



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

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ANNUAL REPORT

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AA7041BF LAUNCHES “CUSTODIANS OF THE BINS” CSR PROJECT TO PROMOTE SUSTAINABILITY

AA7041BF students under the guidance of Dr Suriana Ramli has successfully organised the “Custodians of the Bins” CSR project, in collaboration with Salzan Maju Perhentian Holiday Sdn Bhd and JKK Kampung Nelayan Pulau Perhentian Kecil which is located at Kampung Nelayan, Pulau Perhentian Kecil, Terengganu. This CSR program was not only designed to meet the requirement of the subject MGT783: Leadership and Managing Talent but also aimed to raise awareness among visitors and residents about the collective responsibility of preserving the environment. Besides, with the involvement of the Kampung Nelayan, Pulau Perhentian Kecil community, we are pleased to foster cooperative relationships between our faculty and local residents.

Throughout the CSR program, several activities were carried out, including the appointment of Custodians of the Bins involving local businesses at Pulau Perhentian Kecil such as Amanda’s Cafe. This appointment is to ensure that the 3 R’s Bins are well managed and maintained. Apart from that, we engaged with locals and visitors to promote our CSR program focused on beach cleaning. The opening ceremony was held in the afternoon, inaugurated by Mr. Zaidi, the deputy head of JKK Kampung Nelayan Pulau Perhentian Kecil. On top of that, a signing agreement took place between the representatives of Salzan Maju Perhentian Holiday Sdn. Bhd, JKK Kampung Nelayan Pulau Perhentian Kecil and AAGBS aiming to encourage recycling behaviors to reduce waste at Pulau Perhentian Kecil.





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