

Corporate social responsibility of sime darby



In this regard the Foundation will make available the resources at its disposal to promote recreational and sporting activities to enable youths to actualize their full potential. Marathon Des Sables (MDS). Yayasan Sime Darby sponsored 66 year old Mohamed Adnan bin Osman who participated in the “ toughest footrace on earth”, also known as the Marathon Des Sables (MDS). This grueling 6 day race took place in Morocco from 26th of March to 2nd of April 2009.

Over 800 runners aged between 16 and 78 were expected to cross 243KM of uneven terrain, carrying everything they needed on their backs in scorching temperatures of up to 120F. (C) Adnan, better known as Cikgu Adnan is a veteran of marathons belying his 66 years. YSD believes in supporting courageous Malaysian's in sports to realize their potential. Art and culture The Foundation will endeavor to do its utmost to support and promote the development of arts and culture to encourage creativity amongst the diverse multicultural society of Malaysia.

Towards this end the Foundation seeks to foster the development of artistic talents among the young and old alike. It will sponsor initiatives to strengthen arts institutions, develop cultural knowledge and resources, and encourage contributions of artists to the quality of life in a multi cultural society. The end result of such initiatives is the instilling of awareness and appreciation of the richness of a cultural heritage and legacy that is uniquely Malaysian.