

# Utkal Alumina Inaugurates “Project Udyamee” in Association with EDII

Aroundodisha.com | On Nov 17, 2021



**Bhubaneswar/Tikiri:** As a part of its relentless pursuit of transforming the lives and enhancing socio-economic indicators of the community around it, the Utkal Alumina International limited, a subsidiary of Hindalco Industries limited of Aditya Birla Group has inaugurated **Project UDYAMEE** in association with **Enterprise Development Institute of India (EDII)** on 17th Nov 2021 at Tikiri. The project aims to promote 300 entrepreneurs from Kashipur and Thuamul Rampur area in the field of non-farm and Agri-allied sectors.

A Rural business incubation Centre has been set up at Gokulmunda Tikiri to provide business development services which includes mapping of enterprises, business plan preparation, convergence, market assistance etc. It would also develop livelihood clusters to cater market demand and support rural enterprises and develop skill and knowledge of first and second generation entrepreneurs.

The Inaugural event was graced by Sri. Mazhar Beig, Unit Head Utkal Alumina, Dr. Lopamudra Priyadarshini, GM CSR, CR & Sustainability, **Dr. Subrat Biswal, Regional In-charge EDII Odisha** and officials from CSR, CR & Sustainability, of Utkal Alumina and EDII.

Speaking on the occasion, the unit head of Utkal Alumina envisioned that “Project UDYAMEE’ is going to set a precedent in the field of enterprise promotion in rural area and would stand as a benchmark project for future generation to adopt. He emphasized on promotion of need based enterprises to cater to local demand, and facilitates market linkages.

**Dr. Subrat Biswal** expressed his gratitude to Utkal Alumina for bringing this innovative project under its CR & Sustainability wing. He mentioned, that the project will not only promote enterprises but also boost the local economy of this region in the larger frame.

<https://aroundodisha.com/2021/11/17/utkal-alumina-inaugurates-project-udyamee-in-association-with-edii/>