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Men and their best friends: (From left) Chong and Tan playing with their dogs at Persatuan Penganut Agama Buddha Kwan Yin Kuala Lumpur and Selangor in Pandan Jaya.

Entrepreneurs with a heart for strays

By **WANI MUTHIAH**
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PETALING JAYA: Intent on becoming successful entrepreneurs but at the same time wanting to initiate change to the country's stray management system, two friends have embarked on a business plan with a unique twist.

Jeremy Chong, 27, and Robin Tan, 22, who are founders of a pet-related event management company, have included the Trap-Neuter-Release-Manage (TNRM) stray management system for cats and dogs in their company manifesto.

"We want to help the many rescue groups that are pushing TNRM to the authorities," said Chong.

Chong explained that including TNRM in their company manifesto would mean that every event or programme organised by the company would have segments providing information about TNRM.

"Some people here are sceptical about TNRM but we have seen its effectiveness in countries like Thailand," he said.

The business partners are planning to introduce TNRM at their coming event on Sept 8 and 9 called Le Viva 2012 Pets Charity Show at Viva Home Mall in Cheras.

"We plan to get industry players to support rescue groups on their propagation of TNRM," said Chong.

There will be talks, discussions and an exhibition on TNRM at

the event.

Tan said he was moved to help rescue groups push for TNRM because of the pain and suffering strays go through.

"My family and I take care of a colony of stray dogs near our home and it is heart-wrenching to see canine mothers trying very hard to shelter their puppies from rain and the sun while looking for food.

"The only way we can put an end to their suffering as well as ensure there are fewer strays on our streets is through TNRM," he said.

The duo welcomes anyone with information on TNRM and who can speak on the subject to contact them.

Chong can be reached at jeremy.mcr@gmail.com.