

CSR MalaysiaTM

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

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COMPLIMENTARY COPY

MR D.I.Y.

JOINS HANDS WITH
MPHS TO CLEAN UP
SUNGAI KEDONDONG

**KECHARA SOUP
KITCHEN**

GIVES A SECOND
CHANCE TO THE
**Homeless &
Forgotten**

CSR –
The Heart & Soul
of BANK RAKYAT

Nizam Sani

Chief Marketing & Communications Officer
Bank Rakyat

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*CSR Malaysia is circulated to companies and individuals free of charge to create awareness
on the growing need to lend a helping hand to make the world a better place for all*

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"Do you have a heart
for CSR? Adopt a project in our
YANA segment, pages 13-17"

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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor



IN TODAY'S WORLD, the topic of corporate social responsibility and sustainability is nothing new as more and more businesses are already embarking on new ways to impact their communities positively in the hope of attaining a win-win equilibrium for all, be it in the environmental, social or governance realms. Top trends in the world of CSR and sustainability today may incorporate words like 'diversity', 'equality and inclusion', 'global giving', 'renewable energy and carbon offsetting', 'ESG investments' and the like. However, what is more crucial is the commitment and perseverance of businesses to see these things through for the greater good in time to come. Business owners of today just cannot afford the luxury to brush aside the need for them to embrace CSR and sustainability, or even delaying it. Niall FitzGerald, an award-winning Irish businessman and former Chairman and CEO of Unilever once said, *"Sustainability is here to stay, or we may not be."* Indeed, our future as well as that of the younger generation will depend solely on what we do now, and so it is with the future success of businesses in time to come. William Clay Ford, Executive chairman of Ford Motor Company and the great-grandson of company founder Henry Ford, once said, *"Creating a strong business and building a better world are not conflicting goals – they are both essential ingredients for long-term success."*

Our **'Cover Story'** feature is Bank Rakyat, an institution that has always been mindful of its responsibility to the local community, looking after the needs of the people not only financially but in a humanitarian sense. Its inspiration and motivation to carry out its CSR initiatives

are the people they serve. Do read about its admirable CSR and sustainability initiatives in this segment of the magazine. Also featured in this issue of **CSR Malaysia** are the heart-warming CSR and sustainability endeavours of other inspiring Malaysian companies which are no less inspiring.

CSR Malaysia, a non-profit social initiative that aims to promote corporate sustainability and social responsibility endeavours in Malaysia, is a charity project of RHA Media and its CSR Malaysia magazine is a free publication distributed throughout the country. It aims to provide a meaningful platform to promote and encourage CSR and sustainability endeavours in this nation. The corporate sustainability and social initiatives and activities highlighted within the pages of the CSR Malaysia magazine are heart-warming, endearing and give a glimpse into the desire of able and willing Malaysians and corporations to be involved in needy causes in the nation (especially during these uncertain and difficult times where the Covid-19 pandemic is yet to be over) and to be at the forefront in spearheading corporate sustainable initiatives. It is the fervent hope of **CSR Malaysia** that more companies will be inspired to carry out more of such initiatives across the entire fabric of Malaysian society and businesses. After all, we need only to do what we can with what we have, where we are to make a positive difference to the society that we are in.

As in previous years, **CSR Malaysia** looks forward to its upcoming annual Sustainability and CSR Malaysia Awards event in the coming month of August 2022 where Malaysian companies that have done well in the sustainability and CSR arena, be it social responsibility or sustainability endeavours, will be honoured. In the past years, a considerable number of Malaysian public listed companies and SMEs have received the Awards for their commendable CSR and sustainability efforts in this nation, impacting lives and making Malaysia a better place for all.

"You admire people for the vision they have for the future of the world. Not for the money they make or the power and position that they hold."

AVIJEET DAS



#KitaBoleh

**As a country, we're all fighting on the same side against Covid-19,
but our brave amazing frontliners go above and beyond.**



**To show our support, McDonald's Malaysia –
through our Program Komuniti @ McDonald's and RMHC –
have been donating meals to frontliners since March 2020.**

**We salute the ongoing efforts of all our dedicated
frontliners as they work to keep Malaysians safe.**

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CSR Activities



Frontliners went beyond to look after the community

Columbia Asia Hospital – Tebrau is in the healthcare business but they don't only provide medical services, they take interest in the community's well-being too.

They never forget the importance of the people around them who are less privileged and fortunate. They take the opportunity to work towards the betterment of society and make it a better place to live.



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Do you have a heart for CSR? How about finding a role for yourself in CSR initiatives?



UDA Holdings DONATES RM70,000 TO HOSPITAL SUNGAI BULOH THROUGH UDA CARE: PROJECT RE

CONCERNED with the grief experienced by the frontline workers, UDA through their Corporate Social Responsibility (CSR) program, UDA Cares - Project RE (ReAct, ReBuild, ReEnergize) has kindly extended to the front line workers a donation of RM70,000 to the Sungai Buloh Hospital. The donation is intended to provide some comfort to the frontliners there who work long hours.

The necessities provided are in the form of water filters, microwaves, air conditioners, tables and chairs as well as sofas to relax. In addition, UDA in collaboration with its subsidiary, AnCasa Hotel Kuala Lumpur also provided 50 packages of

nutritious food and coffee machines for frontline staff for 50 days in conjunction with the Golden Jubilee of UDA this year.

At a brief handover ceremony at Sungai Buloh Hospital today, UDA President and Chief Executive Officer, Yang Berusaha Sr Mohd. Salem Kailany said “This contribution is a small effort in providing comfort to the staff who often express their sadness and challenges faced every day. In conjunction with UDA’s 50th anniversary, we would like to say “Thank You” to them. We believe that with continued assistance, we can together ensure that our frontline personnel remain energetic, enthusiastic and resilient in the war against COVID-19.”



50
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Bersama
Hentikan
Wabak
COVID-19



UDA

MR D.I.Y.

JOINS HANDS WITH MPHS TO CLEAN UP SUNGAI KEDONDONG

IN SUPPORT of the safe return to normalcy, nature lovers can now rejoice as one of the rivers in Selangor, Sungai Kedondong had a massive clean-up exercise. The initiative was initiated by the largest home improvement retailer MR D.I.Y. Group (M) Berhad (“MR. D.I.Y.”) together with the Majlis Perbandaran Hulu Selangor (MPHS) as they worked hand in hand to welcome the visitors back to the favourite recreational spot today.

The 2-hour activity involved 80 volunteers cleaning up waste at the river and performing beautification works on the infrastructure at the recreational area. Several signages were also installed by MR. D.I.Y. and MPHS as reminders to the visitors to keep the area clean.

Apart from MR. D.I.Y. and MPHS, volunteers also consisted of personnel from the Forestry Department (Jabatan Perhutanan), the Selangor Drainage and Irrigation Department (JPS), the Department of Orang Asli Development (JAKOA), the Malaysia Civil Defence Department (JPAM) as well as the Orang Asli community from Kampung Songkok.

Opening the event, MR D.I.Y. Group Chairman, Dato’ Azlam Shah Alias said, “As a homegrown retailer, MR. D.I.Y. wants to support local councils and businesses as they open up. It’s not just about work, school, and retail, it’s also about ensuring our tourists’ attraction spots are clean and prepped to welcome visitors.”

“MR D.I.Y. is happy to be able to work with MPHS to organise this clean-up, to keep the area clean, and signages to remind visitors to maintain the area. This is one of the many

ways we are supporting Malaysia and Malaysians as we return to the ‘new normal’. Also, kudos to all the volunteers for spearheading the clean-up operation,” added Dato’ Azlam.

Yang Dipertua Majlis Perbandaran Hulu Selangor (MPHS), Yang Berbahagia Tuan Mohd Hasry bin Nor Mohd A.M.S., said, “Majlis Perbandaran Hulu Selangor (MPHS) is pleased with the support from MR. D.I.Y. Since the reopening of tourism activities, the recreational spots in Hulu Selangor have attracted many visitors on weekends, including Sg. Kedondong. However, this also brought about littering problems and they have caused inconvenience to other visitors. Thanks to the volunteers, we were able to restore the cleanliness of Sg. Kedondong today. In the long-run, we hope the public will share the responsibility of maintaining the cleanliness at Sg. Kedondong, so that the efforts of our volunteers today are made worthwhile.”

He added MPHS is committed to making Hulu Selangor a low carbon city by 2030 by implementing sustainable practices. Today’s program was an effort of the council to achieve the 17th Sustainable Development Goal (SDG) by the United Nations - Partnership for the Goals.

“Hygiene issues need to be addressed immediately and all parties need to play a role to ensure that the set goals are achieved. MPHS wishes that the collaboration with corporate bodies can be continued and expanded in the future, to correspond with MPHS’s direction towards urbanization for all,” added Tuan Mohd Hasry.



CHRISTMAS COMES EARLY FOR CHILDREN WITH CANCER

Courtesy Of PM-International Malaysia



CHRISTMAS cheer came early for the children at the National Cancer Society Malaysia (NCSM) as PM-International Malaysia donated RM500,000 to the Children's Home of Hope (CHH) at NCSM to help children in their fight against cancer. Children as young as one year old from around the country can have their treatment subsidized and accommodation taken care of by the NCSM.

Paul Yung, CEO of PM-International Malaysia, has been an avid supporter of the NCSM since 2016. "I lost my aunt and all four of my grandparent-in-laws to cancer, so this is a very personal topic for me. I am happy about this being PM-Malaysia's largest donation ever, and I hope that our contribution will help the children to fight and beat the disease."

"I believe every child should have the very best chance for recovery. That's what inspired us to support the CHH. The amazing staff at the NCSM and the CHH give their best for the children and their parents every day and we are very proud to support their efforts!" said Yung.

The NCSM Managing Director, Dr Murali was present to receive the donation from PM-International Malaysia. "On behalf of NCSM, we express our heartfelt thanks to PM-International Malaysia who have consistently supported

NCSM for many years and many events. The donation will help to cover CHH's operating costs for one full year and even allow them to upgrade peripherals such as bed frames and sensory toys for the children. What an amazing Christmas gift from PM-International Malaysia," said Dr Murali.

"We sincerely thank all of our distributors and customers. Every child deserves the best chance to fight cancer" added Yung.

In addition to the donation, PM-International Malaysia prepared 20 Christmas gifts consisting of blankets, neck pillows and plushies to soothe the children through chemotherapy.

PM-International Malaysia is part of the PM-International Group, one of the world's largest direct selling companies in the areas of health, wellness, and beauty, based in Schengen, Luxembourg. The company has been operating in Subang Jaya, Malaysia since 2003.

*In this season of giving, you can do your part to help
National Cancer Society of Malaysia by contacting
03-26987300 or visiting www.cancer.org.my*

'Super' Rider

SEEN FUELLING MALAYSIA'S "EVERYDAY HEROES" NATION WITH BREW-TI-FUL STRENGTH

WHILE Malaysia is starting to reopen its borders again and shifting to the endemic phase, the nation is still in a cautious state and the battle with the pandemic is still ongoing with the healthcare sector working tirelessly day and night to treat COVID-19 patients. However, people have the unconscious thought that frontliners are only considered those in the health sectors but they forget that there are other frontliners who are soldiering on to keep everyone safe and sound.

Fully aware of the challenges faced by the 'forgotten' frontliners, SUPER Coffee together with fellow frontliner and influencer, Dr Say Shazril raised awareness in a recent video showing that frontliners are more than just those in the health sectors, but include the delivery drivers, security guards, cleaners, support staff and among others.

SUPER Coffee is determined to fuel the "Everyday Heroes" by having their SUPER rider, Dr Say Shazril take on the good deed to reach out to fellow frontliners with SUPER's notable coffees to help them refresh their minds and get through the day amidst the pandemic, while also letting them know they are in Malaysians' hearts and that the nation is grateful for their endurance to keep plodding on.

Fiona Tan, General Manager of Jacobs Douwe Egberts RTL SFM MY Sdn. Bhd shared that during the pandemic, these 'forgotten' frontliners are still dedicated to carry out their day-to-day duties and try their best to serve the nation with the essential services when needed, even with limited resources.

"The dedication that these frontliners gave is commendable - they put themselves out there in the service of others and kept the 'rakyat' safe in the comfort of their own home. At SUPER and as citizens of Malaysia, we banded together to care for our "Everyday Heroes" by lifting their spirits and offering visibility to all those who assisted us during this pandemic - to let them know they're not forgotten," said Fiona.

"By doing what we can, we are not only bringing smiles to the faces of our frontliners, but we are also fighting for our freedom against the outbreak - to walk around town in peace again. Even the slightest contribution makes a difference, be it in monetary or in the form of groceries, we are demonstrating that 'Malaysia Cares'.

"We hope that our fellow Malaysians will join us and #SapotBersamaSUPER to express their gratitude to our frontliners and to those who have made a good impact and contributed to the nation. Let us stand together and fight this pandemic with our heroes," concluded Fiona.

Additionally, as everyone is now adapting to the new normal, SUPER Coffee recognised that every Malaysian is playing an important role to help one another out - making all of us heroes in our own way. That is why SUPER Coffee rewarded Malaysians through their Peraduan Wira-Wira Harian contest, where they gave out prizes worth up to RM50,000 including cash prizes, Thermomix TM6 and RM100 Touch 'n Go reload pins.



BigPay Partners With APE Malaysia

TO SUPPORT REFORESTATION AND WILDLIFE CONSERVATION IN BORNEO



BigPay, an ASEAN fintech company with proud Malaysian roots, partnered with Animal Projects & Environmental Education (APE Malaysia) to plant 1,000 trees in November to support reforestation and wildlife conservation in Borneo. The partnership kickstarts BigPay's sustainability initiative centred around climate action, preservation of natural habitats and restoration of biodiversity starting in Malaysia and Southeast Asia.

BigPay donated to have one new tree planted on behalf of the first 1,000 users that make their water bill payment via BigPay. The contributing BigPay users will receive a photo, as well as an e-certificate with the GPS coordinate where each of their trees are planted.

"As we continue our journey to drive financial inclusion in the region, we want to ensure that it's done in an environmentally sustainable manner and it is instilled into our values of incorporating ESG into the organisation. We are thrilled to be partnering with APE Malaysia to empower our users to make a lasting impact not only to the environment, but also to local communities," shares Salim Dhanani CEO & Co-Founder of BigPay.

"For every water bill paid with BigPay, we are committed to planting one tree on behalf of the user. This is a great starting point for us to raise awareness for climate and wildlife conservation using our platform and we hope that BigPay users can join us in our efforts to help make the world a greener place, starting at home, in Malaysia."

APE Malaysia, an accredited social enterprise that focuses on conservation to enable the wider change towards a sustainable future, has over 14 years of experience in replanting activities benefiting the environment, wildlife, animals, and community of the area through monitored and

measured conservation outcomes. Their reforestation efforts also provide job opportunities and livelihood for the local community, who APE Malaysia employs as field staff to work on the reforestation site.

"We have recently seen more dialogue on climate change and to see companies like BigPay doing their part means a lot to us. This collaboration not only shows their commitment to the environment but will also benefit the local community that are involved in our project. We hope to see more companies doing their part in making a positive difference for the environment," shares Mazrul Mahadzir, Project Director, APE Malaysia.

The initiative follows the UN Climate Change Conference (COP26), a crucial step to set worldwide emission targets to slow global warming. Reforestation through tree planting has become a cornerstone of climate mitigation as trees help absorb significant amounts of planet-warming greenhouse gases from the atmosphere, in turn offsetting carbon emissions and preserving biodiversity within the ecosystem.

Animal Projects & Environmental Education Sdn. Bhd. (APE Malaysia), is an accredited social enterprise that connects everyday people with endangered animals in a sustainable, responsible, collaborative and unique way. **APE Malaysia** participate in on-going conservation projects with willing partners who share the same ethos and who are working towards common conservation outcomes.

For more information, please contact info@apemalaysia.com.

Do you have a heart for CSR? Why not try helping the small businesses of our local communities?



Epson Partners With EcoKnights TO RAISE AWARENESS FOR HEAT-FREE PRINTING TECHNOLOGY

EPSON MALAYSIA partnered with Malaysia's leading environmental NGO, EcoKnights, for a series of fundraising and educational efforts to help drive sustainable business practices among Malaysia's Small-Medium Enterprises. Epson's printer sustainability campaign 'Be Cool' features their Heat-Free technology as the ecological choice for business owners and a RM20,000 donation to help EcoKnights in their Trees for Us initiative – a program designed to tackle the rehabilitation of damaged or degrading ecosystems.

"Aligned with Malaysia's commitment to a more sustainable, resilient and inclusive development, the Epson Vision 2050 outlines the company's efforts in contributing to the development of a sustainable society by leveraging efficient, compact and precision technologies to reduce the environmental impact of products and services across their life cycles. One example of such is the profound reduced energy consumption made possible by our Heat-Free technology," said Daisuke Hori, Managing Director of Epson Malaysia.

As part of Epson's Be Cool campaign, the sale proceeds of

EcoTank printers during the campaign period was donated to EcoKnights in support of their Trees for Us initiative. For every RM5,000 raised, the NGO will give out 50 trees to communities, schools or organisations that are interested to be part of the trees-planting effort.

Mr. Fadly Bakhtiar, Program Director of EcoKnights, shared his delight on the partnership: "The Tree for Us program, in partnership with Epson's Be Cool campaign, marks the start of engaging more stakeholders participating in the national 100 Million Tree Planting initiative by Kementerian Tenaga dan Sumber Asli and Yayasan Hijau Malaysia."

He also added that, "With the recent United Nations Climate Change Conference (COP26) that was held earlier this month, Malaysia has set bold commitments to achieve its greenhouse emissions intensity against its GDP by 45% by 2030 and to achieve net zero by 2050. In this context, Epson Heat-Free Technology showcases their sustainability initiatives which contribute to energy conservation and reducing carbon footprints for every print."



We believe that society has the power to bring about the winds of change by empowering and helping those in need - humans and nature alike. As part of our initiative, we highlight the stories and the plight of those in need in our publication, *CSR Malaysia*. The following pages show the “other side” of our society - reaching out to underprivileged kids, charity homes that are in need of dire attention and environmental projects calling for the public to participate. We urge everyone - individuals, organisations and corporations alike to reach out, empower and do your part to make our world a better place. After all, we are all in this together and it begins with us.

*“It's not just about being able to write a check.
It's being able to touch somebody's life”*

– OPRAH WINFREY

Supporting The Environment

CARGILL CARES & WETLANDS INTERNATIONAL MALAYSIA - FORGING A NOBLE PARTNERSHIP

WETLANDS INTERNATIONAL MALAYSIA is an independent, not-for-profit, global organisation dedicated to the conservation, restoration and wise-use of wetlands in Malaysia and ASEAN countries. It is the only global NGO dedicated to the conservation and wise-use of wetlands. It aims to increase visibility and relevance especially among the local communities, private and corporate sectors and the government which creates an enabling environment for it to work more effectively, make an impact and achieve its ultimate goals in wetlands conservation.

In 2016, Cargill Cares approached Wetlands International and expressed its interest to contribute more for the environment which will bring benefit to local communities. Since 1978, Cargill has been operating in Malaysia, and its corporate responsibility programmes have been focused on programmes related to nutrition, education and the environment. Over the years, Cargill has invested in local communities through economic development, partnerships and contributions. As part of giving back to the community, its employees volunteer in these programmes.

Over the last 4 years, Wetlands International and Cargill have been in partnership with a goal to conserve and rehabilitate the wetlands of Malaysia. In this partnership, Wetlands International has conducted wetland awareness talks for Cargill employees from three of their different factories located at Butterworth,

Westport and Malacca. Apart from that, replanting activities at various mangrove forests have been organised for its employees.

Mangrove forests are an important feature of marine ecosystem. As part of Wetlands International's effort to rehabilitate degraded mangrove ecosystems, it works closely with one of the fishermen groups named PIFWA (Penang Inshore Fishermen's Welfare Organisation) which was set up in 1997. They have been involved in and are dedicated to mangrove restoration to reverse the impact of mangrove degradation on their livelihood. Hence, it is timely for their teaming up and rehabilitation of the degraded mangrove forests.

Over the years, Cargill has helped replant more than 3,500 mangrove seedlings and 1,000 peat swamp seedlings. Apart from the partnership with PIFWA, Cargill also organised replanting activities at degraded sites such as Hulu Selangor, Kuala Sepang and Pantai Remis with Forestry Department through Wetlands International. Through the joint efforts, Cargill has contributed in reducing the impact of climate change and improving the livelihoods of local fishermen. Recently, Cargill in partnership with Wetland International took part in a clean-up activity at Tanjung Tuan which has a rich and diverse population of flora and fauna and is known as the ideal 'pit-stop' for migratory birds. The programme was later followed by a team building activity which included interactive games related to the wetlands.



Be A Volunteer & Meet Welfare Needs

KECHARA SOUP KITCHEN GIVES A SECOND CHANCE TO THE HOMELESS & FORGOTTEN

HUNGER Knows No Barriers – aptly describes Kechara Soup Kitchen, a not-for-profit and NGO established in 2008, that provides food, basic medical services, eye check, haircut and clothes to the homeless and urban poor regardless of race and creed; there is always someone to listen to their problems and offer advice. Kechara's no-discriminatory attitude also extends to their volunteers who come from all walks of life, motivated by the common goal of helping others. They work towards reducing homelessness by reuniting the homeless with their families, getting their lost documents replaced, rehoming and finding them jobs.

Their direct contact with those who live a 'street existence' has been invaluable in gaining their trust and gathering information on their needs. As a result of these observations, Kechara has established a plan to address not just the symptoms (hunger) but also the causes (urban poverty and a disconnection with society). Those stricken by poverty are not in that situation by choice. They do not want charity but they need inspiration.

KSK volunteers have discovered that there are people willing to re-enter society if given the opportunity – they just need to be shown the way. The state of being poor is not limited to just the physical aspects in life. It is not just about having no money, no food to eat, no shelter to call home and being denied of the opportunities that allow them to live decently. It goes beyond the physical and tangible context.

However, it is not the poverty or even the hunger that destroys their will to survive. It is the loss of hope, that sinking feeling that they have been forgotten, rejected and left behind by the community they belong to. When they lose hope, they also lose the fight to live on. When their lives reach this point, they allow themselves to descend into sub-human living conditions. These are the ones who have lost all hope and have resigned from life altogether.

From distributing food to the homeless, they have grown to collect surplus food from hypermarkets, wet markets, hotels, bakeries. These are given to the urban poor and to other charitable

organisations instead of landing in the dumps. Donated dry foods are stored in their food bank premises and distributed to the poor before the product expiry date. Also, in their premises, single mothers and at-risk mothers are taught skill sets, enabling them to earn money and provide for their families.

Kechara Soup Kitchen strives to reduce homelessness, food wastage and poverty, thus leading to a nation of cleaner environment and a better quality of life for the less privileged community.



How about becoming a volunteer to help out where needed?



Supporting Charities & Projects

EPIC HOMES - HOW IT STARTED..

EPIC HOMES began in 2010 from a one-off infrastructure project in an Orang Asli village. After coming across a home on the verge of collapse, the founding team discovered the family had been living in such conditions for over two years.

Building a home seemed like the obvious solution, but they also wanted to address the deeper challenges the community faced in a sustainable way while enabling the community to actively participate in the process. Inspired by Lego and Ikea, the

team looked to create a model where anyone could come together and do amazing things, like building a home. They also wanted to cultivate a way for people to meaningfully build relationships as a means to champion long-term community development.

In October 2010, the first Epic Home was completed. The Epic Homes build system is designed around the idea that a quality home can be built with just 30 people in 3 days in a safe, fun, and meaningful way. They have been supported by companies such as General Electric, Sunway Construction, and Prudential.

Since 2010, Epic Homes have been able to mobilise over 6,000 contributors, to 16 villages in 5 states, providing over 159 families with homes. Despite all they have accomplished in the past 10 years, they are still eager to serve the 10,000 Orang Asli families still requiring a safe place to call home.

Their proudest achievement is the facilitation of relationships between people from all walks of life, with new initiatives being born as a result of the relationships formed between both volunteers and home recipients. Epic Homes has now grown into a platform to cultivate cross-cultural partnerships with their process forming the foundation of new social initiatives (and even social enterprises!) which are supported as part of their Collective Impact Network.

The Epic Homes team has won various recognitions such as the Mohammad Ali Humanitarian Award, Malaysian Global Innovation and Creativity Centre (MaGIC) Amplify Awards: Chairman's Innovation Award & Community Enterprise of the Year 2017, SME Malaysian Social Entrepreneur of the Year 2017, Tatler Malaysia - Force For Good Award, The Edge Inspiring Young Leaders Award, among others.



Facebook & Instagram: @epichomesmy

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Supporting The Child **BACKGROUND OF RUMAH HOPE**

A SANCTUARY for abused, neglected and under-privileged children.

Rumah Hope was started in 1994 as a social ministry of Good Hope Lutheran Church, ELCM in aid of 5 needy children and as a sanctuary for abused, neglected and under-privileged children between the ages of 5-17. The Home relies solely on public funding to maintain itself.

After 4 years, the Home moved from an old rented bungalow in Old Klang Road to a new purpose built home, Rumah Hope 1 on the large grounds of Good Hope Lutheran Church in Paramount Garden , PJ. The construction of the home was possible thanks to generous contributions in cash and kind namely from Evangelical Lutheran Church Malaysia , Khalid Aluminium Industries Sdn Bhd, NGO's the general public and various corporate bodies. Rumah Hope 2, a second block was opened on 10th October 2006 on the same church grounds. Rumah Hope 1 and Rumah Hope 2 will be able to house a maximum of 70 children. The Home is registered with Registrar of Societies, is also registered with the Selangor Welfare Council and it has been granted Tax Exemption status by the Ministry of Finance.

*Follow us to read more about our impactful stories on
Facebook @rumahhope*



*Do you have a heart for
CSR? How about lending a
helping hand to meet needs
in your community?*

CSR - The Heart & Soul of Bank Rakyat



Bank Rakyat has always been an institution mindful of its responsibility to the local community, looking after the needs of the people not only financially but through many humanitarian approaches. Established in 1954 and later as a full-fledged Islamic co-operative bank in Malaysia in 2002, Bank Rakyat occupies an important place in the national landscape of financial institutions. Its sense of responsibility is aptly embodied in its continued sustainability efforts and initiatives. In an interview with CSR Malaysia, Chief Marketing and Communications Officer **Nizam Sani** talks about Bank Rakyat's corporate social responsibility (CSR) initiatives and during the insightful exchange, he touches on the how and why of Bank Rakyat's initiatives and what the community can expect from them moving forward.

Bank Rakyat has been, since its inception, an active improver of the community it serves. With a commitment to sustainability befitting that of the nation's biggest Islamic co-operative bank and extending even above and beyond those expectations, Bank Rakyat has a rich history of fulfilling its responsibility to the public. "In line with the mandate that has been ingrained since its inception, Bank Rakyat has always been committed to serving the people through its various Corporate Social Responsibility (CSR) initiatives as we believe that giving back should be a demonstration of what our organisation stands for — beyond profit. CSR is integral to the Bank as it plays a pivotal role in the Bank's ongoing success and our ability to create long-term value for our wide range of stakeholders," shares Nizam as he touches on the values that continue to drive the Bank's efforts.

Speaking on some of the sustainability initiatives Bank Rakyat has been committed to recently, Nizam says, "Bank Rakyat is currently focusing on addressing the well-being of targeted groups including undergraduate entrepreneurs as well as *asnaf* entrepreneurs under its philanthropic initiatives called RAKYATpreneur and Bank Rakyat UNIPreneur. In July 2021, we launched RAKYATpreneur as part of our initiatives to help *asnaf* entrepreneurs with high potential to progress across business value chain. RM2 million has been allocated to focus on the development of 200 selected *asnaf* entrepreneurs from all over the country to increase their incomes. Also, launched

in September 2021, Bank Rakyat UNIPreneur was designed to assist young *asnaf* and potential undergraduate entrepreneurs to grow their business. A fund of RM200,000 was allocated through *zakat* and distributed to 100 selected students from 10 universities for the development of innovative startups and social enterprises."

RAKYATpreneur 2.0 was conceived as a way to help micro, small, and medium enterprises devastated by COVID-19. With primary producers not able to sell their produce and micro-entrepreneurs facing revenue loss everywhere, this was a timely intervention to help entrepreneurial pursuit. RAKYATpreneur 2.0 also has second-order effects in that it helps develop underprivileged families and provides opportunities for growth.

UNIPreneur is the second initiative of the pair and is aimed at the youth of the nation who are venturing out on their own into a landscape more unbalanced

“Contributing to society and towards the upliftment of those in need is an important part of the Shariah principles that govern us.”

Bank Rakyat's Kebun Nuri Nutrisi offers a holistic approach, encompassing educational, environmental and economic development





now than ever before. With undergraduates having minimal opportunity in the job market due to employers preferring experience and employment rates in Malaysia at all-time lows, Bank Rakyat saw it necessary to address this issue and empower young entrepreneurs across the nation. This initiative provides a platform for the underprivileged to thrive and develop to their fullest potential.

With undergraduates possessing limited knowledge and skills in dealing with banks and student-owned businesses having a higher risk of non-performing financing (NPF), UNIprenuer provides them with the necessary guidance and a sure footing to take those all-important first steps. Through the initiative, students are also connected to collaborating universities and experienced entrepreneurs that'll help furnish them with the knowledge and tools they need to succeed.

Under the Rakyat Entrepreneurship Series, which RAKYATpreneur 2.0 and Bank Rakyat UNIprenuer are a part of, the bank hopes that in time the beneficiaries of the programme may turn



into potential customers and carry on a fruitful relationship with them. With a comprehensive approach to sustainability, the bank ensures its framework and policy are in line with the UN's Sustainable Development Goals as well as the Bank

“We are motivated to help build a better future for our communities as well as helping to ensure the stability and prosperity of our nation. This is part of the Bank’s effort to maintain a friendly corporate image to place us on a sound footing as, Your Bank of Choice.”

Negara Malaysia (BNM) Value-Based Intermediation (VBI), which aims to generate a sustainable impact on the economy and community.

Bank Rakyat's inspiration and motivation to carry out its CSR initiatives are the people it serves. Touching on the framework for their sustainability activities, Nizam explains, "With the launch of the Sustainable Development Goals (SDGs) by the United Nations in 2015, the Bank has ensured that it is aligned to the goals of the SDGs, with the underlying aim of contributing to a better community. The six goals being – Goal 1: No poverty; Goal 2: Zero hunger; Goal 3: Good health and well-being; Goal 4: Quality education, Goal 5: Clean water and sanitation; and Goal 6: Partnerships for the goals. By incorporating sustainable practices into all aspects of our business, implementing new governance structures, integrating environmental, social and governance principles into the Bank's decision-making, we also aspire to create a sustainable life for the local community. Contributing to society

and towards the upliftment of those in need is an important part of the Shariah principles that govern us."

In the wake of an uncertain, pandemic-stricken economy, Bank Rakyat directed its resources toward the most vulnerable segments of the community. The Bank's various CSR contributing entities focused on supporting targeted groups in need such as B40 families, B40 students, entrepreneurs and frontliners. This is emblematic of the Bank's measured approach to its sustainability initiatives. Nizam reveals more of the Bank's keen insight into sustainability needs by mentioning that "According to the Department of

*"Now is the time
for us to give
back in ways
that we can."*

Statistics Malaysia, Malaysia has succeeded in reducing its incidence of poverty from 5.5% in 2000 to 0.4% in 2016. While we have done remarkably well in reducing poverty, there are emerging areas of concern that require urgent attention and one of this is the nutritional status of Malaysians. Thus, one of our CSR initiatives, nutritional food

*Kebun Nuri Nutrisi, a step
towards a greener tomorrow*



“I believe that the COVID-19 pandemic has taught us a valuable lesson: to unite through helping, understanding, empathy and tolerance.”

for underprivileged school children has been one of the primary initiatives of the Marketing and Communications department of Bank Rakyat since 2019.

“On top of that, Bank Rakyat’s Nuri Nutrisi Program was aimed to address the issue of malnutrition among school children, particularly those from underprivileged backgrounds by ensuring food and nutrition security, providing sustainable fundraising, creating awareness and leveraging partnerships. Due to its impact and sustainable structure, the Nuri Nutrisi programme had received various recognitions such as Social Empowerment category at the Asia Responsible Enterprise Awards 2020 (AREA 2020), Sustainability & CSR Malaysia Awards 2020 (Company of the Year Award: Overall Excellence in Sustainability & CSR Initiatives, and Excellence in CSR Bumiputera Business Excellence Awards 2021.”

The Kebun Nuri Nutrisi 2.0, an enhanced version of the previous Kebun Nuri Nutrisi, offers a holistic approach. It encompasses nutrition, education, environmental, social inclusion and economic development with collaborations involving Federal Agriculture Marketing Authority (FAMA). Kebun Nuri Nutrisi 2.0 indirectly facilitates recipients with agricultural, packaging, branding, and entrepreneurship skills, particularly in national priorities, such as food security. Helping control the inflation rate in the beneficiary environment while also generating extra income, it stands in contrast to one-off financial assistance, which can only be used in the short term and is not sustainable.

On what lies ahead for Bank Rakyat in the sustainability realm, Nizam gives an overview of the Bank’s plans to help bring about a brighter future. “The Bank is currently embarking on larger scale projects with collaborations involving MARA Junior Science College (MRSM) and Federal Agriculture Marketing Authority (FAMA). This programme aims to commence the development of agriculture in selected MRSMs across the country to uphold food security and safety by ensuring the availability and continuous access to safe and nutritious food for students. This project will not only allow us to

help underprivileged students to have access to nutritional food supply, but also to help in fostering students’ entrepreneurial skills by allowing them to sell the produce.”

While the all-consuming pandemic has been a source of despair and devastation, it has also presented an opportunity to step up and make a difference and this is one Bank Rakyat grasped with both hands. Those at Bank Rakyat have seen how the virus has devastated the communities around them and have internalised its lessons. “The COVID-19 pandemic has had an extraordinary impact on the country and its effect will be felt for a long while especially to low income families and entrepreneurs,” says Nizam. “Recognising that many were affected by the economic crisis because of the pandemic, we are motivated to help build a better future for our communities as well as helping to ensure the stability and prosperity of our nation. This is part of the Bank’s effort to maintain a friendly corporate image to place us on a sound footing as, Your Bank of Choice.”

On the importance of the role of organizations during these critical times, Nizam has this to say, and with much conviction: “It is important for the business to support its vital stakeholders such as employees, customers, communities, and society to lend a helping hand to the needy during these challenging times. Now is the time for us to give back in ways that we can. Many individuals or organizations are coming forward to bridge the critical gap of resources and the failure of supply chains. This sense of sympathy, empathy, concern and love has united us during this trying time. I believe that the COVID-19 pandemic has taught us a valuable lesson: to unite through helping, understanding, empathy and tolerance.”

Bank Rakyat’s Sustainability Initiatives: An Overview

RAKYATpreneur: Helping high potential asnaf entrepreneurs progress across the business value chain

UNIprenuer: Designed to assist young asnaf and potential undergraduate entrepreneurs to grow their business and take it to the next level

Kebun Nuri Nutrisi 2.0: Encompassing nutrition, education, environmental, social inclusion, and economic development, Kebun Nuri Nutrisi 2.0 indirectly facilitates recipients with agricultural, packaging, branding, and entrepreneurship skills – particularly in national priorities such as food security

SMG Care

A Movement To Turn For The Better Moments



Star Medik Group of Companies, a leading Medical Devices Distributor, Manufacturer and Exporter, is also prominently known for its Corporate Social Responsibilities (CSR) nationwide. As the major supplier, trainer and technical support for life saving machines Ventilators brand Hamilton, Star Medik was one of few companies who sprang into action when the country was hit hard by the Pandemic. The frontliners at the Ministry of Health (Doctors, Nurses, Medical Assistances), the men in blue and green (Police and Army), the servicemen from RELA and BOMBA are all supported with all the necessary protection, including but not limited to Face shield, Sanitisers, Personal Protective equipment (PPE), masks and many others. Star Medik always ensure that all products are certified CE or USDFA and manufactured by the certified ISO13485 companies to ensure safety is never compromised, as quality is always the epicentre of Star Medik Group.

As one of only few world's manufacturer and exporter of Disposable Prefilled Bubble Humidifier, Star Medik experienced robust and rapid demand for its products worldwide. The prolonged Movement Control Order (MCO) and sudden ceased of businesses have gravely affected many companies, small business and individuals economically hence emotionally. Realizing the need to continuously offer helping hands, Star Medik acquired 2 (two) companies with over 30 employees, helped to restructure their debts to keep them afloat amid the slow market. The salient intention was to help the family who are depending on those companies and help them to re-emerge once the market improves.



The communities were also not spared during the Pandemic. Schools, Universities, Community Centers and Religious Centres were all shut down. Opening them will have to be done carefully and sanitising needs to be done as often as possible. Star Medik, in no time, immediately contributed and distributed Fogging Machines and Fogging Solutions to all Mosques, Schools and Community Centres to Negeri Sembilan, Melaka and some part of Selangor and Kuala Lumpur to make sure all these centres have all the necessary tools to fight the pandemics.

And of course, for individual family and person, Star Medik hosted a food bank program targeting individuals who has difficulties in their daily need. Star Medik spent over RM100,000 helping families including those staying in Sabah and Sarawak. Star Medik also hand over cash monies to ad-hoc needs like sickness and hospitalisation. SMG also partake in Peduli Palestine program and give their support in monetary form through Negeri Sembilan state. Peduli Palestin is a campaign under government state in order to help Palestinian and they have collected over RM500,000.

Follow Star Medik:



#SMGCare



MALAYSIAN COMPANIES HONoured FOR THEIR SUSTAINABILITY & CSR EXCELLENCE

OUTSTANDING Malaysian corporations that have excelled tremendously in the corporate sustainability and social responsibility arena to boost the nation's socio-economic transformation were honoured at the recent Sustainability and CSR Malaysia Awards 2021 luncheon event. Selected by a panel of high caliber judges representing corporate and social bodies, 60 Malaysian public listed as well as private companies together with GLCs were honoured for rising up to reach out to needy communities and to engage in sustainability endeavours for the betterment of all Malaysians.

Among the recipients of the awards were Pharmaniaga, Coway Malaysia, Mah Sing, Tenaga Nasional Berhad, Sunway, McDonald's, Hong Leong Bank, 7-Eleven, Serba Dinamik, Celcom, Bank Rakyat, KPMG, Fedex, Prudential, Indah Water, IOI Properties, Sirim, Lotte Chemical Titan, Kenanga Investment Bank and MBSB Bank.

The judging criteria for the Sustainability and CSR Malaysia Awards included clear purpose and goals of the company for the CSR or sustainability initiative, the impact created or the significance of the initiative, frequency of events held, total amount of contributions given, transparency in reporting CSR and sustainability initiatives, creative implementation of the CSR and sustainability activities, strength of the CSR and sustainability team and sincerity and the effectiveness of each initiative.



Tan Sri Lee Lam Thye, Patron of CSR Malaysia, giving his speech



From left:
Dato' R. Rajendran,
Chairman of CSR Malaysia

YAM Tunku Hajah Mariam Zaharah,
Royal Guest

Tan Sri Lee Lam Thye,
Patron of CSR Malaysia

Tan Sri Faizah Mohd Tahir,
Patron of CSR Malaysia

Mr Lee Seng Chee,
Co-Chairman/Managing Editor of
CSR Malaysia



CSR Stories





Among the distinguished guests present at the event were Guest of Honour, Tan Sri Lee Lam Thye, Patron of CSR Malaysia, Dato' R. Rajendran, Chairman of CSR Malaysia, Tan Sri Faizah Mohd Tahir, Patron of CSR Malaysia and Lee Seng Chee, Co-Chairman/ Managing Editor of CSR Malaysia.

"Sustainability is much more than just a buzzword for the businesses of today. Sustainable economic growth promotes jobs and stronger economies while countering the effects of climate change, pollution and other environment factors," said Lee, the Co-Chairman of CSR Malaysia. "And CSR is more than just writing out a donation cheque," he added.

The annual event afforded the opportunity to celebrate the outstanding achievements of inspiring Malaysian companies for their sustainability and corporate social responsibility efforts in creating a better Malaysia, especially through their heart-warming initiatives in the challenging fight against COVID-19 in this nation.





MALAYSIAN COMPANIES

Lend A Helping Hand with over RM7 Million Worth of Donations to Charitable Causes





THE RECENT Sustainability & CSR Malaysia Awards 2021 event held in Kuala Lumpur saw outstanding Malaysian companies recognized for their noble efforts in carrying out corporate social responsibility (CSR) and sustainable initiatives, especially during the ongoing COVID-19 pandemic. Their initiatives benefitted the needy communities, frontliners, health and educational institutions as well as taking care of the environment and animal life.

The event which was attended by some 250 corporate personalities not only celebrated the sustainability and CSR achievements of these outstanding corporations but also served as a source of inspiration for other corporations to emulate them.

Donation cheques amounting to over RM7 million were also presented to charitable causes during the event. Witnessing the ceremonial handover of the mock cheques were Tan Sri Dato' Seri Panglima Dr. Lee Lam Thye, revered social activist and Chairman of Alliance for Safe Community, Dato R. Rajendran, CSR Malaysia Chairman and Lee Seng Chee, Co-Chairman and Managing Editor of CSR Malaysia.



Celcom underlines their dedication to the needy with a RM700,000 donation



HONG LEONG BANK & HONG LEONG ISLAMIC BANK

Contribute 76.1 Tonnes of Dry Food to Schools Nationwide & Soup Kitchens

A TOTAL of 219 schools across the country and 8 soup kitchens based in the Klang Valley benefited from 76.1 tonnes of dry food contribution from Hong Leong Bank and Hong Leong Islamic Bank (“HLB” or the ‘Bank’), part of the Bank’s ‘Demi Kita, Demi Malaysia’ campaign.

The month-long community focused campaign provided an opportunity for the Bank’s employees at its headquarters at Hong Leong Tower, main offices at PJ City and Wisma Hong Leong as well as 242 of its branches nationwide to work together to volunteer their time and effort to provide food aid to communities severely affected by the pandemic and various lockdowns. The campaign reached 4,952 students nationwide, as well as 9,000 individuals in need of food support across eight Klang Valley-based community soup kitchens and meal providers.

“Consequently, for our ‘Demi Kita, Demi Malaysia’ campaign, we focused on students from lower income groups who are often not the target for aid since they live with their families. In addition, the Bank was keen to support the efforts of community soup kitchens and meal providers in Klang Valley that have been working tirelessly to meet the increased number of people seeking aid for daily meals,” commented Domenic Fuda, Group Managing Director and Chief Executive Officer of HLB.

The Bank’s branch staff worked closely with headmasters from schools in their respective districts to identify students from each school and their families who required grocery and food support.

For soup kitchens, cash donations were provided to 8 soup kitchens - Pit Stop Community Café, SEED Foundation, Dapur Jalanan KL, Need to Feed the Need, Kechara Soup Kitchen, Pertiwi Soup Kitchen, Seso Malaysia and Street Feeders KL which amounted to RM90,000.

Joycelyn Lee, Co-Founder of Pit Stop Community Café shared that they welcome any help with open arms as there is an increasing demand for food aid due to a rise in urban poverty caused by the pandemic.

Zalman Zainal, Chief Marketing and Communication Officer of HLB said, “We hope our contributions will bring some relief to the identified eight soup kitchens and at the same time help create awareness of their plight. We also thank the participating schools nationwide for collaborating with us to ensure the right type of aid reaches their students in need.”

‘Demi Kita, Demi Malaysia’ is HLB’s yearly CSR driven campaign, which aims to support fellow Malaysians during the current challenging times. This year, the month-long campaign focused on raising awareness on the plights of the financially burdened communities and families caused by the prolonged pandemic.

PRUDENTIAL

Honouring Its Promise To Help Underserved Communities Get The Most Out Of Life



GUIDED by its purpose to help people get the most out of life, Prudential Assurance Malaysia Berhad (PAMB) has been helping the underserved communities in the areas of financial protection and financial education since 2011. When the pandemic hit, PAMB expanded its financial protection plan to cover claims relating to Covid-19 to these communities as well by providing temporary financial relief through PRUKasih, its sponsored financial protection plan.

Established since 2011, PRUKasih has helped to uplift the lives of these communities to support the Government's initiative in improving the lives of the urban low-income households in Malaysia. The temporary financial relief has helped breadwinners who were unable to earn income due to accident, illness or death. When Covid-19 struck, PAMB continued to go beyond by committing to support the community claims (both normal and Covid-19 claims) till the end of 2021, despite reaching PRUKasih's annual claims fund of RM5 million.

Since the start of the pandemic in 2020, PRUKasih has paid out over RM2 million for Covid-19 related claims, of which 67% were for death claims. In addition, PAMB distributed food aid relief worth RM213,500 to its PRUKasih members during the Covid-19 MCO 3.0 lockdown period a few months ago. The food aid initiative was a joint effort with its sister company, Prudential BSN Takaful Berhad, benefitting a total of 1,407 families.

According to Lim Eng Seong, Chief Executive Officer of PAMB, the insurer is resolute to improve the lives of the underprivileged communities especially in this period of time when they were suddenly struck with uncertainties.

"We want to continue to help these communities during these challenging times as being affected by Covid-19 takes a huge toll

not just on them, but also their family members. With that, we will continue to honour these claims till the end of this year.

"Even as the nation transitions to endemic, we hope through this initiative that it will be a solid base for these communities to get back on their feet and recover from their hardship," concluded Eng Seong.

One of the PRUKasih members from the Program Perumahan Rakyat (PPR) Kampung Baru Air Panas shared her gratitude with the PRUKasih financial protection plan, "Thanks to PRUKasih, the financial relief has helped me to cope since my husband's passing. I was able to settle all my household's expenses as my husband is no longer around."

"Initially, our family members were able to work at the start of the first lockdown, but two of them lost their jobs six months later. It was a tough time where food was not enough, and we had to be frugal. I was really happy when the food aid arrived; the items given were good and most importantly, it helped to put food back on the table," shared a member from the Beautiful Gate Foundation for the Disabled, one of the 35 PRUKasih communities.



For more information of PAMB and its effort with the PRUKasih Community, please visit:

<https://www.prudential.com.my/en/our-company-community-investment-programmes/prukasih/>

YAYASAN FOOD BANK MALAYSIA'S

Latest Initiative Aims to Create an Easily Accessible Food Supply Chain for Local Communities



LEADING organization in industrial technology and quality solutions, SIRIM Berhad, is implementing corporate social responsibility (CSR) initiatives by assisting 30 micro, small and medium entrepreneurs affected by the COVID-19 pandemic that has hit the country since 2020.

The SIRIM Group's CSR program is implemented to improve the quality of product presentation to help the entrepreneurs further enhance their sales revenue. Most of the entrepreneurs, who are food and beverage operators as well as sellers of products such as children's shoes, received assistance such as brand development, labelling, nutritional content analysis, promotional materials and basics knowledge of digital marketing.

President and Group Chief Executive of SIRIM, Dato' Dr Ahmad Sabirin Arshad, said, the corporate social responsibility programme aims to assist micro, small and medium entrepreneurs that are affected economically due to COVID-19.

"The CSR effort implemented are also in line with Shared Prosperity Vision 2030 namely Addressing the Wealth and Income Gap as well as supporting the Sustainable Development Goals (SDG) 2030 agenda towards transforming the people's economy for the better.

"SIRIM has selected 30 entrepreneurs from all over Malaysia and the programme has been initiated since last August. At the end of the programme, the entrepreneurs will each receive logo design, label or packaging complete with nutritional facts in accordance with the nutrition regulations. They will also receive promotional material such as buntings," he said.

Entrepreneurs are also given a basic course on product packaging and branding as well as the basics of digital promotion including on social media and online shopping platforms from SIRIM experts from Packaging and Security Design Centre and SIRIM wholly owned subsidiary, SIRIM Training (STS Sdn Bhd). Nutritional testing services on food and beverage was conducted by another subsidiary, SIRIM QAS International Sdn Bhd.

SIRIM is celebrating its 25th anniversary of corporatisation this year, and the Group's CSR program coincides with SIRIM's mandate to lead the development of industrial research and technology as well as quality, said Dato' Dr. Ahmad Sabirin.

"SIRIM will always play its roles in developing the national manufacturing sector. With expertise and strong knowledge, we focus on developing new technologies and improvements in the manufacturing, technology and services sectors. We foster the development of Small and Medium Enterprises (SMEs) by offering solutions to enable the use and improvement of technology, making SIRIM the Best Partner for Innovation for SMEs," he added.



CARE TEAM



We smile together.



coway

2 MILLION
HOMES
IN MALAYSIA



WE STAND
AS ONE

We stand alongside all Malaysians in fighting the pandemic, and we will not stop until this is over.