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Postal Regn

Amrit Cement celebrates Christmas with transgender community

GUWAHATI, DEC 28: Amrit Cement, the most promising cement brand of North-east 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 ini-

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



tiative, "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

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 North-east 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.