

Headline	Eco Roots Initiative highlights redONE Mobile's green CSR		
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Eco Roots Initiative highlights redONE Mobile's green CSR

KUALA LUMPUR: The 'Eco Roots Initiative' undertaken by redONE Mobile reinforces its dedication to corporate social responsibility (CSR) focusing on environmental awareness.

The recent programme at the Forest Research Institute Malaysia (FRIM), which gathered 40 redONE Mobile employees, accompanied by their families and FRIM staff members, was spearheaded by Caren Lwee, the company's head of corporate governance and risk.

FRIM nursery branch head Dr Siti Salwana Hashim provided an engaging introductory presentation on institute, along with a detailed briefing on the day's activities.

She emphasised the proper techniques for producing high-quality seedlings, focusing on soil preparation and planting methods.

The presentation also underscored the vital contribution of FRIM in safeguarding Malaysia's diverse ecosystems, and the significance of community engagement in maintaining these initiatives.

Volunteers engaged in a practical activity by planting

'Jambu Bol' (*Syzygium malaccense*) and 'Rhu Bukit' (*Gymnostoma sumatranum*) saplings at the main nursery.

The programme concluded with an informative guided tour of the nature trail at the FRIM, allowing volunteers to explore a diverse array of unique plant species found in the forest.

The 'Eco Roots Initiative' was designed to promote a culture of sustainability both within the organisation and in the broader community, emphasising reforestation and ecosystem restoration efforts.

redONE Mobile chief executive officer Ameen Amaendran conveyed his gratitude to FRIM for organising the event, highlighting the significance of such an initiative in fostering environmental stewardship.

"Our involvement in the Eco Roots Initiative showcases redONE Mobile's commitment to fostering a positive influence on our environment.

"We are convinced that each small action matters, and together, our efforts can lead to a more environmentally friendly and sustainable future," he said.

redONE Mobile has been actively engaged in several community support initiatives, including programmes aimed at helping the homeless at Pusat Gelandangan Transit Kuala Lumpur, and providing aid to children from an orphanage during Ramadan.

The company has partnered with Persatuan Kebajikan Suara Kanak-Kanak Malaysia on the 'Empowered 2 Teach' initiative, focusing on indigenous children at Sungai Poh in Gopeng, Perak.

Moreover, redONE Mobile was involved in the 'Program Ibadah Qurban' to provide meat donations to communities on the East Coast for Hari Raya Aidiladha.

"We are set to bolster our community support initiatives with the Adopt-A-Family programme, designed to offer a range of assistance such as food, education and healthcare to the families of our employees facing economic hardships," said redONE Mobile in a statement.

To learn more, go to www.redonemobile.com.my, or connect with @redONE Mobile on Facebook and @redonemobile.my on Instagram.



Employees of redONE Mobile and their families join the FRIM team in a group photo at the launch of Eco Roots Initiative.