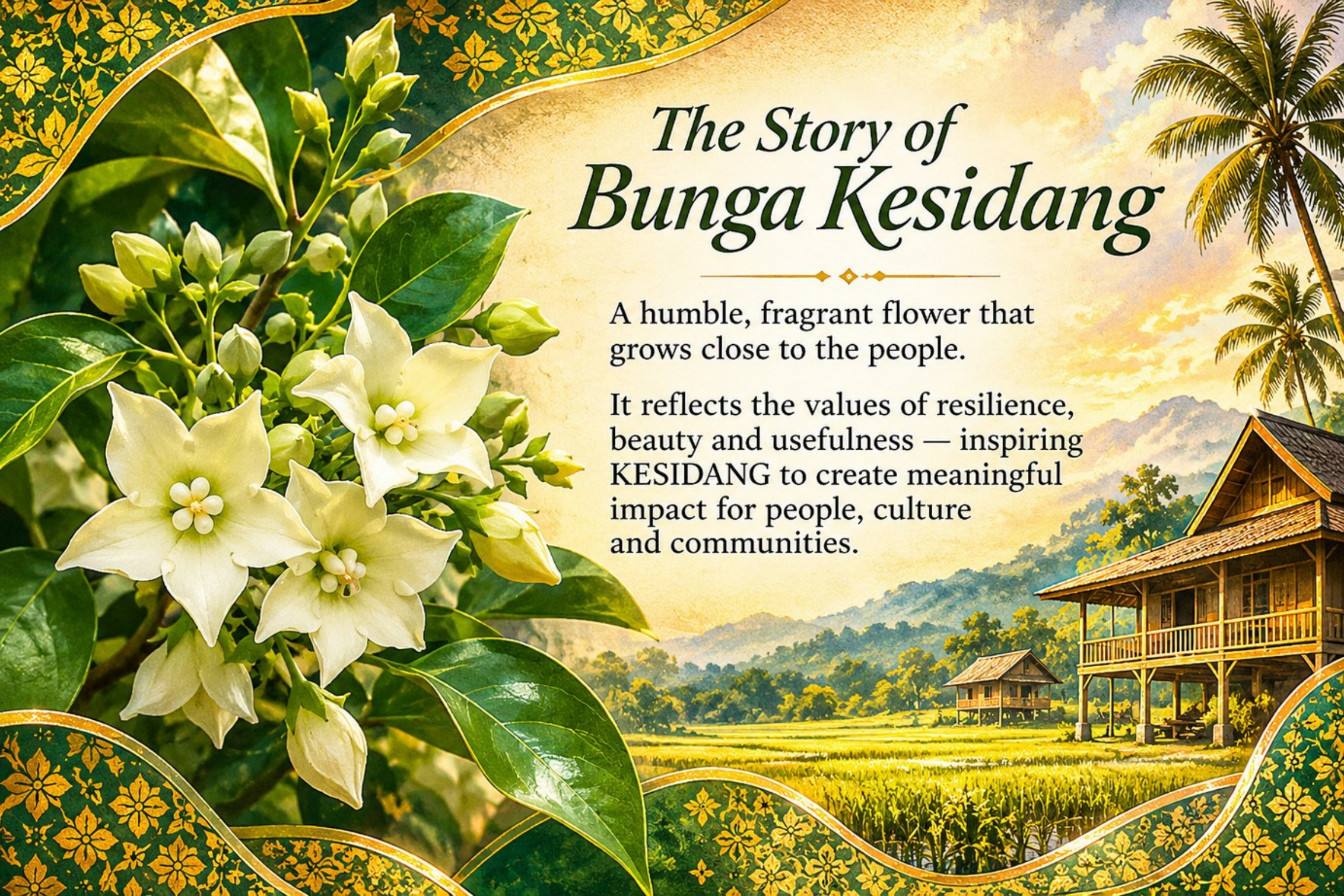

KESIDANG
Empowering IMPACT Stories
An International Social Impact Agency
Social Sejahtera Communications Agency (SSCA)
Rooted in Heritage. Connected to the World.
Corporate Profile | 2026 – 2027


The Story of
Bunga Kesidang
A humble, fragrant flower that grows close to the people.
It reflects the values of resilience, beauty and usefulness — inspiring KESIDANG to create meaningful impact for people, culture and communities.



Our Vision

To be a globally recognised
Social Impact Agency from Malaysia
that champions ethical business,
cultural heritage and sustainable tourism
for people, communities and a better world.

Our Aspiration

People
Empowered communities

Planet
Sustainable environments

Prosperity
Inclusive & ethical economies

Purpose
Meaningful and lasting impact


Our Mission
To curate and communicate Malaysia's cultural, heritage and hospitality stories into meaningful experiences, partnerships and impact-driven initiatives that benefit people, communities and the nation.











Our Core Focus

Purpose-driven initiatives and enterprises that connect culture, people and place for sustainable and inclusive impact.

HE Tourism

Sustainable, ethical and community-based tourism

HE Business

Inclusive and impact-driven enterprises

Culture & Heritage

Preserving and reimagining Malaysia's living heritage

People & Communities

Education, capacity building and social empowerment


Our Value Proposition
We bring together culture, creativity, communities and commercial opportunity to create sustainable and meaningful value for our partners.
Cultural Partnerships
Meaningful collaborations with public, private and community partners
Sustainable Tourism
Responsible, community-based and inclusive tourism initiatives
Commercial Opportunities
Culturally rich, market-ready products, programmes and experiences
Community Impact
Empowering people and local enterprises
Creative Innovation
Turning heritage and stories into new learning and business solutions
Global Reach
Showcasing Malaysia's culture, hospitality and values to the world

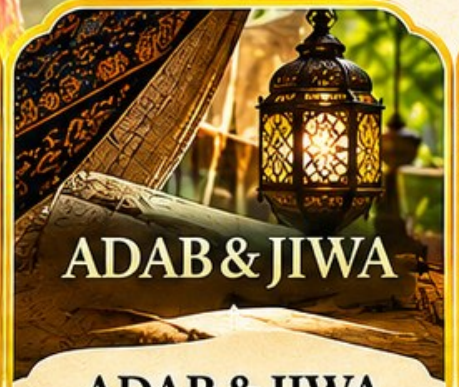
Our Key Initiatives

Signature programmes and platforms that bring culture, people, learning and purpose together for meaningful and lasting impact.



NASKAH *from Ra'ees*

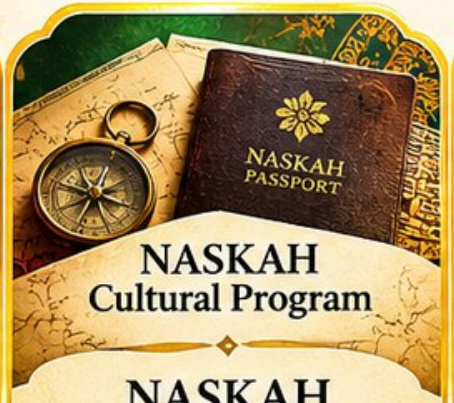
A cultural storytelling and discovery platform that connects Malaysia to the world.



ADAB & JIWA

The Heart & Soul of Malay Hospitality

A cultural immersion experience on Malay values, hospitality and pav of life.



NASKAH Cultural Program

Read, Discover & Create

An interactive cultural learning program for students, communities and international visitors.



House of *Hikayat*

A creative platform for heritage content, arts, crafts and cultural experiences with community impact.

Together, these initiatives advance
HE Tourism, HE Business and Social Sejahtera for a more inclusive, culturally vibrant and sustainable Malaysia.

Our Business Model

A purpose-driven and sustainable model
that creates social, cultural and commercial value.





Social Impact

People, education, communities and heritage preservation

Commercial Viability

Sustainable revenue streams and business growth

KESIDANG Business Model

Sustainability

Responsible, ethical and long-term value creation

Our Revenue Streams

- NASKAH Subscription (Sekeping Hikayat & Sampul)
- Cultural Programmes (NASKAH & ADAB & JIWA)
- Tourism & Hospitality Experiences
- Creative Products & Merchandise (House of Hikayat)
- Partnerships & Sponsorships (Public, Private & International)
- Consultancy & Capacity Building (HE Tourism & HE Business)

Cultural Preservation | Community Empowerment | Economic Opportunities | Responsible Tourism | Malaysia to the World


Our Strategic Partnerships
Collaborations that amplify impact, expand reach and create shared value for Malaysia.
Government Agencies
Tourism, culture, arts, crafts, education and community development
Hotels & Resorts
Guest experiences, cultural programmes and destination partnerships
Corporations & Businesses
Employee engagement, CSR initiatives and shared-impact programmes
Schools & Universities
Cultural learning, leadership and youth development
Communities & NGOs
Grassroots participation, heritage preservation and social empowerment
International Partners
Cultural exchange, market access and global promotion of Malaysia


Our Impact & Outcomes
Creating lasting value for people, communities and Malaysia through culture, tourism and social enterprise.
People
Greater cultural awareness, skills and opportunities
Communities
Inclusive growth and social empowerment
Economy
New livelihoods, market access and sustainable business opportunities
Heritage
Preservation, revitalisation and greater appreciation of Malaysia's heritage
Malaysia
A stronger, more inclusive and culturally vibrant Malaysia
Global
Showcasing Malaysia's unique culture, hospitality and values to the world

Malaysia Through Our Lens

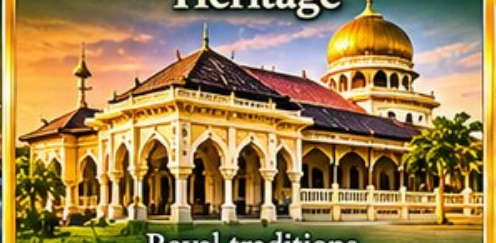
A land of rich culture, warm hospitality, unique heritage and extraordinary experiences for the world to discover.

Warm Hospitality



The genuine Malaysian welcome — respectful, heartfelt and inclusive

Living Heritage



Royal traditions, history and cultural legacies

Arts & Crafts



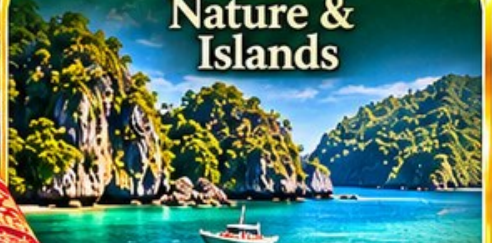
Timeless skills, from songket to traditional crafts

Gastronomy & Local Flavours



A world of authentic tastes, from traditional cuisine to cherished local kuih

Nature & Islands



Tropical islands, rainforests and extraordinary biodiversity

Diverse Cultures



A vibrant mosaic of Malay, Chinese, Indian, indigenous and other cultures

Creative Experiences



Immersive, hands-on and meaningful cultural experiences

Gateway to Malaysia



Seamless access, world-class connectivity and a welcoming first impression

Our Next Chapter

Scaling our initiatives, deepening partnerships and creating greater social, cultural and economic value for Malaysia and the world.

Grow Our Reach

Expand programmes and partnerships across Malaysia and beyond

Innovate & Develop

Create new cultural experiences, products and digital offerings

Empower Communities

Build skills, opportunities and sustainable livelihoods

Position Malaysia

Showcase Malaysia's unique culture, hospitality and values to the world

Together, we continue to share Malaysia's stories, values and hospitality with purpose and lasting impact.

Holistic Ethics (HE)

The Philosophy Behind Our Purpose

Holistic Ethics (HE) is our foundational philosophy that guides how we think, create, collaborate and deliver meaningful impact in the visitor economy.

HE Life Purpose | **Living Toyyiban** | **Global Citizenship**

A Values-Based Approach for People, Prosperity and the Planet

HE Business

Ethical enterprise, responsible partnerships and value creation that extends beyond financial return.

HE Tourism

Responsible tourism, cultural stewardship and inclusive opportunities for local communities.

In Practice at KESIDANG

We translate Holistic Ethics into meaningful outcomes through communications, curated experiences, programmes and partnerships that connect people, place, culture and prosperity.

Our Leadership

The People Behind KESIDANG





Nazaruddin Othman (Ra'ees)

Founder & Director

A Malaysian entrepreneur, hospitality innovator and business development leader with over 30 years of experience in hospitality, tourism, marketing communications and social enterprise.

Core Expertise & Experience

- Hospitality & Tourism Development
- Strategic Marketing & Communications
- Community & Social Enterprise
- Culture, Heritage & Creative Content
- Gastronomy & Experience Innovation

> *"To create meaningful experiences, responsible businesses and lasting opportunities for people, communities and Malaysia's living heritage."*

Leadership Philosophy

- **People First** – dignity, inclusiveness and genuine hospitality.
- **Purpose with Impact** – business that creates shared value.
- **Heritage for Tomorrow** – preserve, celebrate and keep it relevant.
- **Collaborative Growth** – work with partners for wider and lasting impact.

At a Glance

- Founded one of Malaysia's early boutique guesthouse groups (1995).
- Led marketing communications for national organisations including Tourism Malaysia, Telekom Malaysia and Pos Malaysia.
- Initiated community programmes that benefited more than 7,500 people.
- Now leading KESIDANG to integrate tourism, culture, communications and social enterprise through a Holistic Ethics (HE) approach.

Sustainability, SDGs & ESG

Responsible Business. Meaningful Impact.

Guided by Holistic Ethics (HE), KESIDANG integrates sustainability, the United Nations Sustainable Development Goals (SDGs) and ESG principles into our communications, programmes and visitor-economy initiatives.



Our ESG Approach

Environmental
Responsible tourism, resource efficiency and lower environmental impact.

Social
Community inclusion, local livelihoods, cultural continuity and fair opportunities.

Governance
Ethical, transparent and accountable business practices and partnerships.

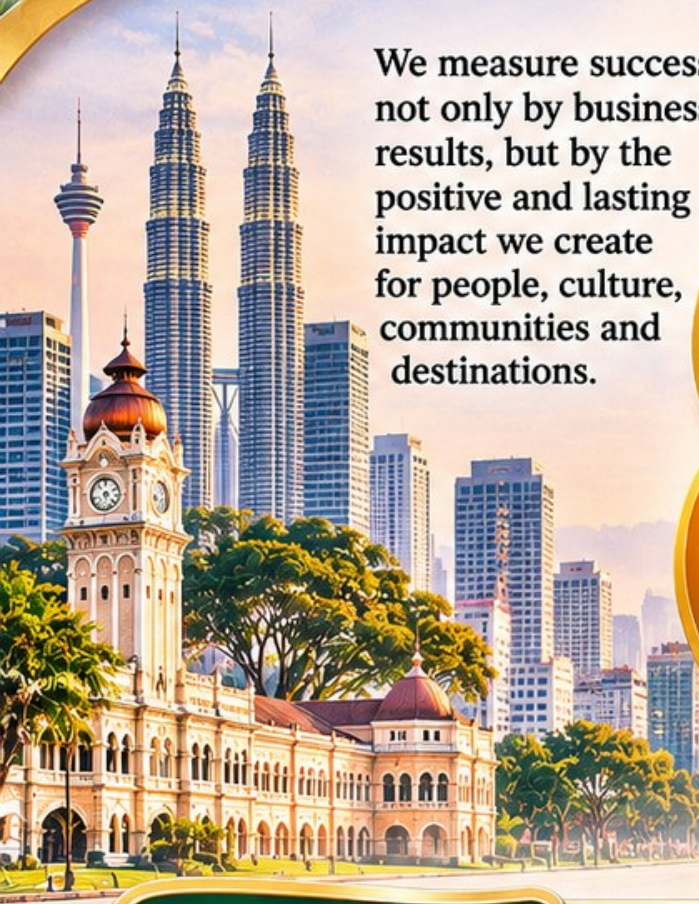
Our Sustainability Commitment

To ensure that tourism, hospitality and cultural development create lasting value for people, communities, heritage and the environment.

Measuring Impact

From Purpose to Outcomes

We measure success not only by business results, but by the positive and lasting impact we create for people, culture, communities and destinations.





Expected Outcomes

Greater Learning
Cultural discovery, heritage education and hospitality competency.

Inclusive Participation
Wider access and community involvement.

Economic Value
Support for local enterprises, jobs and sustainable income.

Responsible Practices
Responsible procurement, food heritage and resource efficiency.

Stronger Destinations
Living heritage and better destination stewardship.

Expanded Partnerships
Collaborative initiatives across businesses, institutions and communities.

Our Impact Goals

- People with Improved Skills & Opportunities
- Thriving Local Enterprises
- Heritage & Culture Preserved
- More Responsible Practices
- More Inclusive & Resilient Destinations
- Wider & Longer Term Partnerships

Work With Us

Partner with KESIDANG Curated Ventures to create meaningful, sustainable and commercially viable tourism, cultural and community initiatives.

Collaborate
Co-create programmes, experiences and content

Sponsor
Support initiatives with social, cultural and community impact

Host
Bring our programmes to your venue or destination

Invest
Explore partnerships and commercial opportunities

Expand
Take Malaysian culture, hospitality and ethical tourism to a wider audience

Let's Create Lasting Value Together

KESIDANG
Curated Ventures Sdn. Bhd.

kesidang.my@gmail.com
+60 11 2860 3451
https://canva.link/ssca

SSCA