

MAYBANK BRIGHTENS UP DEEPAVALI FOR UNDERPRIVILEGED

There was a glow of happiness on the faces of children from Sekolah Jenis Kebangsaan (Tamil) Pulau Carey Selatan and Sekolah Jenis Kebangsaan (Tamil) Pulau Carey Barat as the festival mood set in when they were feted by Maybank senior management team and employees at a Deepavali celebration at Menara Maybank, Kuala Lumpur.

Forty-four children whose parents are estate workers, were in for a treat as they enjoyed *laddus* (Indian sweets) and snacks while being entertained by spectacular traditional dances. The children were later presented with Maybank school bags and monetary contributions from Datuk Abdul Farid Alias, President and CEO, Maybank together with Nora Manaf, Head of Group Human Capital, Maybank and joined by other senior management of the Bank.

Besides that, there were also *Kolam* making, best-dressed *Dhoti* and *Sari* competitions for employees which added glamour to the event. Apart from celebrating diversity, the event also promotes cohesiveness and social harmony amongst staff.

Speaking at the event, Datuk Abdul Farid Alias said, “Each year, Maybank celebrates Malaysia’s major festivities by organising activities that provide opportunities for employees to appreciate the rich heritage of respective communities where we operate in. Festivities are also occasions for us to do something for ourselves and others to bring about change for the better.”

In addition to the internal activities, this year the Bank also embarked on a community-driven initiative called **Project H.E.A.R.T.** (Helping Every Asian Rise Together) by lighting up the homes and lives of underprivileged communities by contributing solar-powered light bulbs to the. The first community which received the solar-powered light bulbs was an Orang Asli settlement at Kampung Chuweh, Gerik, Perak.

Serving at the heart of the community has always been an integral part of the Bank’s mission to Humanising Financial Services Across Asia.

Commenting on the project, Datuk Abdul Farid Alias added, “I’m happy that we are doing simple yet impactful initiatives to bring a differentiator in our celebrations. In keeping with the Deepavali symbolism, we are literally bringing light to some communities. We are hopeful the project will brighten the lives of the families and bring significant improvements to their daily lives.”

He also mentioned that it is always inspiring and heartwarming to see Maybankers not only giving their best at work but also in the many initiatives conducted to strengthen bonds, camaraderie and the 1Maybank family spirit.

For more information on Project HEART, please visit : www.maybankprojectheart.com