

## **Vedanta VAB's 'Safety is Us' Initiative Contributes to Road Safety**

As part of its 'Safety is Us' campaign, Vedanta Sesa Goa – Value Added Business (VAB), in collaboration with the 'The Animal Care Organization'(TACO) and under the aegis of the Anil Agarwal Foundation, organised a Reflective Collar Drive for stray cattle in Amona & Navelim. The initiative was executed in collaboration with the Maina Dairy Society and supported by local authorities and community members.

As per Government of Goa statistics of Aug 2024, Goa overall has witnessed 13 deaths of commuters, and 19 animal deaths in 73 motor vehicle accidents recorded as being caused due to mishaps involving stray cattle & domestic animals, with maximum 22 accidents in 2022. Vedanta's Reflective Collar Drive is expected to help address the safety menace especially during night & low visibility hours. The initiative is designed to be rolled out in phases, with plans to tag over 100 stray cattle across the region in its initial stage. The initiative augments the efforts of civic authorities in the State.

The Reflective Collar Drive was flagged off with the active participation of Mr. Sadanand, PSI – Traffic Cell, Mr. Saptesh Sardesai, CEO – VAB, Mr. Shivanand Naik and Mr. Sundar Naik, members of the Maina Dairy Society, along with Vedanta employee volunteers.

Speaking at the occasion, Mr. Saptesh Sardesai, CEO – VAB, said, "At VAB, we believe true progress comes from sustainable, inclusive development. Through this initiative, we are addressing real issues affecting our communities. The Reflective Collar Drive will help prevent road accidents and injuries to both community members & stray cattle. We are proud to collaborate with the Maina Dairy Society and local authorities to implement this program on the ground."

"The initiative that VAB has undertaken will be very helpful for road safety, especially for those driving on two-wheelers, as they'll be able to easily identify the stray cattle at night due to the reflective collar which will definitely reduce road accidents and fatalities on the road." Said Mr. Sadanand, PSI – Traffic Cell.

Previously too, as part of the 'Safety is Us' campaign, Vedanta VAB has provided street lighting support for dimly lit areas on specific stretches of the roads in Amona & Navelim and engaged with community members & students to promote safe behaviour especially while driving and handling mobile phones.