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## Amrit Cement felicitates mothers of Mothers Old Age Home

**HT Bureau**

**GUWAHATI, Oct 14:** Amrit Cement, cement brand of Northeast felicitated elderly mothers of "Mothers Old Age" home and celebrated Durga Puja with the inmates while doing few pandal hopping in the neighbourhood in Guwahati.

"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. As a part of the initiative, the team visited the old age home here and felicitated them with traditional Assamese Gamocha and were 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. The elderly mothers were entertained with special "Naam Kirtan" and "Oja Pali Naam" inside the Lakshi Mandir compound.



Commenting on the initiative, managing director, Amrit Cement, Pradeep Bagla 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 celebrat-

ing 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.