

MQDC Revives the Forest

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In response to environmental challenges like global warming and pollution, which threaten the current and future well-being of humankind and all life on Earth, MQDC initiated "Whizdom Re-Forest by MQDC", which has worked for 3 years to replant and restore forest and sustainable ecosystems at Khao I-To Forest Park in Prachinburi.

Prachinburi - Magnolia Quality Development Corporation Limited (MQDC), one of Thailand's leading property developers, with a focus on sustainable well-being, held "Whizdom Re-forest by MQDC" for the 3rd year to restore watershed forests to mitigate flooding and sustain wildlife, starting with Khao Ito Forest Park in Prachinburi, with 5- and 10-year plans to build networks and continuously expand to enhance sustainability throughout Thailand.

Mr. Assada Kaeokhiao, President of Whizdom brand for MQDC, said: "Whizdom Re-forest by MQDC is an opportunity for everyone to help create green spaces and restore ecosystems, practicing sustainable ecology in accordance with the royal initiative of His Majesty King Bhumibol Adulyadej the Great.

"We chose this area in Khao I-To Forest Park in Prachinburi because it is a watershed forest that helps support agriculture, providing food for animals both small and large, as well as water that flows through Nakhon Nayok to eventually supply water for our taps. When we realized its importance we went to local government agencies – Forest Preservation

Protection Unit 1 (Khao I-To), Forest Resources Management Office 9, Prachinburi Branch, Department of Forestry – to plan the restoration of the watershed forest."

Carried out under the principle "Because the forest is the home of all life", the latest group activity planted 11,500 seedlings from 13 species, selected through online planting at www.whizdomreforest.com, and also constructed 9 check dams. The replanting day gathered Whizdom residents, partner companies, students, and the latest Whizdom brand ambassador Mr. Naphat "Nine" Siangsomboon, among over 700 volunteers. The community platform brought in people to continue the project and developed innovations to increase green spaces, enhancing the lives of local residents and city folk.

Mr. Naphat said: "As a member of the new generation, I am delighted and honored to be a part of this activity. I appreciate how the team has conceived and organized activities to raise environmental awareness and help solve these problems. Everyone shares the same vision: to regrow and restore forest. Because the forest is the home of all life."

Mr. Assada said: "In its 4 events, the project has created 35 check dams. More than 12,500 trees have been planted, with over 1,300 people joining in. We believe that our Whizdom Re-forest project has brought benefits for the forest in the long run."

Whizdom Re-forest by MQDC also plans to compete for Asian and worldwide awards in the 2 categories of CSR and innovation.

Source: <https://www.bangkokpost.com/thailand/pr/1741884/mqdc-revives-the-forest>