

Amrit Cement celebrates New Year with underprivileged kids



HT Bureau

GUWAHATI, Jan 7: Amrit Cement, the most promising cement brand of Northeast celebrated the first week of the year with the underprivileged children of that had come to Guwahati from various parts of Guwahati. As a part of a unique initiative started by Amrit Cement, over seventy children under the supervision of Childline Guwahati were invited to the Assam State Zoo cum Botanical Garden for a guided tour inside the zoo campus. The special guided tour was provided by the zoo officials and they took the children for a proper trek within the zoo campus and explained them about the special characteristics of the various animals and birds present at Assam State Zoo. Recently, Amrit Cement had launched an innovative social campaign named as "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.