

NEWS RELEASE

For Immediate Release

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Think Green Project unearths budding young entrepreneurs

Penang, 10 May 2018 – Eastern & Oriental Berhad's (E&O) Think Green project has taken an interesting turn with an enterprising school incorporating an entrepreneurship element into the programme.

SMK Tanjong Bunga, which was only introduced to the programme three months ago, has begun selling its garden-grown produce to teachers, parents and friends.

To date, the school has already made a profit from the early harvest, with green spinach, water spinach and spring onions among the popular choices.

The school's Think Green project coordinator M. Kitha said the project has exposed them to a lot of agricultural knowledge and at the same time cultivated an enterprising spirit.

“Our students have developed a keen interest in the initiative and are proactive in making the project successful.

“It has created a heightened awareness among teachers and students about organically-grown and pesticide-free vegetables.

“I am sure that with more time and further guidance, we can enhance our achievements and succeed with this project,” she said after the launch of its very own food garden Think Green Bunga Tanjong, courtesy of E&O recently.

The launching was conducted by government liaison and planning senior general manager Datuk Zawawi Yusop and Education Ministry district education officer Muhammad Abdul Samad.

Also present were the school's headmistress Faridah Hussain, its Parent-Teacher Association chairman Abdul Wahab Tahir, Consumers Association of Penang (CAP) education officer N. V. Subbarow, teachers and students from SMK Tanjong Bunga.

E&O had roped in CAP for the project to render expert knowledge, such as a new method of composting at the project site.

During a guided tour after the launch, lush vegetables were seen growing in abundance at the 180sq m garden located within the school compound.

In his speech, Muhammad applauded E&O for the innovative project and hoped it would be expanded to more schools in the district.

He said the money generated from the vegetables sale could be used to upgrade some of the worn-out equipment at the school.

Faridah Hussain expressed her gratitude to E&O for helping the school to set up its very first green space within the school compound.

“I hope E&O will continue to support the us in its upcoming green programmes under the Think Green umbrella,” she said.

Fifteen-year-old L. S. Alice Uvenesvary said through the project, she has learned to grow vegetables and prepare the compost.

“I am very proud when we harvested our crop which was in great demand among teachers and parents,” she said.

Danial Haris Zairil Hizam, 14, echoed her sentiments, adding that he was very happy to be part of the project.

“It has taught us how to work as a team and a collective unit towards a common goal of growing healthy vegetables,” he said.

S. Monesh Nair, 14, said the collaborative nature of the programme allows the students and the faculty teachers to benefit from the healthy exchange of ideas in a setting defined by mutual respect and a shared interest.

Subbarow said CAP started the collaboration with E&O five years ago on a very small scale as they were not sure what the response would be.

“But the teachers, students and parents have been truly wonderful and supportive. The Think Green initiative is now active and thriving in six schools.”

E&O community relations manager A. Tharman said he was proud to see how far the Group has come with CAP, the schools and E&O joining forces in getting the project concept off the ground to the committed Think Green community they have today.

“From bare earth to green shoots, we now have a budding organic market! On behalf of E&O, we extend our sincere thanks to all our partners and participants,” he said.

Following the success of creating this food garden after SK Tanjung Tokong and SJK (T) Azad, the Group is currently in the pipeline of setting up another in its new Think Green partner school – SK Convent Pulau Tikus next month.

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Think Green

Think Green is a long-term community education programme by Eastern & Oriental Berhad aimed at nurturing and inculcating eco-consciousness, healthy living and community spirit through a food garden sited at Straits Green, a 4-acre public park developed and maintained by E&O at Seri Tanjung Pinang, Penang.

Initiated in June 2013, the Think Green programme presents an outdoor classroom for local communities to reconnect with nature, with a focus on nurturing the younger generation. Together with its partner, the Consumers' Association of Penang (CAP), E&O has reached out to students from Tadris Ar-Rasyidin, SK Tanjung Tokong, SJK (C) Hun Bin, SJK (T) Azad and SK Convent Pulau Tikus through regular educational activities.

In 2015, the programme expanded to include activities with secondary school students from SMK Tanjung Bungah and special children from SK Pendidikan Khas Persekutuan Pulau Pinang. The Think Green programme continues to evolve to ensure long-term, focused and meaningful community engagement.

The E&O Group (东家集团)

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In Kuala Lumpur, E&O's landmark properties include **The Mews**, **St Mary Residences**, **Dua Residency**, **Idamansara** and **Seventy Damansara**, all located in the most prime and prestigious neighbourhoods of the capital city.

In Penang, the award-winning **Seri Tanjung Pinang** (STP) is the island's first masterplanned seafront development that is now a highly sought-after and thriving community to locals as well as expatriates from over 20 nationalities. Reclamation of the second phase of STP started in 2016 and is on-going.

In Johor's southern development corridor of Iskandar Malaysia, E&O has embarked on **Avira**, a 207-acre development within Bandar Medini Iskandar that has easy accessibility to the Second Link connection to Singapore.

In its expansion overseas, E&O's international foray into real estate investment and development is focused within prime locations in London, including **Princes House** along Kingsway, **ESCA House** in Bayswater, and a commercial property in **Hammersmith**.

E&O's leading position as a lifestyle developer is anchored by its niche in luxury hospitality derived from its namesake, the iconic **Eastern & Oriental Hotel**, a cherished heritage landmark in George Town established in 1885. The Group has further leveraged on its experience and expertise in hospitality management with the opening of **E&O Residences** serviced apartments in Kuala Lumpur.

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