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Clean-up in Kampung Penderas

Company and varsity join forces to raise awareness on sustainable gardening, environmental conservation

AJINOMOTO (M) Bhd recently organised the seventh edition of its "Clean Up Our Earth Together Day" campaign, in collaboration Universiti Putra Malaysia's "Cheerful Health Programme Together with Penderas Residents 2015".

The campaign at the Kampung Penderas in Kuala Krau, Pahang was the first effort under the "Clean Up Our Earth Together Day" campaign outside the Klang Valley.

With the aim of promoting sustainable development and improving the people's capacity to address environmental issues associated with development, the effort saw the active involvement of 39 Ajinomoto Malaysia employees, 41 Universiti Putra Malaysia (UPM) students and 50 orang asli children from SK Penderas.

The go-green idea revolves around cultivating pocket farms for green vegetables at SK Penderas for the consumption of its hostel students.

This is seen as sustainable gardening to encourage healthy and sufficient vegetable intake while ensuring food security.

For the clean-up initiative, activities such as rubbish collection and segregation were carried out in Kampung Penderas to raise community awareness on recycling and ensuring a clean environment.

In just two and a half hours, more than 60 plants from three types of vegetables were planted successfully and 118kg of waste was collected.

Ajinomoto managing director Keiji Kaneko later distributed daily groceries to the orang asli children.

Successfully initiated around the globe, the "Clean Up Our Earth Together Day" activity is part of the "Smile Earth" campaign organised by Ajinomoto headquarters in Japan since 2007.

The campaign aims to provide Ajinomoto employees an opportunity to engage in helping resolve global issues pertaining to environment, society and food.

Ajinomoto hopes to implement more social and environmental protection programmes in future to provide better services to the community.



Ajinomoto Malaysia employees, UPM students and orang asli children of SK Penderas helping to collect rubbish in the village during the clean-up campaign.