

Amrit Cement celebrates Christmas with transgender community, specially-abled and underprivileged children

Guwahati, Dec 27: Amrit Cement, the most promising cement brand of Northeast celebrated Christmas with the transgender community, specially-abled and underprivileged children of Guwahati. Keeping up with the Christmas spirit, Amrit Cement for the first time slightly stepped ahead of the stereotypical and mundane Christmas celebration and went a step further and celebrated Christmas with the often less-spoken section of our society. The initiative, "Moi Hom Santa", was coined keeping at par with the digital campaign, "Be a Santa" that was launched recently by Amrit Cement with the message of sharing happiness with the marginalized section of our society. The campaign, "Moi Hom Santa" tried to target not just the stereotypical "poor and homeless" that has often been targeted during the various Christmas campaigns but slightly moved ahead to the often less spoken section that also included the transgender and the specially-abled children of our society. Believing that Christmas is about showcasing kindness, affection and happiness and bringing smiles to the faces of the less privileged, Amrit Cement started the activity on its first day by visiting Shishu Sarothi situated in Guwahati and celebrated Christmas with much grandeur and brought happiness among the children and their parents of the specially-abled children. The specially-abled children were thrill with happiness to see the Santa Claus distributing chocolates and gifts among them. Some of them even danced to the tune of young musician Abhilash Choudhury while he played various his songs to them. Commenting on the initiative "Moi Hom Santa",



Executive Director, Shishu Sarothi, Ms Ketaki Bordoloi stated, "We feel really great that Amrit Cement have initiated this campaign and approached us to celebrate Christmas with our special children and we thank them for this noble initiative and expect more such organisations to come forward and be part of journey at least for a day in the coming days."

Amrit Cement for the first time in the history of Christmas celebrations in the Northeast region, organized Christmas with the transgender community of Guwahati. The team of Amrit Cement's "Moi Hom Santa" had invited Assam's first transgender judge who is also India's third, Swati Bidhan Barua and various other members of the transgender community

from various parts of Assam to celebrate Christmas and spend few memorable moments on the Christmas eve. For the first time ever the people of Guwahati had witnessed a transgender Santa Claus dressed on a red Santa attire and distributing sweets and gifts among the members with not just the members of the transgender community but also with

others. Swati Bidhan Barua cut the Christmas cake in the presence of all the members of the transgender community and THE Amrit Cement "Moi Hom Santa" team. Commenting on the entire initiative, High Court Judge and transgender activist, Swati Bidhan Barua stated, "We are very happy that an organization like Amrit Cement has come forward and felt the need to celebrate Christmas with the transgender community. We really hope that more such organization comes forward so that the society does not feel that our community is a left or section or being ostracised from the society. Mr Pradeep Bagla, Managing Director, Amrit Cement commenting on the initiative stated, "This Christmas was special for us as we celebrated with the transgender community of Guwahati and tried to give away the message that as a society need to focus on making the community mainstream and thereby reduce their vulnerabilities, end stigma and discrimination, provide social protection, right to entitlements and much more." On the day of Christmas, Amrit Cement "Moi Hom Santa" team spent some quality time with the inmates of Kalyani Niwas which is one the most prestigious Child Care Institutes in Guwahati that houses underprivileged children from various backgrounds. The team of around forty children were taken for a joyride in Guwahati and later take to the movie hall for a special Christmas treat with a the newly released blockbuster movie Dabbaang 3 along with some foods and snacks. The campaign's song was sung by Joi Barua and the initiative was supported by celebrities like Ravi Sarma, Nishita Goswami, Sunita Kaushik and many more.