

FROM GOOD TO GREAT AND LASTING



# AgroMatters

*What matters now, matters in the future*

10th Issue, Apr - Jul 2020

#covid-19

## EMBRACING THE NEW NORMAL

Practice the 3Ws



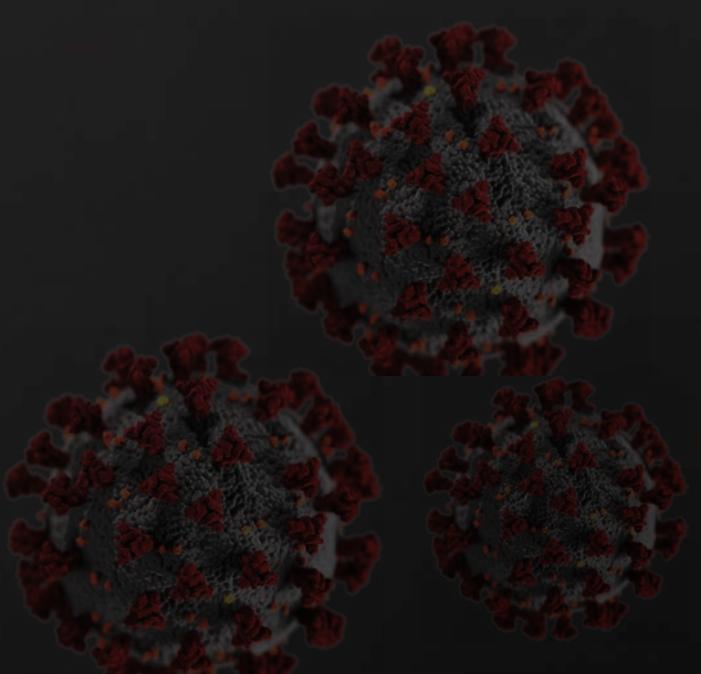
Wash hands



Wear a mask



Warn your peers



**"The poetry of earth is never dead."  
– John Keats**



Location : Tinabau Estate, Sabah

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## 10th Issue

We welcome your feedback or if you wish to contribute to the content, kindly email to [corpcomms@tpb.com.my](mailto:corpcomms@tpb.com.my)



■ Poisonous Rock Frog  
Scientific name: *Odorrana hosii*  
Location : Sisek Estate, Johor

## *Editor's Note*



### **PERSEVERING THROUGH THE GLOBAL PANDEMIC WITH RESILIENCE AND TENACITY**

As we enter the second quarter of the year, we are faced off with yet another unexpected perilous trial, the COVID-19 viral outbreak. Malaysia has recorded an alarming total of over 9,000 confirmed cases as of today and the numbers continue to increase day by day.

During this tempestuous period, we urge everyone to comply with the SOP and basic guidelines set by the government and TPB's management. This includes wearing masks, practicing good hygiene and physical distancing, as well as avoiding crowded places and unnecessary physical contact.

We must not take the situation lightly and follow the set guidelines closely, as our fight is far from over. Failure to comply from our part may result in a heavy blow on the operational and monetary aspect, and may even be life-threatening.

Let's all do our part as Malaysians and TPB-ians in fighting this pandemic. I believe we'll brave through this storm and emerge stronger than ever, as always.

**From Good to Great and Lasting!**

*Kamarul Amirudin*

# TPB THANKS THE FRONTLINERS OF COVID-19

Several months have passed by since the COVID -19 viral outbreak across countries, and our fight is far from over. Healthcare staff and other frontliners from all over the world have worked tirelessly to combat the pandemic up until this very minute.

As a token of gratitude for their relentless efforts, TPB has made a contribution in support of the nation's frontliners. Estates from Peninsular regions have made donations to various frontliners including the army and police personnel from Royal Malaysia Police and Malaysian Armed Forces as well as immigration and labour departments.

Contributions were made in the form of delectable meals such as *nasi lemak*, KFC, lunch packets, packaged rice and assorted beverages.

In the spirit of sharing and giving during these difficult times, Cherul Group has also made a monetary donation to Pertubuhan Kebajikan Anak-anak Yatim Malaysia (PEYATIM) to fund the orphan's educational expenses.



The Northeast team delegating meals to the PDRM and ATM staff.



The Southeast team shares happiness with the police personnel.



Ulu Sebol B Assistant Manager Luqman Hakim providing beverages to the frontliners during MCO at Bandar Tenggara.



Pakloh Manager Mohd Ameer Hamzah treating the police personal at Kg. Gajah Police Station to lunch.



SM Azam Razali and Bukit Ketapang Manager Fikree Zulkifli sharing nasi lemak packets with officers at Padang Terap Police Station.

# ELEPHANTS: MAJESTIC CREATURES IN THE ESTATE GROUNDS



Wild elephants spotted at Permai Estate.

Elephants and the palm oil industry are two controversial elements often associated with environmental and wildlife conservation. Though the industry is geared towards sustained socio-economic development, preserving the planet's flora and fauna remains the foremost priority. The industry is continuously working towards expanding the adoption of sustainable approaches that would enrich the lives of both humankind and wildlife.

Elephants, or nicknamed *orang kuat* by planters, often leave a foul smell when they wander around an area which is an indication that you need to evacuate the area immediately. Elephants are exceptionally intelligent in marking their trails and they are also sensitive creatures.

As the saying goes, an elephant never forgets. They have the ability to remember their homes very well, recognise each herd members and memorise signs of danger; a matriarch elephant can even remember locations of water and food sources. Nevertheless, due to rapid urbanisation, industrial development and agricultural expansion, their habitats have been destroyed. In light of this issue, the Malaysian Government has been actively involved in elephant conservational efforts via PERHILITAN and Sabah Wildlife Department and has established several conservation centres such as National Elephant Conservation Centre at Kuala Gandah, Pahang and Bornean Elephant Sanctuary at Kinabatangan, Sabah.

Malaysia is home to two elephant subspecies – the Asian elephant (*Elephas maximus*) found in Peninsular Malaysia and the Borneo pygmy elephant (*Elephas maximus borneensis*) found in Sabah. The elephant is globally classified as an endangered species under the International Union for Conservation of Nature (IUCN) Red List and is prohibited from being traded internationally.

Elephants are protected nationwide and the act of elephant slaughter is illegal. In Peninsular Malaysia, elephants

are listed under the Second Schedule - Totally Protected Wildlife of Wildlife Conservation Act 2010. Anyone who hunts or possesses any protected wildlife species without a special permit is liable to a fine not exceeding RM 300,000 or imprisonment up to 10 years. Elephants in Sabah are also protected under Schedule 1 of the Wildlife Conservation Enactment 1997, where offenders are subjected to a minimum penalty of RM50,000 and a maximum fine of RM250,000 or jailtime up to 6 months to five years.

**Here are some preventive tips to avoid wild elephant encounters as suggested by the experts:**

1. Clear unwanted shrubbery or bushes in the estate area
2. Do not enter the forest premises alone
3. Do not trespass into forest reserve areas, especially wildlife gazetted zones
4. Avoid roaming around on elephant trails
5. In the event that you encounter an elephant, distance yourself and hide behind trees
6. Do not provoke elephants unnecessarily to the point they become a threat to human life. You may be fined up to RM 30,000 or imprisoned up to a year or both if found guilty of this offense under Section 88 Wildlife Conservation Act 2010!
7. Contact your nearest PERHILITAN district office if you encounter a human-elephant conflict

Written by: Dr. Shaikhah Sabri



**MUST READ!**

# VALUE-ADDING TIPS FOR MANAGERS

Leaders get work done, but **GOOD LEADERS** add value while getting work done. Value-adding must be a way of life to propel an individual in the company to achieve greater heights in career. Work will be more meaningful if we levy greater inputs, beliefs, higher standards and give our level best in the tasks we do.

The following are 5 focal points that managers can adopt to add value to their assigned duties and tasks.

## 1 Lead by example

Leading by example is the fastest way to train your subordinates. When you lead by example, you create a picture of what's possible. Your team would look at you and think, "If he can do it, I can do it too."

## 2 Take full ownership

When good leaders take ownership of their duties, they go beyond just finishing a task. Exemplary leaders own up to their failures and always give credit to the team when it is due. Assigning blame to your team may attract negative perception towards yourself and the company.

3

## Aim for the stars and avoid complacency

In order to succeed, a leader should always aim high and must have the notion of wanting to improve and excel. Good leaders would not allow their performance to stagnate and remain average or below par.

4

## Be timely and provide expeditious feedback

A leader's success is dependent on appropriate and timely action. Inaction or procrastination often results in missed opportunities and prolonged issues. A good leader reports any issues to their superiors immediately to solve the problem.

5

## Be truthful and transparent

Honesty is the best policy. A good leader must adopt an open-door policy with the team and not be afraid to come clean with their immediate superior on any arising issues. Withholding information may have adverse effects on the organisational growth and progress.



# CREATING A SAFE HAVEN FOR PRIMATES IN THE WILD



**20 Dec 2019** – Wildlife conservation and preservation are among the causes that TPB strongly strives for. However, rampant destruction of rainforests remains a global concern as numbers of wildlife species continue to decline rapidly. Primates, particularly the Red Banded Langur species are not spared from this atrocity.

In light of this alarming issue, TPB teamed up with Malaysian Nature Society (MNS) and Johore State Forestry Department to embark on a conservation programme as an initiative to restore the primates' habitat by constructing aerial bridges for primates' crossings at Panti Bird Sanctuary, Johor.

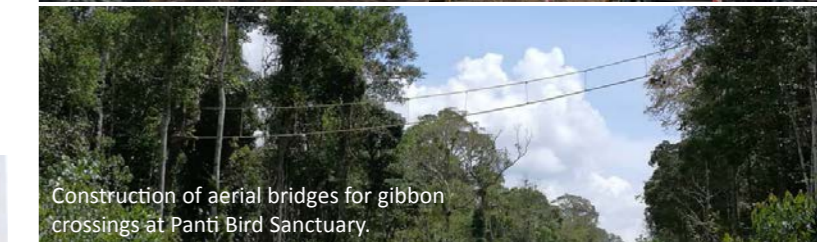


TPB donating a cheque worth RM20,000 to Malaysian Nature Society.

TPB has funded RM20,000 in support of the conservational efforts for the primate species, particularly the gibbons and slow lorises.

MNS also has TPB's fullest support on their research for the conservation of primates, particularly the Red Banded Langur in Maludam National Park, a neighbouring region to TPB's properties in Lingga and Sebuyau.

TPB aims to create a safe corridor for the gibbons by establishing more buffer zones to increase access sites for the apes.



Construction of aerial bridges for gibbon crossings at Panti Bird Sanctuary.



**DID YOU KNOW?**  
The Red Banded Langur is a critically endangered species rapidly fading into the clutches of extinction, and can now only be found in Sarawak. This research helps deepen the spatial and temporal pattern understandings of the gibbons.

With  
**NOORHAFIS SULEIMAN**  
 Senior Manager | Mukah SBU

**WELCOMING CHALLENGES  
 IN THE FIELD WITH AN  
 OPEN MIND**

An alumni of Universiti Putra Malaysia (UPM), Mukah SBU Senior Manager Noorhafis Suleiman completed his education in the year 1999 and holds an economics degree.

A dedicated father of one, Noorhafis began his career in the plantation field upon his graduation and started his first stint at JTOP (Johore Tenggara Oil Palm Berhad) as a cadet planter at Ladang Penawar. He continued to pave his way in the industry and joined Tradewinds Plantation Berhad



persevere and face any turbulence head-on during my career.

**How is it like to be in the shoes of an SM in the estate?**

Shouldering the title and responsibilities of an SM is definitely a challenge, but it's exciting and stimulating at the same time. Challenges can come in many forms, from thinking of ways to improve daily productivity to being prudent in managing expenses. Among other challenges faced include managing daily hiccups and worker-related issues, improving daily evacuation, ensuring accuracy in figures and ensuring effective communication among colleagues and subordinates.



Noorhafis training the team on manure application at Judan Estate.

following its merger with JTOP. Today, Noorhafis currently spearheads Mukah SBU as the estate Senior Manager.

**What inspired you to choose a career in the plantation industry?**

As a challenge-driven individual, I have always been an advocate of discovering new experiences. I was a curious cat and that's what beckoned me to join the plantation industry, as I encounter and welcome new challenges daily. I thrive in an environment where no two work days are exactly the same. I also enjoy being outdoors, hence I find solace working

in the estate surrounded by lush greeneries as it tranquilises my mind and body.

**Tell us about your life before joining Tradewinds.**

Back in my days at JTOP, experience was my best teacher. I observed and learned from my peers and seniors back when I was a planter; they had taught me the all the nooks and crannies and A-to-Zs of being a planter. Equipped with hands-on experience and my relentless determination to engage in healthy competition with peers in the same field, I was able to



Noorhafis and his peers attending a drag race at in Johor Bahru.

The key is to always welcome challenges and not be afraid to ask for advice during times of uncertainty, as long as your goals are achieved. The most challenging time I had to endure was during my transfer to Sarawak. Initially, I was overwrought at the thought of it as I had little to no experience working in the Sarawakian region. But *alhamdulillah*, with a strong support system comprising of my family and colleagues, I'm able to get to where I am today.

**FUN FACT!**  
 Noorhafis is an avid collector of Transformers action figures and toys! Is anyone else a fan of the Transformers like him?

With  
**AHMAD ZAINI ARIFFIN**  
 Senior Manager | Matu Daro SBU

**STRIKING THE IRON WHILE  
 IT'S HOT: CULTIVATING HIS  
 LOVE FOR PLANTATION AT  
 A YOUNG AGE**

Born and bred in Tanjong Malim, Perak, Ahmad Zaini Ariffin's passion for plantation began at a young age as he often accompanied his grandparents to the rubber farm as a little boy. These mini adventures he had sparked his passion for the plantation industry, so much so that he decided to pursue a career in plantation by enrolling himself into the Agriculture Institute of Peninsular Malaysia in 1981. Two years later, he received his Certificate in Agriculture and was ready to take on the plantation world.

**Tell us about your career journey before becoming a part of Tradewinds Plantation Berhad.**

It was the year 1985, where I dipped my toes into the palm oil plantation field for the first time as a Field Conductor at Bukit Lagong Estate located in Sungai Buloh, Selangor. Fast forward to ten years later, I was offered a position as a Junior Assistant at Samling Plantation, Sarawak; here I was assigned to manage the nurseries and the conversion of timber forests into palm oil estates. In 2000, I joined PPB Oil Palms Berhad for another ten years where I was assigned to Batu Niah, Sarawak and followed by Kalimantan, Indonesia before returning to Peninsular Malaysia. After that, I had a brief stint at Sime Darby Plantation for two years before officially joining Tradewinds Plantation Berhad as a Senior Manager in 2013.

**What inspired you to choose this career path?**

Two words – immense passion. That was the primary reason I ventured into the field of plantation; it was my love for a peaceful and tranquil environment that led me to where I am today. And of course, my



**What are some of the challenges you had come across during your career journey?**

The most difficult challenge that I had to endure was the time when I was involved in the conversion of the forest into agricultural land. Not only I had to adapt with living deep within the inlands, I also learned valuable hard and soft skills in clearing a jungle and converting it into an estate. My superiors were great mentors, and I gained an abundance of knowledge from them. Good leaders are important to instil teamwork which ultimately results in profitable outcomes. During this period, I groomed my self-confidence along the way to ensure that I'm in the best condition to deliver excellent results.

wife also deserves credit for being one of my motivators for diving into this profession as she was an administrative staff in the estate at the time. Not forgetting my wonderful family, who is my biggest inspiration to persevere and excel in my career.



Ahmad Zaini spending quality time with his family.

My career in plantation has opened the door to a myriad of amazing opportunities and experiences. Among the experiences I am forever grateful for is the opportunity to explore regions such as Sabah, Sarawak and Indonesia during my working period. I was given a chance to understand and assimilate with the work culture of the surrounding community whilst working towards achieving the targeted results in the field. I believe that everything in life happens for a reason – so live it, love it, and learn from it.

**DID YOU KNOW?**  
 Ahmad Zaini was active in physical sports back in his early days; soccer, badminton and sepak takraw were among his favourites. Now he likes to play golf in his spare time during the weekend.

TPB'S

# BIGGEST

## LOSER CHALLENGE

### WINNERS

#### TPB CROWNS HQ'S BIGGEST "LOSERS"!

15 Jun 2020 – A weight-loss challenge was organised by TPB in recent months and our participants had been whipping themselves into shape during MCO!

TPB's Biggest Loser Challenge is a platform for TPBians to practice a healthy way of life by losing the highest percentage of weight relative to their initial weight. This programme was organised to encourage employees to stay fit and practice a balanced lifestyle.

The Biggest Loser Challenge was a three-month programme, where contestants participated in the initial weigh-in session held in March and had their final weight recorded

in June. Shedding a decent amount of kilos was definitely no easy task, especially when the participants were locked away in their homes during MCO with their refrigerators within 350m radius!

Out of nearly 100 entries, 6 heroes emerged victorious as TPB's Biggest Losers and bagged home handsome cash prizes up to RM1,000. A big congratulations to the winners!

#### Male Category

Winner	Participant Name	Department	Weight	
			Weight Loss (Kg)	Percentage %
1	Fazrul Naim Abdul Wahab	P.Mgmt & Compliance	-11.00	14%
2	Nor Azman Asmon	SGM	-11.00	12%
3	Hamirun Osman	Mill Operation	-10.60	9%

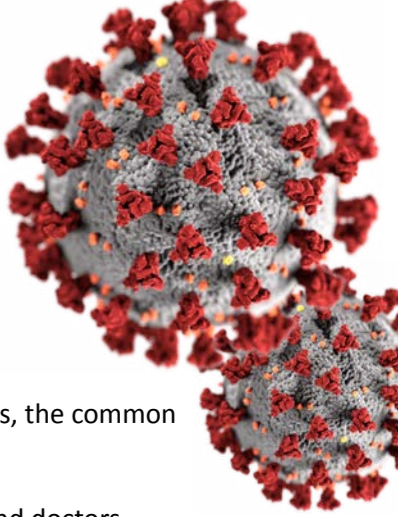
#### Female Category

Winner	Participant Name	Department	Weight	
			Weight Loss (Kg)	Percentage %
1	Normah Jasril	Strategic Planning	-7.60	12%
2	Farah Wahidah Ab Rafik	Strategic Planning	-6.00	8%
3	Nurul Najihah bt Md Mazelan	Finance	-6.00	7%



TPB CEO Charles Chow handing cash prizes to the contest winners.

## COVID-19 PREVENTION GUIDELINES: THE DO'S AND DON'TS



In light of the recent COVID-19 viral outbreak, it is important for every single one of us to play our parts in containing and preventing further spread of the virus.

#### So... What is COVID-19 or Coronavirus?

The term "coronavirus" refers to a family of viruses that causes many different types of diseases, the common cold being one of them.

COVID-19 is a "novel coronavirus". This means that it is a new disease unfamiliar to scientists and doctors. Here's a breakdown of **how COVID-19 got its name**:

CO	VI	D	-19
Short for "corona" which means "crown" in Latin, as coronaviruses have crown-like spikes on their surfaces.	Abbreviation for "virus"	Abbreviation for "disease"	"19" marks the year the virus was first detected, in 2019.

#### How is COVID-19 transmitted?

COVID-19 is transmitted via **TINY DROPLETS** from coughs and sneezes. This is why doctors often advise us to cover our mouths with our elbows when we cough or sneeze, or better yet wear a face mask when you're out in public!

COVID-19 may also be transmitted through **PHYSICAL TOUCH**. You may pick it up when you touch exposed surfaces (i.e. doorknobs, countertops, etc.) that an infected person has touched, and touching your eyes, nose or mouth afterwards – the scariest part is that you wouldn't even realise it!

According to the World Health Organization, there's no evidence that a dog, cat, or any pet can transmit COVID-19.

#### How to prevent further spread of COVID-19?

Here are some do's and don'ts on battling the COVID-19 virus.

#### Practice the 3Ws

- Wash**  
Wash your hands regularly with soap or use hand sanitiser
- Wear**  
Wear a mask when you're out in public places
- Warn**  
Remember these tips and warn your families and colleagues!  
• Avoid handshakes and physical contact  
• Cover your mouth when coughing or sneezing  
• Disinfect your home and office  
• Stay at home  
• Seek treatment if you exhibit any symptoms

#### Avoid the 3Cs

- Crowded Places**  
Avoid going to places packed with visitors
- Confined Spaces**  
Avoid going to closed confined areas
- Close Conversation**  
Practice physical distancing and avoid conversing in close proximity

## NEWBIES CORNER

Say hello to TPB's new recruits!

NO	NAME	DESIGNATION	DEPT/ESTATE/MILL
1	Nurdiyana Binti Mohammad Amran	Accounts Assistant	Finance, HQ
2	Peter Adim	FBB Grader	Batu Putih Palm Oil Mill
3	Muhamad Saifuddin Bin Muhamad Sarif	Field Supervisor	Ulu Sebol B Estate
4	Abdul Ezzanni Bin Abdul Karim	Boilerman	Trusan Palm Oil Mill
5	Haizat Bin Hassan	Mechanic Fitter	Trusan Palm Oil Mill
6	Muhammad Syafiq Bin Mat Salleh	General Clerk	Serasa Palm Oil Mill
7	Nor Malisa Binti Zakaria	Account Clerk	Serasa Estate
8	Nornadia Farahani Binti Aini	Weighbridge Clerk	Melur Gemilang Palm Oil Mill
9	Diana Anak Chaeng	General Clerk	Melur Gemilang Palm Oil Mill
10	Sitti Nur Azreena Binti Rati	General Clerk	Permai Palm Oil Mill

## LEVEL UP!

Congratulations to our newly-promoted colleagues!

NO.	NAME	NEW DESIGNATION	DEPT/ESTATE/MILL
1	Mohammad Izzat Bin Che Ab Aziz	Manager	Pelangi Estate
2	Ahmad Zaini Bin Ariffin	Senior Manager	SBU Mato Daro

“If you can't fly, then run.

If you can't run, then walk.

If you can't walk, then crawl.

But whatever you do, you have to  
keep moving forward.”

- Martin Luther King Jr.

# TPB PHOTO CONTEST 2020 IS BACK!



## CHANNEL YOUR INNER PHOTOGRAPHER SKILL AND HAVE YOUR SHOTS FEATURED IN OUR NEXT 2021 CALENDAR!

### WINNING PRIZES

1st Prize **RM 1,000**

2nd Prize **RM 500**

3rd Prize **RM 300**

Consolation Prizes (x3) **RM 100**

EMAIL YOUR PHOTO SUBMISSIONS TO US AT

[CORPCOMMS.TPB@GMAIL.COM](mailto:CORPCOMMS.TPB@GMAIL.COM)

WITH THE FOLLOWING DETAILS FOR EACH PHOTO:

1. PHOTO CAPTION

2. LOCATION (ESTATE/MILL)

3. CONTESTANT NAME & ESTATE/MILL



### Category 1

#### HEARTBEAT OF LIFE

Focus: Daily human activities / actions



### Category 2

#### PERFORMANCE PROWESS

Focus: Operational excellence / mechanisation / work in action



### Category 3

#### NATURE'S SYMPHONY

Focus: Natural environment, landscape and wildlife

**CLOSING DATE: 31 AUGUST 2020**



# AgroMatters

**10th Issue**



FROM GOOD TO GREAT AND LASTING

A publication by



**Tradewinds**  
Plantation Berhad