

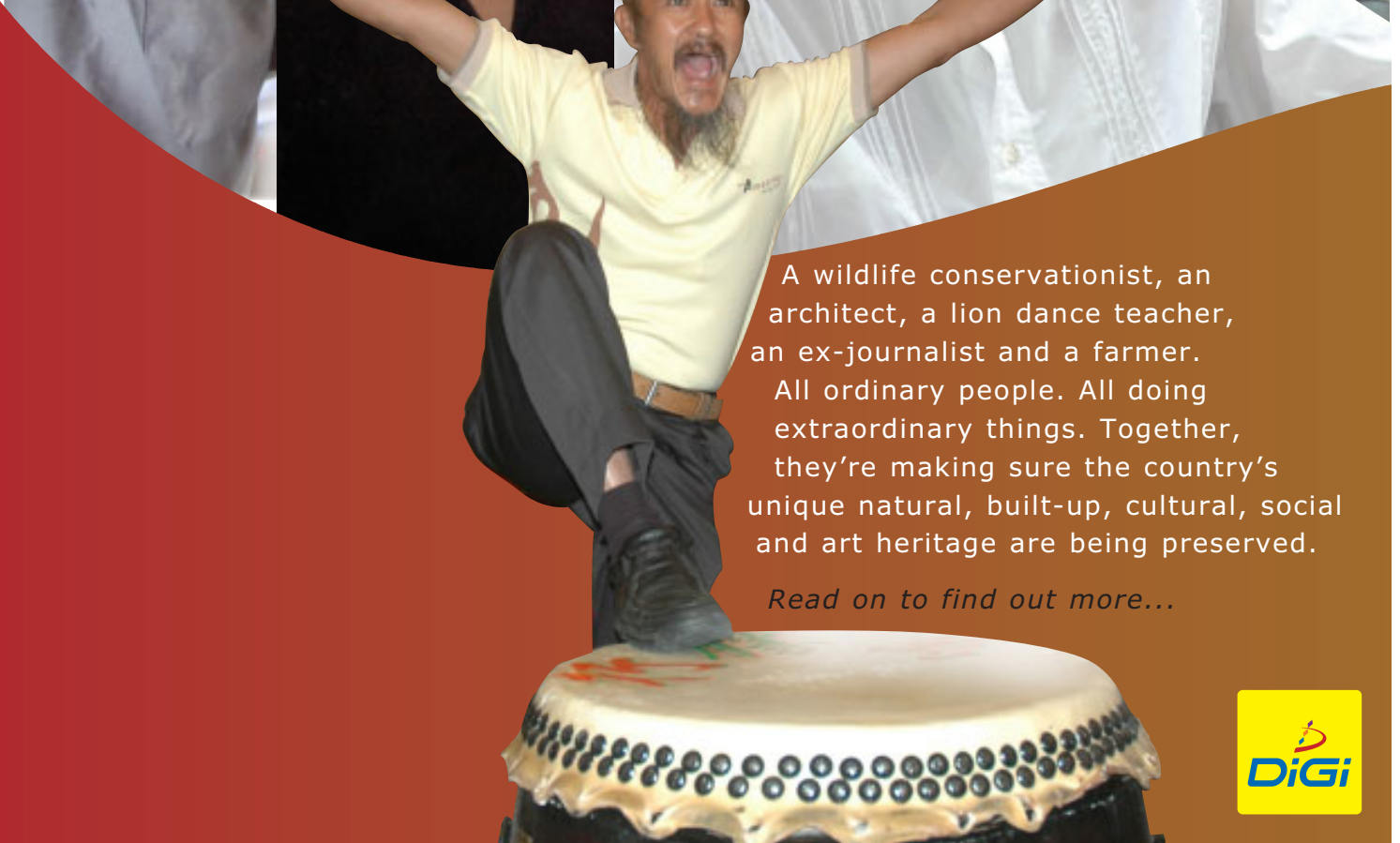
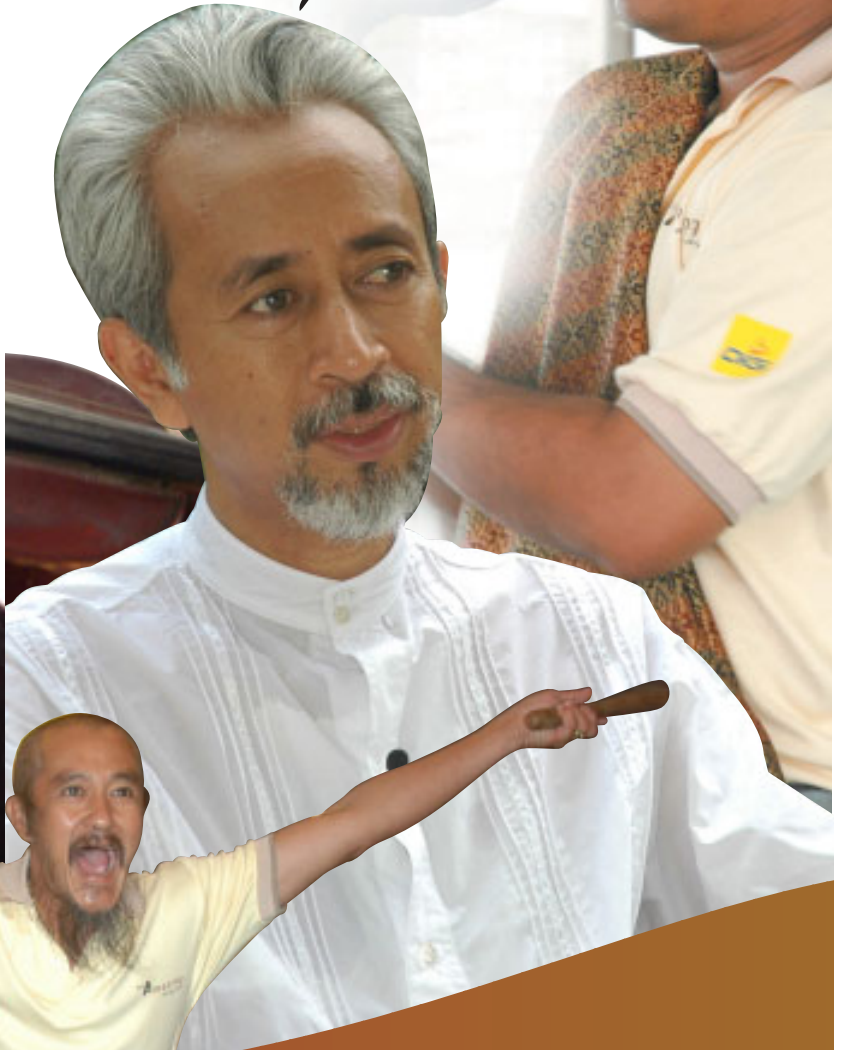
# who are

DiGi's



# Amazing

# malaysians?



A wildlife conservationist, an architect, a lion dance teacher, an ex-journalist and a farmer. All ordinary people. All doing extraordinary things. Together, they're making sure the country's unique natural, built-up, cultural, social and art heritage are being preserved.

*Read on to find out more...*



In a coastal corner of the Matang Mangrove Swamp, Perak, lies a small fishing village called Kuala Gula. The wetlands support a community of some 7,000 people. They cultivate shrimps for export. Their catch is also sold at markets in neighbouring Taiping.

# the Wetland Restorer of Perak

But their wetlands was in danger. People were throwing rubbish into the waterways. Slowly, it was getting clogged with non-biodegradables. That was until **Balu Perumal** came along. Balu helped the community realise the importance of maintaining a clean wetlands for sustainable fisheries. He also helped them recognise the tourist potential of Kuala Gula, which is a favoured pit stop among migratory birds! Balu spent the school holidays in June with some 100 primary schoolchildren from Kuala Gula, teaching them about the wonders of the wetlands. He also worked with them to build a wetlands garden and a resource centre in the compound of the Sekolah Kebangsaan Kuala Gula. Today, the wetlands garden and resource centre are being used by the Co-Curricular Department of the Ministry of Education for field trips to raise awareness on the importance of wetlands.

Painting a mural in the resource centre.



On a guided nature walk.



"My husband, David, and I spent our 13th anniversary in Kuala Gula, helping out in this project, because we felt it was worth it." ~ **Jayanthi Suppaya**, lead facilitator

"This project has made the children appreciate the beauty of surrounding objects that they would usually ignore." ~ **Shaharudin bin Sani**, facilitator

"When I was 12, I didn't know about the benefits of nature. I think it's great that DiGi is taking the initiative to explain nature to young students." ~ **Linkeswaran Ghanapathy**, facilitator

"I'm a retired fisherman. These days, I do odd jobs. When I heard about this project, I decided to help. Why not? It's a very good project." ~ **Ong Kim Meng**

"When I first came to Kuala Gula, I couldn't understand what they meant when they talked about tourism here. But now I've come to see and appreciate the beauty of the wetlands. With deeper knowledge comes deeper appreciation." ~ **Ishak bin Mohd Noor**, Head Master of Sekolah Kebangsaan Kuala Gula



Linkeswaran helping to create the wetlands garden.



DiGi's CEO Morten Lundal and sons at the 'groundbreaking' ceremony.

Enjoying a performance by the Jumping Jellybeans.



Sketching the wildlife into their workbooks.



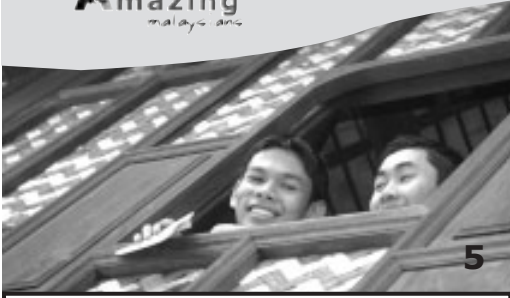
## About Balu Perumal

Balu is a dedicated environmentalist with 10 years' research experience with WWF Malaysia. Upon leaving WWF, he has been a freelance environment consultant, lending his expertise to eco-agencies and NGOs such as WWF, TRAFFIC, MNS and Wetlands International. At the time of the DiGi project, Balu was completing a two-year Wetlands International programme based in Kuala Gula.

*"To resolve some of the more pertinent environmental issues in the country, the general level of awareness has to be raised and the relevant stakeholders engaged for collaborative action."*  
— Balu Perumal



Lundal and DiGi's Amazing Malaysian, Balu Perumal.



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**1, 2, 3. Workshops** ~ At the launch of the project, the youth were introduced to wood carving, weaving and the art of architectural drawing.

**4. Tiang seri** ~ The "official" launch was marked by a tiang seri ceremony, during which the main pillar of the kampung house being rebuilt was pulled up.

**5. Museum trip** ~ The youth were taken to the stunning Losong Muzium, Terengganu, one of Raja Bahrin's masterpieces.

**6.** The participants in front of the main pillars of the kampung house following the tiang seri ceremony.

**7. Teambuilding** ~ Although heritage is the main concern of the Amazing Malaysians programme, the children in every project are "jumbled together" with those from different schools, different races and therefore different backgrounds... and they always have fun!

**8.** Raja Bahrin and DiGi's Chief Technology Officer, Jon Eddy.

**9. At Aryani** ~ The youth were also taken on a tour of the Aryani Resort, where Raja Bahrin has installed some restored kampung houses.

**10.** The finished house.



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### About DiGi's Amazing Malaysians

DiGi's Amazing Malaysians is a corporate social responsibility programme which identifies passionate individuals who, quietly but with dedication, work towards preserving Malaysia's heritage. DiGi provides resources for these unsung heroes to share their knowledge and skills with children and youth.

Most of the projects are centred in rural locations, and the children involved come from the surrounding areas.



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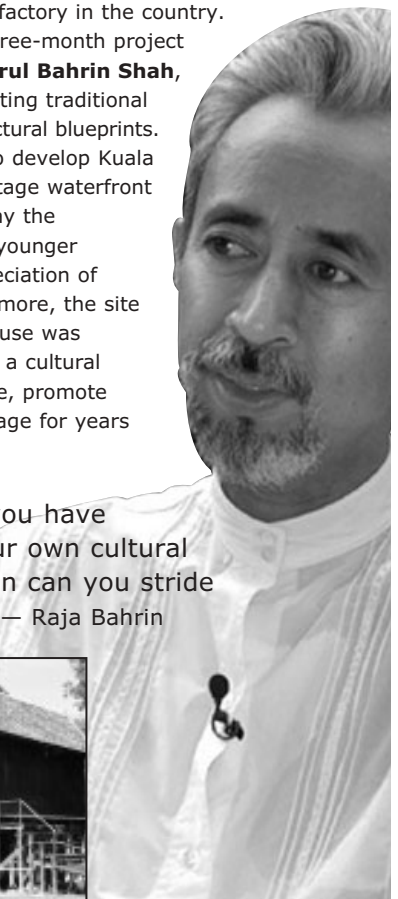
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They came. They documented the rebuilding of an old *kampung* house. And in the process they discovered the beauty of traditional architecture.

The 40 secondary school children who took part in the Traditional Architect of Terengganu project learnt about the hardness of cengal (indigenous timber). They saw how planks of cengal were fixed together without nails. They were wowed by centuries old intricately carved wooden doors. They were even taken to Kelantan to visit the last "singgora" tile factory in the country.

Leading them in this three-month project was **Raja Dato' Kamarul Bahrin Shah**, renowned for incorporating traditional elements in his architectural blueprints. While there are plans to develop Kuala Terengganu into a heritage waterfront city, this DiGi project lay the foundation among the younger generation for an appreciation of built heritage. What is more, the site where the kampung house was rebuilt is to evolve into a cultural village. It will, therefore, promote Malaysia's unique heritage for years to come.

"To go forward, you have to be aware of your own cultural identity... only then can you stride with confidence." — Raja Bahrin





# DO YOU **KNOW** OF AN AMAZING MALAYSIAN?

DiGi Telecommunications is beginning a nationwide search to uncover more Amazing Malaysians.

**We are looking for individuals who are:**

- involved in heritage preservation, meaning they have to be active in projects that aim to conserve Malaysia's natural, cultural, built, social or art heritage
- willing to spend up to three months with groups of 50-100 children/youth, imparting knowledge and skills that will enable the younger generation to understand why heritage preservation is important
- so passionate about heritage that young people will be inspired to carry on the good work!

## **What do you do if you know of an Amazing Malaysian?**

Nominate the person, of course! Go to [www.digi.com.my](http://www.digi.com.my) for a nomination form. Simply fill this in and send it back to us. We will do the rest. For clarification, you can call 016-211 1192.

**DEADLINE FOR NOMINATIONS:** **December 4, 2005**

## **What does a DiGi's Amazing Malaysian stand to gain?**

Most of our Amazing Malaysians for year 2005 have been surprisingly low-profile people, who persevere in preservation work out of a deep love for heritage. They are ordinary people leading extraordinary lives. They have benefited by being DiGi's Amazing Malaysians by receiving some much-appreciated support and resources to carry on with their projects. At the same time, the awareness created contributes to a richer Malaysia, a nation that is able to make great strides into the future from the stability that a strong cultural grounding provides.

If the person you nominate is eventually chosen as one of DiGi's Amazing Malaysians 2006, you stand to benefit from some of DiGi's more innovative products and services. More details of this are available on the website. We will be choosing an Amazing Malaysian for each of the following five categories – **natural, cultural, built, social** and **art heritage**.

