

*Glorious 10 Years*

# The Assam Post

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PUBLISHED SIMULTANEOUSLY FROM GUWAHATI & DELHI

RNI REGD. NO. ASSENG 2010/34729 THE ASSAM POST

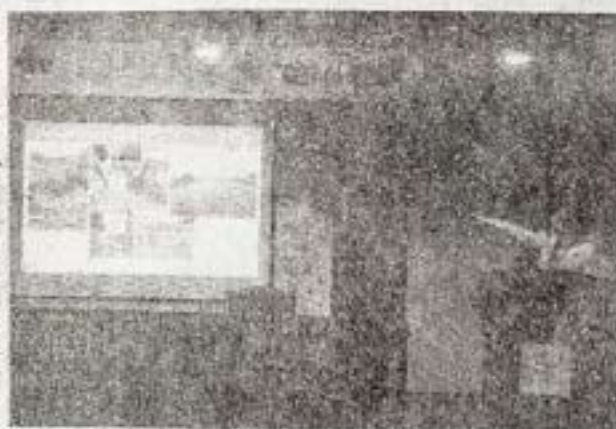
Assam Post ■ Thursday, October 17, 2019 ■ Guwahati Edition

Website: [assampost.abpublication.com](http://assampost.abpublication.com)

## Amrit Cement felicitates mothers of "Mothers Old Age Home"

Guwahati, Oct 16: Amrit Cement, the most promising cement brand of Northeast recently felicitated the elderly mothers of "Mothers Old Age" home in Guwahati and celebrated Durga

Puja with the inmates while doing few pandal hopping in the neighbourhood. This year Amrit Cement celebrated Durga Puja on a completely different note by spreading joy and happiness among the elderly mothers of "Mother's Old Age Home" in Guwahati



with much love and kindness. "Bidhashram r Maa r Xoite Maa Darshan", a special initiative unveiled by Amrit Cement, aimed to spread love for the elderly mothers of old age homes who otherwise feel lonely while the entire city glitters in festive spirit and joy.

As a part of the initiative, Amrit Cement team visited the "Mothers Old Age" situated in Guwahati and felicitated all the elderly mothers with a traditional Assamese Gamocha and were then later taken to the nearby acclaimed Lakshi Mandir Durga Pandal situated in Beltola, Guwahati. More than thirty elderly inmates of the old age home were taken to the puja pandal with much love and affection.

All the elderly mothers of the old age home were respectfully received by the committee members of the Lakshi Mandir Durga Puja

Committee of Beltola Guwahati. The elderly mothers were entertained with special "Naam Kirtan" and "Oja Pali Naam" inside the Lakshi Mandir compound. Amrit Cement members made arrangement for puja-special refreshments and delicacies for all the inmates of "Mothers Old Age Home." Special arrangements were made to provide colourful balloons, paper-made windmills and other toys for all the elderly mothers aiming to replenish and revive their childhood memories when they used to visit Durga Puja pandals along with their parents and other family members.

Commenting on the initiative, Pradeep Bagla, Managing Director, Amrit Cement said, "The Puja's are full of celebrations and enjoyment. We are surrounded by our friends and family. But we rarely spend time with our mothers. Hence, through our initiative, "Ma r Xoite Maa r Darshan" and "Bidhashram r Maa r Xoite Maa Darshan", we have tried to remind every citizen of this nation celebrating Durga Puja to not forget their ageing mothers

while offering their sacrifices and prayers to the Mother Goddess." "Bidhashram r Maa r Xoite Maa Darshan" is an extension of the Amrit Cement's campaign, "Ma r Xoite Maa r Darshan" that was launched before the onset of this year's festive season. The campaign was launched with the objective of questioning the citizens of India about how much time the adults spend with their elderly parents during the time of festivals. The entire initiative also tried to highlight how in the adulation and celebration of Maa Durga, people tend to neglect their own 'birth' mothers. The mother whose sacrifices and life-long dedication for the wellbeing of their children not only deserves love and respect, but the time and attention of their children as well. As a part of the initiative, Amrit Cement had also launched "Maa r Xoite Maa r Darshan" selfie contest that asked people from the entire state of Assam to send selfies of themselves along with their mother while visiting puja pandals and offering their prayers and worship to Mother Durga.