

Amway Unveils global CSR initiative in Guwahati



Comments 3



Nanda Kirati Dewan 20 March 2009 25004 views

Amway Opportunity Foundation, the corporate social responsibility (CSR) arm of Amway India Enterprises Pvt Ltd, unveiled Project Sunrise in Guwahati today. This project is part of the global welfare initiative for the less privileged child. AOF will partner Guwahati Blind High School, for a three-year period.

At a formal function at Guwahati Blind School Mr. Bickramjit Paul, Area Manager, Northeast, Amway India Enterprises Pvt Ltd and member of Amway Opportunity Foundation flagged off “Project Sunrise” by presenting Braille Text Books and educational aid to Bhaven Barman,

Coordinator, Guwahati Blind High School. Also present were AOF representatives, children and other teachers of Guwahati Blind High School. Amway Opportunity Foundation has undertaken printing and distribution of Braille Text Books for the children of Guwahati Blind School. Besides, Amway Opportunity foundation also has donated Braille Papers to all students of Guwahati Blind School. To mark the inauguration of the project, AOF has handed over few Braille text books to Guwahati Blind School.

“Project Sunrise is supported by Amway’s Global CSR initiative - One by One, and will extend to 52 orphanages across the country. This Project is primarily supported by Amway’s 50th year anniversary funds, where AOF will engage partnerships with NGOs to support on-going education, healthcare (with focus on access to safe drinking water) and nutrition,” said Diptarag Bhattacharjee, Vice President - East, Amway, also a volunteer of AOF. Interestingly, Amway considers all its employees and distributors, as AOF volunteers.

“Amway’s initiative is laudable and worth emulating,” said Bhaven Barman. Bickramjit Paul, also an active member of AOF announced regular health check up facility for children at Guwahati Blind School. Amway will bear the monthly health check up expenses that will include check up by medical specialists, all medical tests of children and deworming. AOF has also donated Water Purifier to Guwahati Blind School thus ensuring access to safe drinking water. Amway’s Bickramjit Paul also handed over musical instruments like Harmonium and Tabla to the students of Guwahati Blind School. These instruments would be used for lessons on music.

“We will embark on a three year partnership with the NGOs and orphanages in 15 towns in eastern India to begin with. We believe we can work together to build a brighter future for the children. At Amway

we always strive to bring in meaningful difference in the lives of less privileged children. We would be very happy if our little contribution helps in the progress of children,” said Bhattacharjee.

Guwahati Blind High School is a residential blind school that imparts education to 74 blind children under the aegis of Education Department of Govt of Assam. Set up way back in 1976 by Society for Welfare of Blind, a Guwahati based NGO; the school provides refuge to underprivileged children who are deprived of all light and colours of life. The school provides education from class I to Class X. In 1985, Govt of Assam has taken over the administration of the school. It aims to provide a better life to the blind children helping them become self reliant.

Nanda Kirati Dewan

Nanda Kumar Dewan is our Senior Journalist covering Community Development & International Relations. He is a Mass Communication & Journalism graduate from Sikkim Manipal University (SMU). He started his journalism career with UB Photos News agency in 2006 as News Photo Caption Editor and Photojournalist. He has been associated with Assam Times since its inception and today is a part of our editorial team.

BY NANDA KIRATI DEWAN

Padma Shri, Sahitya Akademi awardee Gita Upadhyay passes away at 87

Daily Wage Worker Killed in Dumper Accident on Merapani-Sarupani Road

Binita Chetry Crowned Winner of Aha's Dance Ikon Season 2

KMSS Leader Warned by Assam Police Over Proposed Road Blockade

Naina Subba Tungbahwngphe crowned Sikkim Miss Limbu 2024

ON THIS DAY

Ao and Latour

AJP, Raijor Dal likely to have poll deal

Why the economy going down

Noted academician Karendra Nath Brahma passes away

Silchar buckles up to celebrate International day for Disaster Reduction
