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Amrit cement contributes to CM's relief fund

HT Bureau

GUWAHATI, Aug 13: Amrit Cement handed over a cheque of INR 11,80,000 against the "One Sign Five Rupees" campaign. Notably, it had initiated the massive CSR campaign to help the victims of the recent flood in Assam where over 50 lakhs people were affected in over twenty five districts.

Amrit Cement had come up with the innovative campaign to aid relief efforts as the state battled that the huge deluge. Amrit Cement created an unique link where any individual who follows and signs in, INR Five was contributed to the Chief Minister's Relief Fund, Assam. Various actors, politicians, writers, artists and social activists have signed in on the link and also have appealed to the people of Assam to come forward and sign in on the link and contribute towards

rebuilding Assam after the massive devastation caused by the recent floods.

Around thirty eight thousand from various places in Assam had come forward and signed in to extend their support for this unique campaign. The cheque was handed



over to the Chief Minister of Assam, Sarbananda Sonowal by Pradeep Bagla, Managing Director, Amrit Cement. Commenting on the noble step,

Pradeep Bagla commented, "By donating the amount against the campaign "One Sign Five Rupees", we have tried to extend our support to the thousands of flood victims of Assam in our own simple way. We would also like to thank the Chief Minister of Assam for offering us our valuable time and accept our support for the cause of rebuilding Assam,"