

Vedanta Aluminium launches honey FPC Vedamrit Jibika

Our Bureau
Mangaluru

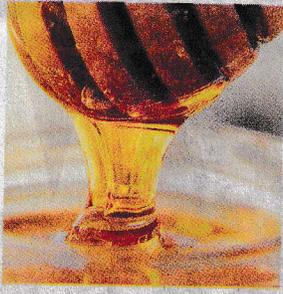
Vedanta Aluminium, through its corporate social responsibility (CSR) initiative, has launched Vedamrit Jibika Farmer Producer Company in eastern India.

In the first phase, bee boxes have been distributed to more than 500 farmers, following capacity building training.

A media statement said each honeybee box is expected to provide participating farmers an additional annual income of approximately ₹16,000.

The farmer producer organisation (FPO) is set to produce 5,000 litres of honey by April 2026, with a scale up plan to reach 20,000 litres every year.

This growth is expected to generate revenue of around ₹1 crore, securing the long-



term viability of the FPO, the statement said.

As part of the launch, Vedanta Aluminium unveiled a structured bilingual training module in Odia and English to deepen technical proficiency among farmers associated with the FPO.

HIGHER INCOME

The initiative is set to transform rural incomes in Jharsuguda by equipping farmers with scientific beekeeping practices, modern production techniques and assured

market linkages. Quoting Manju Patel, farmer and member, Vedamrit Jibika FPO, the statement said: "This initiative has given farmers like me the confidence that our hard work can create a better future for our families."

Rajiv Kumar, CEO, Vedanta Aluminium, said: "By empowering farmers with scientific beekeeping practices, market access and capacity building, we aim to create a robust ecosystem that enhances rural incomes while also contributing to environmental sustainability through improved pollination and biodiversity."

Vedanta Aluminium aims to expand the FPO to include 1,500-plus farmers by FY28. The initiative will further rural entrepreneurship, diversify income streams and build economic resilience for farming communities, the statement added.