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Book on CSR launched

KUALA LUMPUR: The European Union-Malaysia Chamber of Commerce and Industry (EUMCCI) yesterday launched *Budi Disemai, Jasa Dituai*, a book on inspirational Malaysian stories on corporate social responsibility (CSR).

The book contains 24 CSR stories contributed by EUMCCI member companies from Malaysia and the European Union on community projects, health and safety practices, ethical employment and environmental practices.

The stories were by Standard Chartered Bank, BOH Plantations, Universiti Kebangsaan Malaysia, Philips, Shell, Elit Purnama, OWW Consulting, Melia Kuala Lumpur and several non-governmental organisations.

CSR committee chairman Caesar Loong said in a statement that the committee took nearly a year to compile the stories.

“More businesses are beginning to realise the significance of business ethics and giving back to the society they operate in. Hence this book could serve as a guidebook for corporate and private sectors,” he said.

The launch was officiated by Datin Paduka Marina Mahathir. The book retails for RM50 a copy for EUMCCI members and RM100 for non-members and is available at the EUMCCI office in Kuala Lumpur.

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