

A Collaborative Beach Cleaning Programme between Daiken Sarawak Sdn Bhd, Universiti Putra Malaysia Bintulu Sarawak Campus and Sarawak Forest Corporation Sdn Bhd

Daiken Sarawak Sdn Bhd (DSK) in collaboration with Universiti Putra Malaysia Bintulu Sarawak (UPMKB) and Sarawak Forestry Corporation Sdn Bhd (SFC) had conducted a beach cleaning campaign at Similajau National Park, Bintulu, Sarawak on 16th September 2017, Saturday.



Figure 1: Daiken Sarawak Sdn Bhd staff's representative for Beach Cleaning Programme.

This inaugural campaign was led and fully sponsored by DSK as one of the contribution to the community in Bintulu Division, Sarawak. Through this Corporate Social Responsibility (CSR) programme, it is a reflection of DSK's commitment towards promoting awareness and positive impact to the environment and other stakeholders including consumers, employees, investors, communities, and others surrounding areas.

Theme of Beach Cleaning 2017 “CREATING ENVIRONMENTAL FRIENDLY” had been highlighted as to create awareness from three different background of sectors, includes Manufacturing Industry, Tertiary Education and Sarawak Government agencies. An approach of this collaboration program are responsible to achieve the following objectives includes; to provide opportunities for everyone to create a positive contribution towards a sustainable clean environment for better future and, to contribute to the surrounding communities, in terms of overall environmental, social and economic goals beyond the interests of the industry.

Furthermore, Daiken Sarawak Sdn Bhd are committed with CSR activities as apart to achieve Quality, Safety, Health and Environmental Policy. DSK slogan 'We DSK, sharing happiness and pride together' are well shown through this campaign as DSK able to share and create the happiness within community from this successful programme.

Responsible and respectable community towards environment should be adsorb in younger generation. Universiti Putra Malaysia Bintulu Sarawak Campus, a tertiary education ensuring their University Social Responsibility are beneficial and helpful in creating environmental awareness within the students besides to further strengthening the relationship with others sectors in Bintulu.

Sarawak Forest Corporation being the custodian of Similajau National Park has helped to the success of this event. Sustaining a conducive and clean beach through cultivate cleanliness program awareness had support National Park in conserving the flora and fauna. Beach cleaning sites is situated 30 km north-east of Bintulu and approximately 10 Kilometers away from DSK. The site is on (3.3481° N, 113.1570° E) with a total area of 8,996 hectares. The beach cleaning area is located at Park HQ area stretching approximate 500 meters along the coastline.

This campaign involved of total 131 participants from three sectors and the activities was start at 8.15 am with welcoming speech and safety briefing by Park Warden, Mdm Salvia Sembai. Thereafter, UPMKB's Dean, Dr. Zamri bin Rosli relay his message on his hoped that this effort stimulate and create awareness within the community on the importance of a clean beach towards the ecosystem. Managing Director of Daiken Sarawak, Mr Takahisa Honda was really proud with the commitment and effort given by all participant in ensuring the objectives of CSR activities achieved.



Fig 2 : Opening Speech and Safety Briefing by Park warden, Similajau National Park, Mdm Salvia



Fig 3 : Speech from UPM Bintulu Sarawak Campus, Dean, Dr. Zamri Bin Rosli

Mr Takahisa Honda, MD Daiken Sarawak officially launch the collaborative programme by signing the banner which stated “I have clean the beach, Have you?” followed by Dean UPM Bintulu campus, Dr Zamri bin Rosli as to encourage the visitor and public to join the organization in maintaining the cleanliness of Similajau National Park, Bintulu. Thereafter, Managing Director of Daiken putting a gold plate on the top of Cement Ferro dustbin which is fully sponsor by Daiken Sarawak Sdn Bhd as a remembrance to this collaborative programme, This cement ferro dustbin was placed permanently at the main entrance of this park and every visitor will be able to view and use the dustbin.



Fig 4 : Speech from Managing Director Daiken Sarawak Sdn Bhd, Mr. Takahisa Honda.



Fig 5 : Kick off ceremony, signing on the banner by MD, Daiken Sarawak



Fig 6 : Mr. Takahisa Honda putting a Gold plate on Cement Ferro Dustbin. 2 dustbin was sponsored by Daiken Sarawak to Similajau National Park.



Fig 7 : Memento from UPM Bintulu to Daiken Sarawak.

Group photo was taken before morning exercise. In ensuring the safety and Health of all participants, Zumba exercise was inline in the programme. Twenty minutes of Zumba exercise was led by the student from Department of Forest Science, UPM Bintulu Campus and all participants took part enjoy and being energize before the beach cleaning activities started.



Figure 8: 131 participants involved in beach cleaning programme



Fig 9 : Morning Exercise before beach cleaning activities

Beach cleaning was started at 9 am and participant had been divided into two big groups led by officers from Similajau National Park, Sarawak Forest Corporation. The beach cleaning area stretching approximate 500 meter along the coastline and it took about one hours 15 minutes for the last group to be back to the function hall.



Fig 10 : Participant collecting rubbish along the coastline



Fig11 : MD, Mr Takahisa Honda showing rubbish collected from this beach cleaning activities

Closing remarks was delivered by Bintulu Regional Manager of Sarawak Forest Corporation, Madam Endela Tipot and they hope that SFC will continually being support by the industry in maintaining the cleanliness of the National Park. As closing, Madam Endela signing the banner and thereafter handover the certificate for excellent participation to participants from Daiken Sarawak and UPM Bintulu Sarawak Campus. Towards the end of the ceremony, every participants are delighted with refreshment provided by Daiken Sarawak Sdn Bhd.



Fig 12: Madam Endela closing the programme



Fig 13: Handover certificate to participants



Fig 14 : Press release statement with Sin chew, Fig 15 : Sin Chew Daily newspaper
See Hua and TV1



Similajau National Park, Bintulu, Sarawak was first gazetted on 1st December 1976, and published on 20th April 1978 and served as a totally protected area and recreational purposes. The park is rich in flora and fauna that features tropical rainforest, riverine forest, beach forest, Kerangas forest, beaches of white and golden sand, and rocky beaches. The beach of this national park facing the South China Sea which is stretching about 30 km length starting from Sungai Likau in the south to Sungai Similajau in the north.

A clean environment is vital for humans to live conducive. However, littering and visual pollution normally affected our environment and thus, cause the losses of aesthetical values of the Mother Nature such as beaches. All kinds of rubbish thrown or improperly dumped to the river system generally will end up and accumulate at the beach adjacent to the river mouths system. Thus, beach cleaning program can be an important part of a significant and meaningful awareness platform to serve the nature back to normal and unpolluted condition. Additionally, other benefit gain is promoting a long-term improvement in term of sustaining clean, conducive and safety of beach at Similajau National Park.

Thus, all visitors or tourists that coming to this beautiful Similajau National Park will be welcome by a lovely and clean view of beaches that glancing into the ocean. This beach strip is an invitation and the gateway to Bintulu town, hence, we need to clean it up and keep it clean.

