

Press Release

Vedanta Promotes Youth Entrepreneurship in Goa

Vedanta Value Added Business (VAB) announces the inauguration of an Oyster Mushroom unit as part of its 'Youth Entrepreneurship Development Program' under the company's flagship CSR Project Gram Nirman. The initiative showcases the dedication of Vedanta Value Added Business towards fostering entrepreneurial skills within the community and boosting farm incomes in Amona-Navelim. The ceremony took place in the presence of Mr. Ronny Thomas, Chief Commercial Officer at Vedanta Value Added Business.

Mr. Krishna Sinari, a young and notable farmer from Amona, has been the driving force behind this endeavour. He has been recognised by 'Fr. Inacio Almeida Annual Award for Organic Farming' by the Government of Goa, which speaks volumes about his commitment to sustainable agricultural practices.

With generous support from Vedanta VAB, including essential equipment such as racks, foggers, and shade nets, facilitated through its esteemed NGO partner, Vanarai, Mr. Sinari has established a Mushroom unit. Vedanta VAB remains steadfast in its commitment to providing meaningful assistance to budding entrepreneurs like Mr. Sinari.

Mr. Sinari's dedication to producing mushrooms using purely organic methods is commendable, ensuring not only quality but also affordability for consumers.

Mr. Krishna Sinari, a beneficiary expressed his gratitude saying, *"There's a rising demand for mushrooms in Goa, yet only 2% are locally cultivated, with the rest being imported. When purchasing from external sources, chemical usage remains uncertain. I am committed to producing mushrooms using purely organic methods and selling them at a lower cost. I would like to extend my gratitude to Vedanta and Vanarai for their support in setting up this mushroom unit, and I also request their continued support in future endeavours."*

Mr. Saptesh Sardesai, CEO VAB & Cement said, *"Empowering local entrepreneurs like Mr. Krishna Sinari aligns perfectly with our vision of fostering sustainable development and economic growth in the communities where we operate. Through initiatives like the 'Youth Entrepreneurship Development Program' under our flagship Project Gram Nirman, we aim to support individuals like Mr. Sinari who are passionate about organic farming and contributing to Goa's self-sufficiency in mushroom production. We are committed to continuing our efforts to provide meaningful support and create opportunities for entrepreneurship that benefit both the community and the environment."*

Vedanta Value Added Business remains committed to nurturing entrepreneurship and sustainable practices that contribute to the socio-economic development of communities. This initiative is a testament to our ongoing efforts to create a positive impact on society and the environment.