

## Vedanta Sesa Goa's #IronLadiesIndia'25 to Leverage 'Shakti se Pragati'

In a powerful testament to women's resilience and progress, and as part of its initiatives to mark the International Women's Day, Vedanta Sesa Goa has launched the **#IronLadiesIndia'25** initiative. Woven around the theme '**Shakti Se Pragati**', this year's campaign, will be about enabling women to realise their potential & fostering a more equal and empowered society.

The campaign builds upon its previous iterations, **#IronLadiesIndia & #IronLadiesIndia2.0** which successfully & impactfully brought together women within Vedanta Sesa Goa and from within the communities on a common platform and helped spotlight their achievements & those who have been role models for the society in general. The initiatives were widely acclaimed, winning several national and international level accolades.

The **#IronLadiesIndia'25** campaign aims to create conducive conditions & an enabling environment which will facilitate women to realize their full potential and leverage it towards crafting a vibrant & successful future for the organisation, communities and contribute to building a **#ViksitBharat**. This aligns with the vision of Shri Narendra Modi, Hon'ble PM of India, wherein a progressive environment for women contributes directly to the strength and empowerment of the Nation.

This year's campaign aligns with the United Nations' International Women's Day theme: "**For ALL Women and Girls: Rights. Equality. Empowerment.**" Embracing this global call, **#IronLadiesIndia'25** will feature an array of digital and on-ground engagements across Vedanta Sesa Goa's locations in India and overseas.

Expressing his sentiments on the launch of the campaign, **Navin Jaju, CEO, Sesa Goa said**, *"At Vedanta Sesa Goa, women play a pivotal role in our workforce, increasingly contributing to core operations and driving progress. The Vedanta philosophy of providing equal opportunities and promoting diversity, enables us to leverage the unique professional skill sets that women possess. Our internal and external initiatives have been tailored to provide women and girls with the opportunities, skill, education and resources to realise not only their potential but to inspire others too. I am extremely excited at the launch of the the #IronLadiesIndia'25 initiative and am sanguine that it will aid equality & foster empowerment contributing directly to the goal of #ViksitBharat."*

Through remarkable initiatives exclusively designed for women such as launch of Project 'Jivika' involving establishment of tailoring centres for women, aiding women-run Self-Help Groups to earn their own livelihoods, launch of ITI Computer courses to foster digital literacy amongst women, various sports initiatives such as the establishment of the Girls Football Centre in Bicholim & Amona, Vedanta Women's League, Vedanta Sesa Goa has consistently provided a robust platform for women to enhance their skills and empower themselves and contributed to their personal & economic growth and societal advancement at large.