Rising together to fight hunger

By JESSIE LIM

SINCE 2014, Sunway Group has been contributing towards hunger relief efforts and initiatives - in a mission to touch as many lives as possible.

In keeping standing commitments to end hunger for the most impoverished in Malaysia is in line with the United Nations Sustainable Development Goal (SDG 2) that targets zero hunger.

The meal-packing programme, called Sunway-feeding Rise Against Hunger, is a collaboration with non-governmental organisation Rise Against Hunger Malaysia chapter.

The Group has packed 500,000 meals and distributed to undernourished communities including urban poor families, refugees and earthquake victims.

This year, it aims to pack another 500,000 meals to achieve one million meals for the undernourished.

The five-part initiative began in early July with the packing of 100,000 meals by young chefs and students at Sunway University, in conjunction with World Chef’s Congress and Expo 2018.

The second part saw 440 Sunway volunteers from various business units, including senior management, successfully packing 120,000 meals in an eight-hour food-packing marathon.

Held at Sunway Medical Convention Centre in Bandar Sunway, Selangor, excited volunteers were moving to cheerful upbeat music as they happily packed the meals and cheered whenever a certain number was reached.

The formulated, nutritious dehydrated meals comprise rice, lentils, dehydrated vegetables, flavouring and 23 essential vitamins and minerals.

Sunway Group founder and chairman Tan Sri Razman M. Hashim, Poh, Sunway Medical Centre Sdn Bhd Business Development and Corporate Communications director Dr Michelle Mah, a volunteer and Rotary Club Bukit Bintang (RI District 3360) former assistant governor Peter Gan helping the volunteers to pack meals.

He gave words of encouragement and expressed pride and joy to see the volunteers so passionate about helping the less fortunate.

“We are doing this today is really from our hearts to help the poor. We encourage our different business units to take part and contribute towards this good cause.

“We are doing a small part. If more people like other companies come together and do their part, I believe this will be a better world for all,” said Cheah.

Echoing Cheah’s sentiments, Sunway Group brand marketing and communications senior general manager Jane Poh said

big corporations like Sunway are in a position to make a huge, positive impact on communities, but only if they rally together with a common aim and purpose.

“What sets Sunway apart is that we have always believed in putting the environment, our community and nation at the forefront of our vision.

“Instead of just making profit for us, it is about creating an ecosystem that is able to sustain itself in a way that is beneficial for all involved,” said Poh.

The Group’s commitment to the SDGs is something they take seriously and it is through events like these that they are able to

to perpetuate these global goals on a very relatable and accessible level, Poh added.

“These goals are not going to be achieved overnight, but we are all in this together and through these steps and efforts, we can be part of a positive change in our planet.”

Apart from distributing 250,000 meals to poverty-stricken communities in Malaysia, the initiative this year aims to reach those in need outside of the country.

A total of 100,000 meals will be distributed to homeless shelters and orphanages in Cambodia, and 130,000 meals to refugee communities in Timor Leste.

The meals will be delivered through six non-governmental organisations- the Rotary Centennial Club, Johor; Sahabat Orang Asli; Rotary Club KK South, Kota Kinabalu; Rotary Club Kuching; Salesians Mission for Timor Leste and One20ne Cambodia.

Rise Against Hunger Malaysia vice-president Datin Suriza Hing Abdullah said they believe the world has enough production potential and distribution capability to end hunger by 2030.

“Rise Against Hunger meals will go to the under-sourced schools and health centre that are too remote or hard to reach, but only if they rally together with big corporations like Sunway are in a position to make a huge, positive impact on communities, but only if they rally together with a common aim and purpose.”

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