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Green the earth

Bank employees plant trees as CSR activity

KUWAIT Finance House (Malaysia) Berhad (KFH Malaysia) organised a tree-planting programme at the Forest Research Institute Malaysia (FRIM) recently as part of its CSR contribution to the environment.

KFH Malaysia chief executive officer Datuk Jamelah Jamaluddin said: "We are honoured to be working with FRIM towards a greener earth as the institute is renowned for its diverse expertise, award-winning forest researches and international collaborations. I hope we can continue this partnership in the long term as part of efforts to sustain the environment."

Over 100 KFH Malaysia's employees and their families turned up to plant 100 trees at Kepong Botanical Gardens, an area developed as the centre for living plant collections, mainly for Malaysian species.

The participants were given a briefing by FRIM head of corporate management, Norhayati Nordin, and a demonstration by FRIM head of forest plantation programme, Amir Shaaifudin prior to the exercise.

"Every living organism was created for a purpose and humans are entrusted to look after and protect the environment.

"We hope our efforts will increase awareness on the importance of preserving the environment as well as fulfil our commitment to our



Let's go: KFH chief operations officer Roger Chin (left) and chief transformation officer Mohamed Iqbal Mohamed Iqbal kickstarting the tree-planting activity

children and future generations who expect to live in a world which respects people and nature," said Jamelah.

Since its inception seven years ago, the bank has been implementing various CSR initiatives which include promoting education, providing assistance for the community, supporting Islamic-related efforts and organising activities towards a healthier environment.

These efforts are now aligned under one CSR flagship known as "Creating Footsteps".

It signifies the bank's commitment to make both small and giant steps towards the creation of a better society, as well as the bank's intention for all its initiatives to pave the way for others to emulate in order to help reconcile the economic, social and environmental ambitions for the country.



We hope our efforts will increase awareness on the importance of preserving the environment as well as fulfil our commitment to our children and future generations who expect to live in a world which respects people and nature.

—DATUK JAMELAH JAMALUDDIN