

faces

On a mission to save Mother Earth

MSB boss Ahd Helan Nang is passionate about caring for Mother Earth and the (University Putra Malaysia-UPM) forestry science degree holder is active in efforts to preserve the environment.

The interviewee attributes his efforts to his father.

"My father was a perfect teacher and he really cared for people. That trait has trickled down to me. I used to work closely with him when it comes to environmentalism and have conducted several environmental talks for his students."

As Berjaya Hotels and Resorts (BHR) corporate marketing and communications group director, he oversees the company's brand development across 14 properties.

"Being a strong believer in charitable deeds, I see my company as a platform to change and create awareness on social and environmental issues."

Ever serving his passion, in 2015, Ahd has overseen the company's CSR events and his projects include the annual Tourism Island Clean-up Day (TICSD) and Tourism World Ocean Day (TWOED), which sees locals joining hands with divers and animals to create a flourishing and sustainable ecosystem for Tourism Island.

During the events, Ahd educates young children through the company's Turtle Conservation Workshop for Children programme, which has reached out to about 1,000 students since it began in 2012.

"We can only change behaviour and attitude through education. They are the future leaders of our nation and we need to instil good values for the future," he said.

Ahd and his team recently launched the Mangrove & Life (M&L) campaign in Langkawi, which aims to manage and maintain the mangroves in Langkawi Island. ■ By GIGI JING FERN

