day Meal programme, Dr. Kalam said that Vedanta is playing a very important role and is setting an example for others. Quality food plays an important role in improving health and mental ability of children. Such noble initiatives of the government can be successful to a large extent with private partnership. Dr. Kalam also shared a few moments with the children who came from different local schools and Childcare Centers of Vedanta Foundation.

In another meeting at Bhawanipatna, Dr. APJ Kalam said, "Orissa has enough mineral resource deposits. Proper utilization of these resources can lead to huge economic growth of the state. The Government should explore such possibilities pro-actively".



MR. ANIL AGARWAL MEETS MR. NAVEEN PATTNAIK, THE CHIEF MINISTER OF ORISSA

Mr. Anil Agarwal, Chairman, Vedanta Resources Plc and other senior executives met Mr. Naveen Pattnaik, the Chief Minister of Orissa, and updated him about the status of the ongoing initiatives of Vedanta in Orissa.

During the discussion he apprised the CM of the first unit of 2400 MW Independent Power Plant at Jharsuguda, to be commissioned soon. The plant is expected to add 600 MW to the state's power production capacity and can help the state government in overcoming the current power crisis. Currently, Vedanta has been supplying 15% of the total requirement of the state's power from its Captive Power Plant.

Mr. Anil Agarwal also informed the Government that Lanjigarh Alumina Refinery, though fully operational, has to procure bauxite from other states. This is a huge loss of opportunity for both state as well as the company. Mr. Pattnaik gave assurance to look into the matter seriously and work out a possible solution.

Mr. Agarwal also thanked the Government for extending administrative support towards the construction work of the Vedanta University Project at Puri. For the record, the Vedanta University Bill had been passed in July, 2009 and the Government of Orissa promised full support for establishing this world class university at Puri. At the initial stage the University will have a 1000 bedded super speciality hospital and an academic building for a Medical College.

Mr. Agarwal assured that the construction of a specialized 'Burn and Trauma Care Centre' at Bhubaneswar would commence soon. This advanced centre with a capacity of 100 beds will provide specialized medical care to accident and trauma patients. This will be an additional hospital project that Vedanta has taken up, apart from the Medical College and Research Centre at Puri and a General Hospital at Jharsuguda.

Mr. Agarwal apprised Mr. Pattnaik of a project report prepared for the development of a Metal Park at Jharsuguda. The metal park will have about 100 medium and small scale industries, creating employment opportunity for 1,50,00 people besides encouraging entrepreneurship. Vedanta will also provide hot metals, electricity and technical expertise as well as R&D support. On request of the state government, Mr. Agarwal assured that Vedanta would build a hostel to accommodate students of the new Government Engineering College at Bhawanipatna. Vedanta will also focus on encouraging art and culture in Orissa and will take special initiative to search for hidden talents across the state and nurture them through a proper training system.



MR. ANIL AGARWAL MEETS EMINENT MEDIA PERSONS OF ORISSA

During his visit to Orissa on 21st Jan 2010, the Chairman of Vedanta, Mr. Anil Agarwal, met eminent media persons of Orissa over High Tea. He said that Vedanta has always been associated with Orissa and reiterated the company's commitment towards the development of the State. He informed that Vedanta is planning to establish a world-class university in Orissa, which would be developed as a model in the educational map across the globe. He also said that the proper utilization of the mineral resources of Orissa can help develop the state and Vedanta's project at Lanjigarh would transform the district of Kalahandi. Vedanta is also setting up a mega power project in Jharsuguda to help the state address the power crisis. Speaking to media persons, Mr. Agarwal expressed hope that Vedanta would soon get full support from the people of Orissa.



MR. PYARIMOHAN MOHAPATRA, MP (RAJYA SABHA) INAUGURATES ADVANCED WELDING CENTRE

Mr. Pyarimohan Mohapatra, Member of Parliament (Rajya Sabha) inaugurated the Advanced Welding Centre with state-of-the-art training equipments at Jagannath Institute for Technology and Management (JITM), Parlakhemundi. Mr. Surya Narayan Patro, Revenue Minister, Mr. Narayan Rao, MLA and Dr. Mukesh Kumar, COO of Vedanta Aluminium Limited were present during the inauguration.

The Advanced Welding Centre is equipped to provide basic to high precision welding training to students. Students can seek employment in the ship building industry after training from this sophisticated welding centre. They can pass non-destructive test after being trained here. Vedanta Aluminium Limited provided support for setting up this Advanced Welding Centre at JITM. Currently, 39 project affected persons from Lanjigarh are being trained at JITM.



MRS. KIRAN AGARWAL CELEBRATES CHILDREN'S DAY AT LANJIGARH

Mrs. Kiran Agarwal, Executive Trustee of Vedanta Foundation and wife of Anil Agarwal, celebrated Children's Day with the children of Lanjigarh. Mrs. Agarwal was delighted to be able to interact with the local children.

During her address to a gathering of over 2500 people she said, "I am very privileged to celebrate the day with children of Kalahandi". She also assured that Vedanta Foundation will make all efforts to provide nutritious food and education to all the underprivileged children of Kalahandi. More than 1500 children from 40 Child Care Centres run by Vedanta Foundation participated in the day-long celebration.

Mrs. Agarwal also presented the 'Vedanta Meritorious Award' to the students of Kalahandi district who secured highest marks in High School and +2 Exams.

During her visit to Lanjigarh, Mrs. Agarwal inaugurated a Health Centre for people of Vedanta Niyamgiri Nagar. She also visited the Anganwadi Centre at Maskapadar and Child Care Centre at Bhatguda and inaugurated the Science Exhibition at DAV Vedanta International School in Lanjigarh.

She was accompanied by Mr. M.Siddiqi, CEO, VAL; Dr. Mukesh Kumar, COO, VAL; Mr. Umesh Mehta, VP; Ms. Ruby Thapper, VP (CSR), and Dr. Sabita Swain, Chief Medical Officer, VAL.



VEDANTA GYANASHREE AWARD-2010 PRESENTED AT KALAHANDI UTSAV 'GHUMURA'

On January 17, 2010, six meritorious students of Kalahandi district were awarded the 'Vedanta Gyanashree Award-2010' during 'Ghumura-2010', a district level festival of Kalahandi at Bhawanipatna. Students were selected on the basis of their performance in the 10th and 12th Exams from HSC, CBSE and ICSE boards. Each student was awarded with a desktop computer and a certificate of merit for his/her scholastic achievements.

Dr. Mukesh Kumar, COO - VAL said, "Vedanta Gyanashree Award is an initiative by Vedanta Aluminium Limited to encourage and support the meritorious students of Kalahandi district. The award is an effort to help students achieve greater heights in their academic career".

NATIONAL SAFETY WEEK OBSERVED AT LANJIGARH

The 39th National Safety Week was observed by VAL between 4th and 10th March, 2010 at Lanjigarh. The week was dedicated to build awareness about occupational health and safety among employees and workers. During the occasion Mr. PC Das, Joint Director (Factories and Boilers), Orissa, observed, "Working with safety should be the attitude of the people". Mr. Bibhu Prasad, Assistant Director (Factories and Boilers) attended the programme as the Guest of Honor and Dr. Mukesh Kumar, COO VAL, chaired the programme.

Mr. Das also made a presentation on the importance of safety for industrial growth. Senior management team members, project managers and safety managers of the company attended the session. In his concluding remark Dr. Mukesh Kumar said, "Safety, Health and Environment are always given priority for maintaining safety parameters at all workplaces".

In order to increase awareness about occupational safety and health, essay competitions and poster competitions were held by VAL. Special training programmes were also conducted on different subjects such as road safety, fire safety and emergency preparedness. Safety posters with slogans were displayed at several work sites.

VAL PROVIDES MEDICAL SUPPORT TO BRAIN TUMOR PATIENT

Doimati Batra from Mundbahali village Niyamgiri, was suffering from Brain Tumor (Glioma) but had little knowledge about the same. During a tour, the mobile health team of Vedanta Aluminium identified Doimati as a Brain Tumor Case. Immediately the doctor present referred her to a specialist. However, she had no money to go to a specialised hospital.

Considering her poor economic status, Vedanta admitted her into St. Joseph's Hospital, Vishakhapatnam. The entire medical expenses and transportation cost was borne by the company. Today, Doimati is completely cured.

"Thanks to the timely medical help and financial assistance by Vedanta Aluminium, my life was saved", says a beaming Doimati.





VAL SUPPORTS GOVERNMENT'S PULSE POLIO IMMUNIZATION PROGRAMME

VAL, Lanjigarh, provided much needed support to the District Health Administration of Kalahandi in their Intensive Pulse Polio Immunization Programme and administered pulse polio drops to several infants in the Lanjigarh area. Dr. Mukesh Kumar, Chief Operating Officer of Vedanta Aluminium Limited started the programme by administering polio vaccine to children at Vedanta Staff Colony Hospital.

On January 10, 2010 about 2000 children were immunized through 13 immunization booths. Special efforts were made to cover the children of migrant workers, who come from various states to Lanjigarh.

The Company provided assistance in logistics arrangement, manpower and other support to the medical team of the district health administration.

BLOOD DONATION CAMP ORGANIZED AT LANJIGARH

VAL organized a Blood Donation Camp at Niyamgiri Vedanta Nagar hospital on December 2009. The programme was organized in association with Sambad Ama Odisha. Dr. Mukesh Kumar, COO, VAL, Lanjigarh inaugurated the camp. A large number of Vedanta employees, including Senior Management Team members, volunteered to be a part of the camp and donated blood.

Doctors and medical team members of the District Red Cross Society, Kalahandi assisted in the programme. The donors were given certificates and identity cards by the Red Cross Society.

Within the last one year, Vedanta employees have donated about 150 units of blood in two such camps.





VEDANTA VIDHYARTHI VIKASH YOJANA LAUNCHED FOR SECONDARY SCHOOL STUDENTS

As a part of its CSR initiative, Vedanta Aluminium Ltd. launched a unique programme called 'Vedanta Vidhyarthi Vikash Yojana'. This initiative has been aimed at imparting quality education and improving competency level of Secondary level students in peripheral villages of Jharsuguda. The programme will be implemented by the NGO Anchalika Jana Kalyan Anusthan (AJKA) across the districts of Bhurkamunda, Banjari, Kurebaga, Bhagipalli, Maa Samaleswari Nagar and Brundamal. Apart from that, five supplementary and remedial teaching centers along with reading-writing materials will be provided to secondary level students to encourage self learning. This will be supported with life skill and personality development guidance.

During the programme Mr. Nandamani Toppo, Dy. DI of Schools, Mr. Pankaj Khanna, Executive Director VAL, Mr. Abhijit Pati, COO VAL, Mr. Gautam Behera, Secretary AJKA, Mr. Tribikram Singh, Sarpanch Badmal, Mr. Ratan Nayak Secretary Anchalik Janmanch, Digdhan Pradhan, various social workers, students, women and villagers and senior officials from VAL were present.

Speaking on the occasion Mr. Pankaj Khanna said, "The development of human resource is not a single day phenomenon. Keeping this in mind, VAL aims at enabling Project Affected Families of the core peripheral villages to access quality education in Vernacular Schools by facilitating their linkage with the standardized tutorial classes and fun learning methods named as 'VEDANTA VIDHYARTHI VIKAS YOJNA'.



MEGA HEALTH CAMP CONDUCTED AT JHARSUGUDA

As part of Vedanta's CSR programme, a Mega Health Camp was organized at High School Ground, Railway Colony, Jharsuguda, on 4th January, 2010. The camp was aimed at treating and providing medical assistance to the local people as well as residents of the peripheral villages. Over 40 specialised doctors from across departments - Medicine, Skin, Eye, Orthopedics, ENT, Obstetrics and Gynecology, Pediatrics, Chest Diseases and Surgery attended the camp. The team of doctors was mostly from Veer Surendra Sai Medical College Hospital Burla, District Headquarter Hospital Jharsuguda and Sambalpur and resident Doctors of Vedanta Aluminium Ltd. Over 2500 patients were given free treatment and medicines. Octogenarians, women with children, handicapped villagers and many others came to seek medical assistance.

Sj. Kishore Kumar Mohanty, Hon'ble Member of Parliament (Rajya Sabha) inaugurated the Health camp. Among others present were Mr. Zamil Khan (RDC Sambalpur), Mr. Abhijit Pati (COO VAL) and Mr. Sanjeev Kumar Pattnaik (AGM CSR).

100 DAYS SAFETY TRAINING PROGRAMME CONDUCTED BY VAL

Starting 21st December 2009, a 100 day safety training programme was conducted by VAL in association with National Safety Council (NSC), Orissa Chapter at Vedanta Project Office in Jharsuguda. The programme addressed over 14,000 employees of Vedanta and its partner companies including skilled and unskilled workers, engineers, supervisors, safety people, fitters, welders etc.

The aim of the programme was to minimize the human error element, the largest cause of accidents, as well as to train the people to adhere to and maintain safe working conditions. The programme involved over thirty faculty members from NSC and Vedanta Safety Dept.

Speaking at the inauguration ceremony Mr. M.S Mohini (Secretary NSC) said, “The council is helping businesses achieve safety excellence through research, thought leadership and practical tools. The programme is a grand initiative of Vedanta, which is aimed at imbibing a culture of safety within the industry. It will help achieve the safety objectives”.

Mr. Abhijit Pati (COO VAL) said, “The programme marks a historical intervention in the state. Since safety is a management responsibility, it is the area of most concern at our sites. Constant improvement of our practices for safe accomplishment of job are of paramount importance to Vedanta”.



JHARSUGUDA VEDANTA CUP CRICKET TOURNAMENT, 2010

To promote the spirit of sports and young talented sportspersons and support them for participation at district/ state/ national level games, Vedanta organized the ‘Jharsuguda Vedanta Cup 2010’ Cricket Tournament from 10th to 17th January 2010 at Manmohan M.E School Ground, Jharsuguda. The tournament involved seven teams of National repute and a debutant Jharsuguda XI team. The matches were held in 40 over knock-out basis. The winning team, East Coast Railway Khurda and the runners-up, SEC Railway Nagpur, received Cash Prizes along with trophies.

Rajesh Chouhan, former international bowler of Team India, graced the occasion as the Chief Guest. The event, organized for the first time in Jharsuguda, gathered a lot of excitement and was witnessed by thousands of people from Jharsuguda and neighbouring towns.

Speaking on the occasion Mr. Abhijit Pati (COO VAL Jharsuguda) said, “Vedanta will strive for uplifting sport talents”, and promised for more such events in the near future. He thanked the people of Jharsuguda for the tremendous support shown by them during the tournament.

VEDANTA SPONSORS ‘BIJU PATTNAIK MEMORIAL TROPHY’ AT JHARSUGUDA

Vedanta has recently sponsored a 7-day football tournament in Jharsuguda. The football tourney, which started from 25th March at Laikera Mini Stadium in Jharsuguda, was jointly organized by Biju Pattnaik Social Welfare Association, District Athletic Association, Utkal Athletic Association and District Referee Association. Eight established and popular teams like Orissa Home Guards, Tarun Sangh, Barrackpore, Kolkata, Customs Club, Kolkata, Chhotnagpur, Ranchi, Samaleswari Club, Sambalpur and Tata Steel, West Bokaro participated in this match.

The tournament was formally inaugurated by Tribal Welfare Minister Mr. Bijay Ranjan Singh Bariha. Rajya Sabha member Mr. Kishore Kumar Mohanty graced the occasion as honourable guest. The final match of the tournament was played between Customs Club, Kolkata and Tarun Sangh, Barrackpore, Kolkata. Customs Club, Kolkata defeated Tarun Sangh Barrackpore Kolkata team through tie breaker by 6-4 goals in the finals and emerged champion of the tournament. Minister Food and Civil Supplies Mr. Sarada Prasanna Nayak, Mr. Kishore Kumar Mohanty and many dignitaries were present during the closing ceremony.





ALUMINIUM SECTOR IN INDIA – AN OVERVIEW

The most commercially mined aluminium ore is bauxite. The primary aluminium production process consists of three stages. First is mining of bauxite, followed by refining of bauxite to alumina and finally smelting of alumina to aluminium. India has the fifth largest bauxite reserves with deposits of about 3bn tonnes. This is literally, 5% of world deposits, which is about 55 to 75bn tonnes. India's share in world aluminium capacity rests at about 3%. Production of 1 ton of aluminium requires 2 tonnes of alumina while production of 1 ton of alumina requires 2.5 to 3 tonnes of bauxite. Currently India produces about 1.35 million tonnes of aluminium. This can grow to about 5.0 million tonnes in the long term. Orissa and Andhra Pradesh possess about 80% of India's bauxite resources and are going to become the aluminium hub of the country.

India produced about 15 million tonnes of bauxite and 1.35 million tonnes of metal in 2008-09. However, grant of mining lease, forest clearance, environmental clearance, land acquisition and NGO activities etc are the major constraints for development of new bauxite mines and growth of aluminium industry in the country.

Power is amongst the largest cost component in manufacturing of aluminium, as the production involves electrolysis. Consequently, manufacturers are located near cheap and abundant sources of electricity such as hydroelectric power plants. Indian manufacturers set up captive power plants for their smelters. Indian manufacturers are the lowest cost producers of the base metal due to



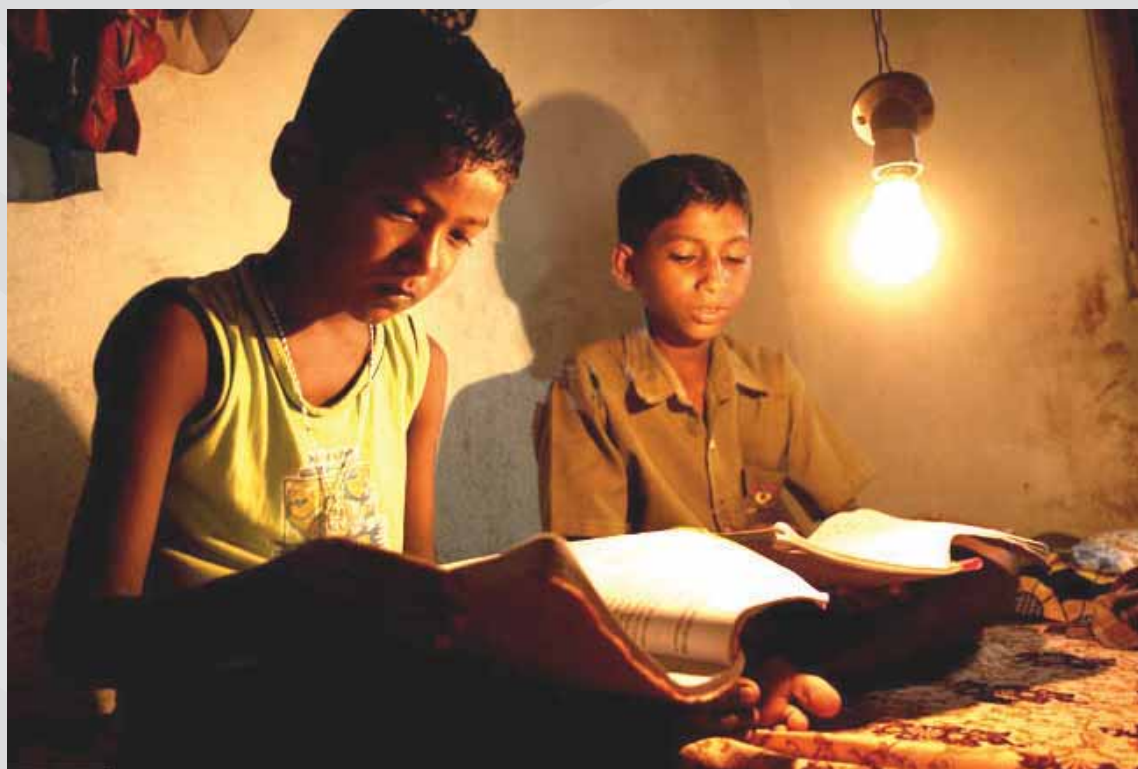
access to captive power, cheap labour and proximity to abundant supply of raw material, i.e., bauxite.

The Indian Aluminium sector is characterized by three large integrated players like Vedanta group companies (BALCO, MALCO & Vedanta Aluminium) Hindalco, and Nalco. Other players trying to enter in to the business include Jindal group, L&T Dubal, Ashapura Mine chem. and Anrak etc.

The metal has lots of advantages over other metals such as lightness (1/3rd of the weight of steel), durability, electrical conductivity, versatility, attractiveness (can take a wide range of coatings from painting to colour anodizing) and recyclability etc.

The per capita consumption of aluminium in India continues to remain abysmally low at under 1 kg as against nearly 25 to 30 kgs in the US and Europe, 15 kgs in Japan, 10 kgs in Taiwan and 3 kgs in China. The key consumer industries in India are power, transportation, consumer durables, packaging and construction. Of this, power is the biggest consumer (about 44% of the total) followed by infrastructure (17%) and transportation (about 10% to 12%). However, internationally, the pattern of consumption is in favour of transportation, primarily due to large-scale aluminium consumption by the aviation space. The aluminium consumption in India is expected to grow in the automotive sector and construction sector. India is emerging as a global hub for auto components, which is likely to fuel demand further boosting the per capita consumption.

- MR. P.K. PANDA, VICE PRESIDENT MINES, VEDANTA ALUMINIUM LTD.



ORISSA TRIBALS GET ELECTRICITY 60 YEARS AFTER INDEPENDENCE

For them, it's a dream come true. Four Dongria Kondh-dominated villages- Phuldumer, Khemdipadar, Kunakadu and Palberi - in Orissa's most backward district Kalahandi, now have electricity.

Significantly, this power has not come from the grid, which is still at a distance and makes it difficult to create an infrastructure to carry electricity to these remote villages. It is solar energy which has enabled these villages to come out from darkness. Thanks to the efforts of Vedanta Aluminium Limited (VAL) that facilitated the installation of the facility. At least 74 households have been facilitated by this noble mission. "For the first time in their life and after six decades of India's independence, the primitive Dongria Kondh tribals now have light at their doorsteps. This is indeed a great achievement," says Pramod Sahukar, a local social worker.

The effort of VAL has brought conventional electricity to 11 other villages in Lanjigarh Block of the district, lighting up the lives of more than 10,000 villagers in about 700 households.

In a glaring contrast, the electrification drive under the Central Government funded Rajiv Gandhi Grameen Bidyutikaran Yojana has covered only 2 villages in Lanjigarh Block and 22 in the Kalahandi district. And the electrification process using the non-conventional source of energy is virtually a non-starter here so far, informs Mr. Sahukar. What is interesting is to note that the head of VAL's Lanjigarh Project, Dr. Mukesh Kumar, personally monitors the electrification activity.

VAL, which has installed automatic traffic light systems in Bhawanipatna, the District Headquarters town; has also decided to focus on improving civic amenities in peripheral villages which is demonstrated by 75 street lights already provided in the local Ambadola town. Besides, it has plans for street lights in Lanjigarh town in quick time.

The Dongria Kondhs live in hillside villages and depend on agriculture as their main source of livelihood. Since a section of environmentalists apprehend that the tribals would be affected by the alumina refinery project implementation, the Government and VAL have been trying to resettle and rehabilitate them in every possible manner. CM Mr. Naveen Pattnaik has visited the area more than once and asked the local authorities to ensure better living standard to the Dongria Kondhs.

- MR. AKSHAYA SAHOO, STATE CORRESPONDENT, THE ASIAN AGE, BHUBANESWAR



MR. TARUN JAIN, GROUP FINANCE DIRECTOR RECEIVES BEST CFO (MANUFACTURING) AWARD BY ICAI

Mr. Tarun Jain, Group Finance Director of Vedanta Group, has been honoured with the Best CFO (Manufacturing) Award by the Institute of Chartered Accounts of India in Mumbai. The Award was presented by Mr. K.V.Kamath, at the ICAI Corporate Awards 2009. Mr. Tarun Jain is a CA, CS and ICWA and has been working with the Vedanta Group for the last 26 years.

VEDANTA ALUMINIUM HR RECEIVES GLOBAL RECOGNITION AT WORLD HRD CONGRESS, MUMBAI

Vedanta has scripted an exceptional achievement by becoming the recipient of three International awards for excellence in HR policies. At the recently concluded World HRD Congress, held at Mumbai from 11th to 13th of Feb 2010, Vedanta Aluminium received three awards in the following categories:

RASBIC Awards

Most Innovative Recruiting and Staffing Program/Initiative
Best Overall Recruiting and Staffing Organization of the Year

Employer Branding Awards or Award for excellence in HR through technology

The awards were given away by Mr. Bhaskar Chatterjee, Secy., Ministry of Heavy Industries & Public Enterprises, Govt. of India. Eminent speakers and HR professionals from all over the world participated in this Congress.



MR. DILIP PATTANAYAK – Head – HR Aluminium Sector had the honour of chairing a session called “The Butterfly Effect & the Challenge of the HR Professional”.



MR. M.SIDDIQI, CEO VAL, GETS GLOBAL RECOGNITION FOR ETHICAL PRACTICE

Mr. M.Siddiqi, the CEO of Vedanta Aluminium Ltd., has been selected as one of the most **INFLUENTIAL PEOPLE IN BUSINESS ETHICS**, 2009 by Ethisphere, a leading international think-tank of New York. Ethisphere is dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability.

Significantly Mr. M.Siddiqi is the only Indian who has been listed among the top hundred most influential people. Other significant names such as US president Barack Obama and Founder of Microsoft Bill Gates also figure in the same list. Mr. M.Siddiqi has been nominated in the Business Leadership category for his outstanding visionary initiatives for the people of Orissa where Vedanta Aluminium has set up its Mining and Smelter projects. The company has already invested Rs. 40 thousand crore for these projects and is planning to invest more in the long run. So far Vedanta has the single largest investment by any Corporate House in the state of Orissa.

Mr. M.Siddiqi dedicated this recognition to the people of Orissa, as he thanked the institute for recognizing the effort of Vedanta Aluminium in the state. He said, “We are sincerely working for the development of the people at our plant sites both at Jharsuguda and Lanjigarh and on our journey ahead we are determined to stand beside the people of Orissa”. He also thanked the government of Orissa for their continuous and unstinted support to all the projects of Vedanta in Orissa.

VEDANTA WINS "BEST RECRUITMENT ADVERTISEMENT" AT REMMY AWARDS 2010

Vedanta has been awarded for creative excellence in recruitment in the Remmy Awards Nite 2010 in Mumbai. The awards were instituted by the Times Group to honour recruitment advertising in the print media. The award has been given under "Best Recruitment Advertisement" - Manufacturing, Engineering & Construction Industry category .

A trophy has been awarded for the Best Creative Design of the 'Ex-Armed Forces Officers' Recruitment Advertisement. The Remmy Awards appreciates the talent and hard work that goes in creating innovative recruitment ads.





VAL PARTICIPATES AS A MAJOR SPONSOR AT NATIONAL YOUTH FESTIVAL 2010, BHUBANESWAR

Vedanta participated as a major sponsor of the National Youth Festival, held for the first time at Bhubaneswar from 8th to 12th January, 2010. The festival is organised every year in different cities to commemorate the birth anniversary of Swami Vivekananda, which falls on January 12th.

The gala show was held at Kalinga Stadium, wherein almost 50 thousand spectators and participants from across the country revelled in this unique display of national integration. Chief Minister Mr. Naveen Pattnaik inaugurated the festival which demonstrated India's unity in diversity through a multifarious display of art and culture by the youth of India representing different states.

The festival, which started with a unique aerobatic show by the Indian Army and Indian Air Force personnel, left the crowd spellbound. The audience was thrilled when sky divers drifted down from a thousand feet and landed in the middle of the stadium. The whole city had gathered to celebrate this gala event. The event included performances by music celebrities like Babul Supriyo, Usha Uthup and Hans Raj Hans. The closing ceremony saw people dancing in their seats and tapping their feet to the tune of 'Beating the Retreat' played by the Indian Navy Band. The festival ended with spectacular fireworks lighting up the whole city.



VEDANTA PARTICIPATES IN ALUMINIUM INDIA 2010, MUMBAI

Vedanta participated in the recently organized "ALUMINIUM INDIA 2010" at Mumbai from the 25th – 27th Feb'2010. The Vedanta stall represented by VAL and BALCO showcased the Group Structure, Corporate Overview, Smelter & Power Plant at Jharsuguda and Korba, Refinery at Lanjigarh, and Awards and Recognitions won by the group.

The exhibition offered the aluminium industry an international B2B platform. Aluminium products and latest technologies used in the industry were displayed for both national and international audience that included a wide spectrum of decision makers, manufacturers, producers, users and technology developers. It also provided a high standard technical forum on new developments, addressed by world class experts. Among major participants were HINDALCO, BHORUKA, JIWANRAM, FATA HUNTER, Shanghai TianZhong, Zhuozhuo Chengda along with Vedanta.

THE STORY OF KALAHANDI

Electricity, clean drinking water, mobile health units for a malaria-stricken district, mid-day meals for over 50,000 under-privileged children, quality education, job opportunities and economic independence - Kalahandi has prospered with Vedanta. And it was necessary that Orissa and the whole of India got to know about that. This was the purpose of the campaign, 'Kalahandi evolves'. The campaign successfully announced how a village in the most backward district of India has evolved to a new life of happiness and well-being.



► Quality education for around 50,000 under-privileged children.
Kalahandi evolves.



► Employment opportunities to over 20,000 people.
Kalahandi evolves.



SHARE A THOUGHT

MY WORDSWORTH MOMENT

Frankly speaking, I had never appreciated Wordsworth's "Daffodils" much. I had never understood much of the poet's sentiments as he wove verses about a particular species of flowers. But, that day, something of that sort caught me as I came across these dark pink flowers in front of the Snacks Bar in our plant. It was not only the flowers, it was the surroundings in which they grew that made me stop in my track and look at the flowers. We live in a grey and blue Aluminium Plant, dust being a natural covering for everything here. Even the leaves here have taken a sad greyish-green hue. It was because of the dominance of these colours that I stood captured by the defiantly pink flowers, refusing to give in to the drabness around. They grew among thick foliage of small green leaves, happy and in the pink of health, catching the sun in each delicate petal. I had somehow given in to the grey-blue scale of life there, had hidden all my colours to blend in, but the dark pink flowers sent a silent signal to the colours sleeping within me and I could feel the warm glow of happiness spread in my body, as it touched my lips and I smiled. It baffled me how a mere bunch of pink flowers had made me feel so good, had shown me how to grow, pink and proud, irrespective of everything. I do not know the name of these flowers, and even if I knew, I could not have written verses about them, but they are the ones which made me experience my first "Wordsworth" moment, as I stood humbled and inspired there, by a mere species of flowers

-MS. KAKOLI MUKHERJEE, JHARSUGUDA

MOTHER

As I opened my eyes,
I started to cry,
I called out the All Mighty;
But He did not reply.

Suddenly I saw a lovely face,
On her face was Almighty's grace;
She smiled sweetly and kissed me softly,
I felt I was in heaven again!

Tears of joy rolled down her cheek,
When she thanked Him with little speech:
For having me as her babe
I smiled back at her thinking-God had a similar face!!

-MS. SWETA UPADHAYAY, LANJIGARH



THROUGH YOUR EYES Photography contest

THEME – DIFFERENT MOODS OF CHILDREN

Send in your digital photos on this theme to communications@vedanta.co.in
Also email details about yourself (Name, designation and location) along with your passport size photo.

Winning entries will be published in the next issue of VAL & YOU.
Watch this space for more.



AI Q ALUMINIUM QUIZ

How well do you know Aluminium? To answer that, here's a fun quiz that you can take.

Mail in your answers to communications@vedanta.co.in. The answers to this issue's questions and the name of the winners will be revealed in the next issue of Val & You. Keep watching this space for more exciting quizzes. Have fun,

1. Aluminium can be recycled up to ___ %
a) 25% b) 50% c) 99% d) 100%
2. How much % of Aluminium ever produced worldwide is still in use today ?
a) 28% b) 5% c) 70% d) 84%
3. In which continent an average of 95% of the Aluminium in buildings is collected for recycling?
a) North America b) Asia c) Europe d) None
4. Recycling of Aluminium scrap in UK and Europe saves how much green house gas emissions?
a) 90 mln tonnes b) 50 mln tonnes c) 26 mln tonnes d) 64 mln tonnes
5. How much of Aluminium used in automotive application can eliminate 20 kgs of carbon dioxide emissions over the life time of an average vehicle ?
a) 10kg b) 1kg c) 100kg d) 1000kg
6. How much % of the energy required to produce primary Aluminium is used to recycle it ?
a) 20% b) 200% c) 5% d) 99%
7. The overall recycling rate for Aluminium packaging(drink cans , foil , foil containers , aerosols etc) is ___ %.
a) 32.5 b) 67.3 c) 18.8 d)74.9
8. ____ % of UK's demand for Aluminium is now met by recycled Aluminium .
a) 39 b) 7 c)89 d)43
9. Between 2000 and 2005 worldwide production process of primary Aluminium reduced ___% of green house gas emissions.
a) 2 b) 53 c)12 d) 14
10. In a recent survey , how much % of post mining land in Northern Australia was restored to native forest ?
a) 89 b) 11 c) 60 d) 20



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Vedanta Aluminium Ltd.

Mining Happiness.
For the people of Orissa.

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