

## Press Release

### **VEDANTA SESA GOA MARKS GANESH CHATURTHI THROUGH SUPPORT & ENCOURAGEMENT FOR GOAN MUSIC & CULTURAL GROUPS**

Ganesh Chaturthi is a festival replete with musical splendour and fanfare and furthering the spirit of festivity, Vedanta Sesa Goa has extended support in various forms to several cultural organisations across Goa. The cultural groups have been provided much needed encouragement either through the provisioning of equipment, conduct of events or through the conduct of a mega musical competition.

Recently, Vedanta Iron Ore Goa extended support to local cultural groups specialising in Folk music. The company handed over essential musical instruments Ghumats, Shamele, and Kasle to cultural groups from Bicholim & Mulgao villages. This initiative is aimed at supporting the cultural clubs & to help amplify the talents of the members of the various cultural groups. The instruments distributed included Ghumats, Shamele, and Kasle to over 70 individuals from 10 cultural clubs across Bicholim and Mulgao villages.

The musical instruments were handed over by Shri Chandrakant Shetye, Honble MLA for Bicholim Constituency & he was joined by Milind Barve, Head HSE & DIP & Corporate Affairs (Goa) & community members.

Speaking on the occasion, Shri Chandrakant Shetye, Hon'ble MLA for Bicholim Constituency said "I extend my sincere gratitude to Vedanta Sesa Goa for this thoughtful gesture, which will play a vital role in preserving our rich traditions and heritage. Initiatives like these empower the youth and promote meaningful skill development. By encouraging them to showcase their talents in innovative ways, we enable them to realize their full potential."

Expressing his thoughts on the occasion, **Dhirajkumar Jagdish, Dy.CEO,IOG**, said, "Vedanta is committed to supporting Goan culture, arts and music and to extend encouragement to the promising and talented artists of Goa. We are happy that over 70 budding artists will benefit from this initiative. We at Vedanta Sesa Goa are partnering the communities in numerous ways to usher in genuine empowerment of the youth, and women along with other initiatives aimed at community well-being, and progress."

"I on behalf of Kelbai Cultural Group thank Vedanta for providing us musical instruments. These tools will be helpful in our success, enabling us to achieve victories in various state level competitions. We also express our sincere thanks to our Sarpanch Mr. Krishna Gawas whose efforts & encouragement were needed in securing this support from Vedanta" said Tulshidas Gad from Kelbai Cultural Group.

Alongside, Vedanta Value Added Business also took the initiative of supporting Navelim Sports & Cultural Club in organising the 2<sup>nd</sup> All Goa Bhajan Mahotsav in Navelim. 11 cultural and musical groups participated in the event from areas including Sankhalim, Ponda, Marcel, Bicholim, Mapusa, etc and which provided a platform for almost 200 young musicians. The event was inaugurated by the Hon'ble CM of Goa, Dr. Pramod Sawant.

Speaking on the support extended, Saptesh Sardesai, CEO VAB, said "Goa and the surrounding regions have a vibrant tradition of music and culture and Vedanta's aim in supporting the All Goa Bhajan Mahotsav is to promote, highlight and preserve the rich heritage and cultural uniqueness of the State. At the same time we also intend to partner cultural organisations in providing the young and budding talent a platform to showcase and hone their skills. Through these initiatives we are playing the part of a catalyst in assisting communities in meeting their aspirations."

“Navelim sports and cultural club aims to revive and preserve our traditional art forms to ensure that the youth doesn't lose touch with their cultural roots. We are thankful to Vedanta for joining us in our vision and always supporting such culturally important programs"- Dinesh Gawas, Navelim Sports and Cultural Club.

The Company has previously also supported the Sateri Aai Dindi Pathak of Amona, a cultural group comprising over 125 women members, by provisioning musical instruments. The Group has earned local acclaim for their captivating performances and the support from Vedanta has helped contribute to the capacities to render musical performances at the regional level.

In July '24, Vedanta Sesa Goa had extended tremendous support to classical music through the conduct of the competition, Vedanta Samraat Sangeet Sitara , which got together over 70 artists from Goa, Karnataka and Maharashtra on a mega scale.