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EMBRACING GREEN GROWTH



(From right) Tourism, Arts and Culture Ministry Penang office director Jonathan Freddy P. Bagang, Osman Hussain, Abd Halim, Muhammad Ezhar and Maybank employees rejoicing during the planting of mangrove saplings at Pantai Malindo, Kuala Sungai Burung in Balik Pulau, Penang. — Photos: CHAN BOON KAI/The Star

AS PART of Maybank's 10th Global CR Day, more than 300 staff members from its branches in Penang embarked on a special initiative to preserve the mangrove forest at Pantai Malindo in Balik Pulau, Penang.

Maybank Penang, Kedah and Perlis regional director Abd Halim Lehan said the event was aimed at preserving the only mangrove forest on Penang island.

"My colleagues planted mangrove saplings, and we also picked up rubbish in the mangrove forest reserve and painted a walkway bridge."

Also present at the recent event were Penang Forestry Department director Muhammad Ezhar Yusuf and Daily Planet Green Society president Datuk Osman Hussain.

Maybank Group chief human capital officer Nora Manaf said over 22,000 Maybank employees worldwide will embark on various initiatives to positively impact the communities they serve and the environment in their respective locations from now to Oct 30.

“This is part of the employees’ year-long effort in driving sustainable initiatives which are estimated to impact over 14,000 lives across 14 countries.

“With the theme ‘Maybank Cares – Impact, Engage & Empower’, the Maybank Global CR Day is part of the group’s light employee volunteerism programme, which is carried out in all countries where we operate,” she said.

Nora added that Global CR Day this year marks its 10th year, further demonstrating the group’s unparalleled commitment to transform the lives of people and conserve the environment, in line with its mission of humanising financial services.

“Championing sustainable initiatives in the communities and environment have been Maybank’s fundamental principle since our establishment in 1960.

“Global CR Day, which has been running for 10 consecutive years, reinforces our role in bringing together our passionate workforce to invest time and effort in undertaking long-serving and highly impactful initiatives.

“Through the Maybank Foundation as well as our employee volunteerism programme, we see there is a strong synergy connecting communities of the world from various cultural backgrounds and geographies all gearing up for a noble cause.

“The 116 initiatives to be carried out this year showcase the strength of concerted social work by leveraging on the network of Maybank employees in influencing the wider public to become responsible citizens,” she said.

Among some of the initiatives is one by Maybank Indonesia, in which employees will promote awareness of environmental conservation, conduct a series of activities at the beach, schools and orphanages as well as selected community development centres to educate the public on reducing and managing plastic use.

Maybank Myanmar employees, with co-partners and a mobile clinic team, organised a talk to discuss various health tips and the importance of leading a healthy lifestyle.

They will also launch the Maybank Cashville Kidz soon, a financial literacy programme for schools in Myanmar.

In Malaysia, employees from the SME banking division will engage with inmates in Kajang prison, beautify the prison nursery as well as participate in a sharing session during a motivational talk given by an inmate who is a PhD holder.

Maybank’s Group Finance employees played their part by spring cleaning and maintaining Hospis Malaysia’s premises. Activities included reorganising and cleaning of rooms, maintaining the compound as well as cleaning and servicing the equipment at the centre.

Elsewhere, around the globe, employees at other locations from London to Labuan will take part in various other initiatives which include environmental awareness programmes, student engagement sessions, teaching children and the less fortunate living skills or financial planning, spending time with senior citizens and orphans and

empowering the disabled and marginalised.

Global CR Day was first held in 2010 to mark Maybank's 50th anniversary and 10,000 employees took part in that inaugural event.

The increasing number of participants over the years reflects the strong team spirit among employees to come together and participate in such a unique global volunteerism programme.

This event is believed to be the largest community event undertaken by a Malaysian company across its global network.



Maybank employees painting a walkway bridge during the Global CR Day at Pantai Malindo.