

Amrit Cement celebrates Christmas with specially-abled, underprivileged children

HT Bureau

GUWAHATI, Dec 26: Amrit Cement celebrated Christmas with the transgender community, specially-abled and underprivileged children of Guwahati. 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, affec-

tion 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.

Commenting on the initiative "Moi Hom Santa", Executive Director, Shishu Sarothi, 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."

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."

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."