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Customer Service Every Ipohite Deserves



By Tan Mei Kuan, Nabilah Hamudin, Khaleeja Suhaimi and Amy Chan

re you getting the service you deserve? In this issue we discuss face-to-face customer service in retail and F&B outlets in Ipoh from the perspectives of its service staff as well as consumers.

Our interest stems from the various laments we have received from Ipohites. "Once when I wanted to look for something in a mall and asked the staff for its location, they merely ignored me. At the counter when I was paying, only one or two counters were opened when there were other cashiers there but with the "lane closed" sign. What sort of customer service is this?" one housewife lamented.

Our Ipoh Echo's resident Foodie SeeFoon, had a disappointing encounter at Jaya Grocer recently when a package of cream cheese accidentally dropped on the floor and spilled some of its contents as the plastic bag containing it gave way and tore. The item had just been paid for but the counter girl refused to replace it with a new one. SeeFoon then asked to see the manager and the girl slowly meandered to the back where after an inordinately long wait, See Foon left the shop in high dudgeon as the manager and the counter girl did not show up. "Is this the way, the supermarket hopes to thrive?" she huffed.

Continued on page 2









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Customer Service – Can Make or Break a Business Entity

Giant (Falim)

iant" is a name ${f J}$ familiar to most households and it is not a surprise given their popularity and we had the chance to interview Giant Falim's **Customer Service** Team Leader, Anne Jesinta.

To the service staff and customer service team in Giant Falim, customers are always right, following slogan their "Customer 1st". First and foremost, they will



never avoid any customer. Instead, the service staff will try their best to cater to the customers' needs.

"All of us are briefed in the morning on the do's and don'ts in good customer service before we open for business," she said when asked about how they are monitored for the upkeep of good customer service.

"Another way we can monitor this ourselves is by distributing suggestion forms to the customers. This is how we constantly receive feedback regarding our customer service," she added. The task of monitoring the service staff falls under the team leader.

A customer, who is a housewife, at Giant Falim reminisced to Ipoh Echo that she has had her own experiences of good customer services. She had purchased an item at the newly opened Giant at Falim that was different from what she had seen in the pamphlet and wanted to return the product as well as get a refund.

Other places will replace an item of equal value when they do not have the product I want. I am happy that they are willing to refund me my money," she told Ipoh Echo. This, she said, is a very good example of excellent customer service.





Mydin (Meru)

or Mydin, good customer service means customers are satisfied with all that they Γ provide. If customers happen to face a problem, the team is ready to help them out. Some of the services they provide include helping customers get the exact price during a promotion, refund, exchanging items if there is a problem, bringing customers' items straight to their car and more.

Every time there is a new employee, be it a cashier or others, it is compulsory for them to attend an employee training. During the training which will be conducted by the headquarters of Mydin at the mall itself, the staff are trained to greet customers and constantly smile.

Apart from that, employees will also have to learn and understand about Mydin as a whole, their job on a daily basis, the importance of cleanliness in the industry and the right working ethics. They need to know the significance of handling customers well according to the different age groups. For example, senior citizens will be treated in a more gentle manner and heavy items will be carried by workers.

We also help customers create a Mydin member card if they're interested and will guide them through the whole point redemption process. What matters most to us is that customers leave with a smile, knowing that we have given our best service. Fulfilling a customer's need is essential for us," said Customer Service Associate, Hema a/p Sinnatamby.

According to Hema, if a customer launches a complaint, it will be issued to the respective department manager and branch manager for further notice and action.

"The last thing we'd want is to have an unhappy customer," she continued.

Retiree couple, Richard and wife who shop for groceries every now and then, say that their experiences at Mydin vary.

"We come here for groceries as we live nearby. Once, when they didn't have what we wanted, one of the workers suggested we look for it in Jaya Grocer instead. I think it's a bold and genuine move. Not all workers would suggest another place, especially if they're in the same field," he exclaimed.

AEON (Kinta City)

Teanwhile, AEON CO. **IVI**(M) Bhd spokesperson, who wanted to remain anonymous, told Ipoh Echo that the company's principle in regards to customer service is to serve the 'Customer First'.

She said, at all times, in every market, AEON's activities are guided by its unchanging 'Customer First' philosophy.

Its aim is to surpass expectations by combining quality products with unique personal services that enhance the shopping experience to make customers smile every time they shop.

When asked how they

ensure excellent customer service is provided, she stated that AEON has made it mandatory for every retail employee to undergo stringent in-house training in order to enhance their skills.

Aeon weighing station

According to her, the customer service practised by the company is synchronised with its strategy too.

"Our strategy is to establish a solid competitive position and achieve continuous growth. However, one of the key components underlying with our strategy is accelerating shopping centre development, where we channel our resources towards developing attractive, integrated commercial facilities which our customers can fully enjoy in a regional shopping centre and neighbourhood shopping centre. We want our customers to feel comfortable and always assisted by our staff during their shopping,"

A 50-year-old teacher, Ahmad Hussaini Ahmad Hussein, told Ipoh Echo that he



always buys his monthly groceries at AEON Klebang. Recalling his experience, he said that he is always satisfied with the customer service provided by the hypermarket.

One day, his wife and his daughter forgot to take a trolley after he purchased a television at the store. Then, a staff assisted him by getting one and sending the item he bought to his car.

"The staff even told my wife to come purchase the television on the day when she can get a voucher and reserved the television for my wife. We wouldn't know about the voucher if he didn't inform us about it. I really appreciate what the staff had done," said Ahmad Hussaini.



KUOK, NOT ANY PUNCHING BAG

The premise that Kuok became super-duper rich because he was given a concession, a carte blanche to do business is very naïve.

ourism and Culture Minister Datuk Seri Nazri Aziz's recent outburst against Malaysia's richest man, Robert Kuok, had many Malaysians on their toes. Nazri's remarks were not only scathing but out rightly crude as offensive words were liberally used. He had called the billionaire a "coward with no balls" and had asked the tycoon to renounce his citizenship.

One other Umno stalwart who was equally critical of Kuok's success and perceived generosity towards the opposing Democratic Action Party was Datuk Seri Tajuddin Abdul Rahman, the Member of Parliament for Pasir Salak. Tajuddin told Kuok to remember his roots.

The tirades followed Prime Minister Najib's remarks about rich Malaysians owing their success to opportunities created via government policies.

"If we look at the list of names of

the richest people in Malaysia such as Robert Kuok, who gave him the key to become the rice and sugar king? It was given to him by the government," said Najib at an event in Selangor on February 24. The Prime Minister admitted that Kuok's success was through discipline, hard work and diligence but that was not enough. "Everyone needs the key to creating these opportunities," added the Prime Minister. And that key, said Najib was given by people in power then.

The premise that Kuok became super-duper rich simply because he was given a concession, a carte blanche to do business is naïve indeed. No one can become rich by idling around doing nothing and expecting a chest of gold to drop from the sky. The failure of many of the establishment's favoured sons and cronies is a testament to this flaw – they do nothing but sit and wait for more favours from their benefactor. The list of failures is as long as your arm.

Well, talking about concession and permit, where do you expect these to come from? Of course, it is from the government. It is the government's prerogative to pick its nominees - you and I don't matter because we neither have the money nor the clout like some do. Yet these privileged few failed when and where it matters.

The Malaysian government should be grateful to Robert Kuok for without him the government's coffers will not be flushed with funds obtained from taxes it imposed. And it was because of these hefty taxes that prompted Kuok to move to Hong Kong in 1974, forming Kerry Holdings Ltd with a capital of HK \$10 million.

And, in case we have forgotten, it was Kuok who was instrumental in establishing MISC (Malaysian International Shipping Corporation), Bank Bumiputra and Pernas (National Corporation). However, when MISC and Bank Bumiputra were handed over to others they went belly-up and had to be rescued with a massive injection of the *rakyat's* money. This has been the standard practice for years now. Someone forms a company and when company prospers, the owner is told to give it to a crony. The company flips and goes into a tailspin. Government steps in and props it up with public funds. Incidentally, Kuok's one-time flagship, the Malaysian Sugar Manufacturing, is facing the same problem today.

Kuok began his trading business long before the introduction of the New Economic Policy (NEP), a social and economic re-engineering programme to place bumiputra (sons of the soil) at par with the more enterprising Chinese. He made his fortune in sugar and flour refinery, trading and hotels. When this was happening the government did nothing but stood by and watched and collected taxes at the poor man's behest. And as Kuok's business flourished, the then Prime Minister, the late Tun Razak demanded and got free shares – first 20 percent followed by another 20 percent – from Kuok's MISC. I am not making this up, the facts are available in Robert Kuok's recently published and hugely popular memoir.

If only Nazri, the Tourism Minister and senior ruling party member, had told Kuok to "surrender" instead of asking the government to "strip" the tycoon's citizenship, the way ordinary people would have suffered, speaks plenty about Nazri's resolve. This is what I term a *wayang kulit* (shadow play), an act deliberately done to hoodwink the audience. And the audience here is ordinary Malaysians like you and I. But, honestly, none of us are fooled.

Robert Kuok is beyond reproach. The nonagenarian has established a very close relationship with Beijing and he is President Xi Jinping's most trusted man in Malaysia. Prime Minister Najib has been courting the People's Republic of China of late for one reason or another. I don't wish to dwell into this for reasons best known to all.

Meanwhile, according to Forbes 2018 Billionaires List, Robert Kuok's fortune last year was rated at USD14.5 billion (RM56.5 billion). At the current market value he is worth USD15.4 billion. He is the richest Malaysian, and 96th in the world, having doubled his wealth from USD7 billion he had in 2009. Anyone wanting to square-off with this man should take the staggering figure into account before opening his or her big mouth. Period.







My wife and I bemoan the closure of our favourite eatery in our taman. Its opening mid-last year was like a dream come true. The operator, a Malay family who has been in the food business for almost three decades, cooks the kind of stuff we hanker for – asam pedas ikan pari, masak lemak cili api, fish head curry, mee bandung, laksa sarang telur, to name a few. We were never warned of its impending closure only to learn about it much later from the operator's son. The reason given was poor response thus keeping the restaurant going was pretty tough for his father. So it's back to the drawing board for us. We now have to venture out of Taman Botani for lunch and dinner. What luck?

EYE HEALTH — ADDRESSING BLEPHARITIS

Ipoh Echo's EYE HEALTH series continues with Consultant Eye Surgeon Dr S.S. GILL talking to us about BLEPHARITIS, or inflammation of the eyelids.

Inflammation of the eyelids is called **BLEPHARITIS**. When the oil glands at the eyelid margins malfunction and produce too much oil (sebaceous secretions), blepharitis can occur. At times, it may be associated with an underlying skin condition called Acne rosacea where there is already a generalised illness of the oil glands of the skin. Allergies to certain cosmetics like mascara, eyelid lotions, contact lens solutions, allergens in the air and some chemicals may also trigger blepharitis.



Dr S.S. Gill Resident Consultant Ophthalmologist, Hospital Fatimah

PREVENTION & TREATMENT

1. Eyelid Hygiene

If your practitioner has confirmed that you have blepharitis, then having **good eyelid hygiene** is even more important. Keep your eyelids clean and free from crusting of skin in order to reduce the risk of an infection. You may also clean your eyelids by using a small amount of **baby shampoo** diluted in warm water. Apply it with a cotton bud along the edge of your eyelid and rinse.



2. Warm Compress

Putting a **warm moist compress** by soaking a towel in hot water and then placing the warm towel over your eyelids for five to 10 minutes will often help. The water should not be scalding hot and the compress should feel comfortable on your skin. This often helps **to loosen any crusting** or flakes of skin. This can be done twice a day.

3. Antibiotic Ointment

Depending on the cause, your **practitioner** may treat you with either antibiotic **eye ointment** or a mild steroid eye ointment to be used sparingly (only to be prescribed by a doctor). This will need to be applied using a clean finger or a cotton bud taking **care not to scratch your eye** during application. If your symptoms are severe or other treatments don't work, your practitioner may prescribe oral antibiotics.

4. Treat Associated Conditions

People with skin conditions such as rosacea or seborrheic dermatitis (*like dandruff in the scalp*) are more prone to blepharitis. Get these treated by a dermatologist if you suffer from them.

5. Avoid Makeup & Contact Lenses

Do not wear any eye makeup during this time as it could worsen your condition or slow down the healing process. Worse still is to pick up another eye infection such as corneal ulcer which is serious. Therefore, it is best to avoid this until full recovery.

Finally, if you are in doubt about any eyelid problems, do seek professional help. Depending on the underlying cause of your condition which at times requires a medical professional to identify, you may also need additional treatment for this.

For more information, please call Gill Eye Specialist Centre, Hospital Fatimah 05 545 5582 or email gilleyecentre@dr.com

THINKING

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Society



Deanna Lim 016 501 7339

Indira Gandhi, the Ipoh mother who fought to keep her family, deserves our respect on International Women's Day

Te celebrated International Women's Day on March 8 and one woman who deserves special recognition is kindergarten teacher M. Indira Gandhi, who despite the challenges she faced, stood her ground to protect her rights and the rights of her children.

She worked tirelessly to recover her youngest daughter, who was kidnapped by her convert husband. Most other women would have given up, because they would have been working against a system which is biased towards one part of the community. No mother, should have to go through her ordeal. For the troubles and the pain she has been through, Indira deserves our

In January, the Federal Court granted an appeal by Indira, who challenged the conversion of her three children to Islam, by her ex-husband Muhammad Riduan Abdullah.

Indira's nightmare seemed to be ending when the Federal Court ruling gave her some hope. The landmark decision, nullified the conversion of her three children, Tevi Darshiny, 20; Karan Dinesh, 18; and Prasana Diksa, eight.

In normal circumstances, one would expect Indira and her three children to put the past behind them and get on with their lives. The problem is that the youngest child, Prasana is missing. She has been kidnapped by her father, Riduan.

Pathmanathan converted to Islam, in 2009, without telling his wife. They had been married for 24 years but when the marriage started to fail, Indira filed for divorce but this was complicated by his conversion. Without his wife's knowledge, he converted their three young children, by proxy. Their youngest, a daughter, Prasana, was only 11-months old at the time.

As a Hindu, she was unable to present a challenge in the syariah court. She is not the only person who suffers this injustice. Other couples face similar disputes, when one of them, converts their children to Muslim, without their knowledge.

Undaunted, Indira launched her legal battle.

In 2010, the Ipoh High Court granted Indira full custody of all three children, and Riduan was ordered to return Prasana to her mother.

In 2013, the High Court allowed her to bring them up as Hindus, as it quashed the conversion of her three children. Justice Lee Swee Seng said the conversion certificates were invalid because they were unconstitutional. He noted that they had been issued in the absence of the children and their mother. He stressed that the children had not been asked to recite the Kalimah Shahadah (affirmation of faith).

He specifically mentioned three articles of the Federal Constitution: Article 3, which allows people to practise their religions in peace and harmony, Article 5 which guarantees the right to life and liberty, and Article 11 on the freedom of religion, which confers one the right to educate a child in one's own faith.

Lee reminded us of the Convention on the Elimination of all Forms of Discrimination Against Women, and the Convention on the Rights of the Child. He stated that under a Perak enactment, children had to be present, for the issuance of a certificate of conversion, and that under the Perak Syariah Law, they had to recite the Kalimah Shahadah, in the presence of an official witness

A determined Riduan challenged this High Court ruling and launched an appeal.

The Ipoh High Court ordered the former IGP, Khalid Abu Bakar, to arrest Riduan and recover Prasana, but Khalid claimed that the Syariah court and High Court orders were conflicting.

The Court of Appeal set aside the mandamus order on Khalid; but in 2015, the Federal Court reinstated the mandamus order.

On Dec 2015, the Court of Appeal overturned the Ipoh High Court ruling on the case and ruled that the matter of conversion fell under the sole purview of the Syariah Court. Then, in 2016, the Federal Court ordered Khalid to arrest Riduan.

In the landmark ruling on January 29, the Federal Court unanimously declared that it was unlawful to convert children to Islam without the consent of both parents. Indira was granted custody over all three of her

So, will the new IGP, Fuzi Harun, find Prasana? The former IGP dragged his heels, and failed to execute the order to arrest Riduan and locate Prasana.

One Canning Garden Malay housewife said, "Islam is not a personal faith any more in Malaysia. It is a political tool to stay in, and gain more power. As a Malay, Muslim and a Malaysian, I feel despair.

"Malays have to take charge of their destiny. Stop listening and kowtowing to political or religious leaders. Allah gave us a brain to think. Leaders are not Allah's representative on Earth. These leaders are

flawed and their personal agendas make them more flawed than the next human being." It is over a month since the landmark ruling. Prasana has not been found and Riduan

is still at large.

ES Shankar, the author of "Murdered in Malaysia" has suggested the following tips for the former head of Special Branch and current IGP, Fuzi, to locate the fugitive lorrydriver, Riduan.

- i) His parent's home.
- His sibling's homes. Shankar alleges that some of them have also converted to
- JAKIM/JAIS. His conversion notes will have a record of his Identity card
- The Income Tax Department/Employee's Provident Fund/Socso.
- The Identity card and Passport Departments
- To enlist the help of Bank Negara Malaysia to liaise with banks, hire purchase and credit card companies
- The Ministry of Health may have their medical records.
- The Ministry of Education for the daughter's school registration viii)
- The Lorry Drivers' Association
- ix) The Road Transport Department
- Vehicles insurance companies
- xi) The Ah Longs from Bukit Beruntung

Shankar said, "Have you ever wondered how the cops are able to apprehend those who ransack the homes of Ministers and VVIPs, within a few days of robberies, but cannot trace Pathmanathan/Riduan after more than a year?"

Source: https://www.thestar.com.my/news/nation/2018/01/29/federal-court-unilateralconversion-of-indira-gandhis-3-children-is-null-and-void/

ABOUT LASIK

Dr Lee Mun Toong

Consultant Eye Specialist Surgeon KPJ Ipoh Specialist Hospital

LASIK-Xtra: Is It for Everyone?

ASIK-XTRA is a non-invasive, fast and assumed low-risk procedure in which Corneal Collagen Cross-Linking (CXL) is performed in conjunction with LASIK. Combination of Riboflavin together with U-V light will activate and enhance cornea's collagen fibrin to cross-link so as to strengthen the infra-structure of the cornea.

This treatment is recommended for LASIK patients and is especially beneficial for patients with high myopia, marginal corneal scan results, younger patients and those with

Basically, anyone who is at greater risk of developing ectasia after refractive surgery would be considered a high-risk patient.

LASIK Xtra is currently European Certified (CE Mark) and is undergoing US FDA-approval clinical trials.

What is the mechanism of LASIK Xtra?

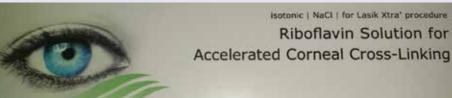
They key elements used for LASIK Xtra are Riboflavin (Vitamin B2) and an Ultra-Violet light source. Riboflavin (Vitamin B2) is a natural occurring vitamin in our body, including the eye and other food sources. It has been used for more than a decade as a photosensitizer (a medium to initiate a reaction by absorbing light) for corneal cross-linking procedure. Riboflavin (Vitamin B2) is non-toxic and is also commonly used as an additive in food and pharmaceuticals. Ultra-Violet A (UVA) is one of the 3 types of invisible light rays given off by the sun (together with ultra-violet B and ultra-violet C) and is the weakest of the three. Exposure to UVA light during LASIK Xtra is comparable, or even less than, the exposure of the eye to the UVA light in sunlight for a day outdoors in the summer.

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- a. Extend the longevity of LASIK, decreasing the need for enhancement(varies from individual to individual)
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- c. Increase Stability in Visual Outcomes and achieve higher quality of vision insuring as safe eye care as possible.
- ne potential for long-term changes in our vision

1.Lasik Xtra® Provides Corneal Stability and Improved Outcomes.Rajesh K. Rajpal,corresponding author Christine B. Wisecarver, Dawn Williams, Sachin D. Rajpal, Rhonda Kerzner, Nick Nianiaris, Grace Lytle, and Khoa Hoang Ophthalmol Ther. 2015 Dec; 4(2): 89–102.Published online 2015 Oct 26. doi: 10.1007/s40123-015-0039-x



For more information, readers can call Lee Eye Specialist 05 254 4388 or email at ishkpj@gmail.com. Also visit their Facebook page: LASIK Services at **KPJ Ipoh Specialist Hospital.**

Opening hours: 8.30am-5pm (Mondays to Fridays), 8.30am-1pm (Saturdays).

SeeFoon Gets Fresh in Tualang





seefoon@ipohecho.com.my

Pics by Vivien Lian

am one of those Foodies who hates doing two things for food: queuing (unlike my compatriots in Singapore who since the awarding of a Michelin star to two food stalls, will happily queue an hour or more to sample the food); or driving more than half an hour to eat.

Hence when anyone suggests Tanjung Tualang for to me, I always groan inwardly and most of the time politely refuse. My argument to myself has always been, "But I can get the Udang Galah (fresh water prawnsactually a crayfish) in quite a few restaurants in Ipoh so why drive to Tualang?"

I was soon to learn the error of my thinking when I was invited to the

newly opened Prawn Village or Zui Xian Lou Restaurant in Tualang. Not only were the Udang Galah, the freshest and the most succulent that I've ever had, reminiscent of the times when I first arrived in Ipoh 22 years ago, but they were also some of the most humongous ones I have ever seen.

One of them which the chef brought out for us to see was the size of a plate!

Not wanting to taste the biggest (for fear that it may be tough), we settled for two sizes, the first, medium sized cooked in Chinese wine and the second, the big medium, steamed on an egg base.

The ones steamed in Chinese wine were delectable with the wine sauce making a soup worth slurping up, umami and fragrant; but it was the big prawns that stole the show that day. Measuring around 7 inches or more per piece, the heads were chock full of that creamy **tomalley** (mistakenly called prawn roe), sweet and velvety on the tongue and the most cherished part of these crustaceans for those in the know.

Our big prawns arrived steamed to the perfect degree of doneness. The heads which were the first part of the prawn that I wrestled with, were just oozing with **tomalley**, leaving me in prawn heaven. And the tails which can be tough considering the size, were juice and tender. There was no doubt that these prawns had just been fished out from their tanks, live, a few minutes before being sent to their steamy demise. Poor prawns, lucky diner. RM100/110/130 for medium/big medium and large per kilo. There will be about 12 large prawns to a kilo.

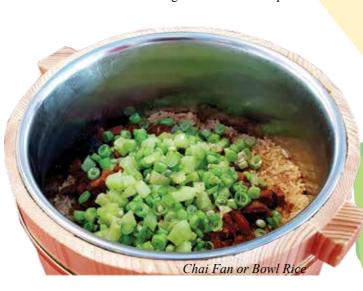
At Zui Xian Lou, everything is all about freshness as in their steamed Soon Hock fish which arrived on the table, again seasoned and steamed to perfection. This too was swimming minutes earlier, the flesh firm, luscious and umami. Market price around RM140 per kilo.

Their free range Kampung chicken like the rest of the foregoing dishes tasted fresh from the farm, a delicate chicken taste that is so missing from most other places and

was served in a most delectable sauce. RM30 for half and RM60 for whole.

Next, two vegetable dishes worth mentioning were their Paku salad (RM18) fresh from a nearby farm, topped with dried prawns and fried shallots, a tad on the sweet side and their stir fried *Tian Qi* (panax notoginseng) leaves, smooth and velvety, which are supposed to be very healthy, RM12 (S); RM18 (L).







(RM58) which were beautifully braised in Nam Yu were yummilicious and their meaty pièce de résistance was the pig's knuckle, a whole knuckle, deep fried, then wrapped with lotus leaf and steamed with dried shitake black mushrooms and dried oysters and red jujubes. This was completely fall-off-the-bone tender and seasoned perfectly, the different elements melding together to produce a dish that was superlative. RM38 half

and RM70 whole.

We finished our meal with the *Put Zai Fan* or literally translated, rice in a bowl, a steamed amalgamation of meats, prawns and seasonings served in its steam bowl. This was excellent, the perfect ending to a perfect meal. RM30 (small) and RM60 (large).

Prawn Village is located past the old Tualang village just off the main road. You can't miss it with its choo-choo train and an old classic car out front. The restaurant is huge as is the car park behind. There is also a small recreational area in the back for customers to sit and enjoy a beer or two in the evening. All in all, making Prawn Village and Zui Xian Lou worth the drive to Tualang.

Prawn Village Zui Xian Lou

Lot 21966, Jalan Kampar, 31800 Tg. Tualang, Perak. Tel: 05 360 8126 Ah Wai: +6011 33046684 Business hours: 11am-10pm GPS: 4.3218833, 101.056722

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Customer Service Every Ipohite Deserves. . . continued from page 2

The Happy 8 Café

Winnie Lim who is part of the management team of The Happy 8 Café in Old Town explained, "For us, friendly customer service is our priority. We treat our colleagues as family and have a meeting every Monday to boost morale or resolve any issue collectively." The team also cultivates an atmosphere of love and tolerance at their workplace.

"The four main cores of our customer service policy are manners, punctuality, communication and hygiene. Upon receiving any complaint, we would first take the time to truly understand what is driving the customer's concern. Then, we would improve accordingly. We will continue to devote our best efforts to offer excellent service," she highlighted.

"Customer service is our priority because it makes a strong first impression. Thus, customers will remember us," Winnie stated.

"I went to The Happy 8 Café with my friend for the first time ever in January. It was a pleasant experience as the workers were friendly. When we asked questions regarding their products, they explained in detail patiently. Our food and beverage were served quickly too," 27-year-old Carol who works as a freelancer told Ipoh Echo.

Established in 2013, The Happy 8 Café is located at No 46, Market Street, 30000



Tea. Warmer. Treat (TWT)

Tow does TWT define excellent customer service? "Always treat customers right and Ithey will come back to your cafe again and again," Stephanie Chai, who runs Tea. Warmer. Treat (TWT) together with her husband, pointed out.

"We want our customers to feel welcome during their visit. Our service crew will greet them the minute they walk in the door. We will treat them with care and respect while providing an excellent meal. We also listen to their feedback and keep improving our service. Of course, smiling is always the key to a high quality service all the time," she elaborated.

"Maintaining food quality is incredibly important as it is the main reason for our loyal customers to return to our cafe," the amiable Stephanie added.

"My first ever visit to TWT was in June last year with a close friend. The waitress was kind to us. Thus, I recommended the cafe to my family and family friends. Later, I found out that they were also equally satisfied with TWT's service," Emily, a design engineer, enthused.

Another young Ipohite recalled, "Once I celebrated my friend's birthday there. While plating up the dessert, the staff decorated the plate with a birthday message and a lighted candle. What a lovely touch!"

Established in 2014, the pork-free cafe is located at 30, Jalan Medan Ipoh 1D, Medan Ipoh Bistari, 31400 Ipoh, Perak.







Doi Chaang

s a well-known cafe and coffee shop, Doi Chaang believes in providing excellent As a well-known care and correct shop, but consider the best food and drinks. They also provide basic needs like water and try their best to meet customers' demands, even if it means improvising on the menu. Some of the improvised meals they have prepared include dishes for vegetarians.

Of course in order to work in the cafe, there is training provided for both waiters and baristas. Both sides need to learn the overall concept, from food to coffee, to handling customers. Since coffee is their forte, they need to double check with customers on how they like their coffee and get the right amount of sugar (to be added or not) according to each customer's preference. New employees will be trained by senior staff and the boss.

"The way we serve and talk to customers is really important. Some customers are slightly more demanding and we need to learn how to address them in the most respectful manner, without offending them. There's also the right way to place a drink for customers on the table, and ensuring everything falls into place," remarked barista Yun Xuan Lee.

For 25-year-old Kevin Wong who makes it a point to head to Doi Chaang for a cup of coffee every once in a while, said both the baristas and waiters are very passionate about their jobs.

"I love the cosy ambience here and how the staff greets me with joy every time I come here. As soon as I open the door, they smilingly greet my friends and I with a 'Welcome'. I think it works wonders because a simple gesture like that could make a person's day. Kudos to the team and I hope they keep up this joyful gesture," he expressed.



Hello Elvis

The owner of Hello Elvis, Linda Damanhuri stated that her cafe motto is always to provide her customers with personalised, impeccable and timely service.

She explained that in order to ensure providing excellent customer service to the omers, she or her staff would always personally ask for feedback from the customers and constantly monitor it.

"Customer service is as important as quality of products. This is the key to ensure continuity of great dining experience to the beloved customers.

"For me, language and communication are the challenges the team might face in delivering good customer service. Sometimes, miscommunication and cultural barriers are the factors too," said Linda.

As for her cafe policy on difficult customers, she said her team will still treat them politely, no matter how difficult the situation is.

"If my staff can't handle the situation, we as owners will manage the customer directly," she said, adding that the staff are all aware that customer service is part of their job, as stated in their job description upon hiring.

Customer Service Every Ipohite Deserves. . . continued from page 6

Patisserie Boutique

poh Echo had the opportunity to speak to the staff of Patisserie Boutique and asked I their opinion regarding customer service.

They define customer service as customers' satisfaction. To maintain the satisfaction, employees at the cafe have a simple and direct customer service policy. Their policy is to be friendly to customers and to always smile.

"We are constantly monitored to make sure that we stick to our policy. Every one of us is aware that giving good customer service is part of our job as service staff," one of the staff members said. In addition, they often communicate with customers to seek feedback and suggestions on how to improve their customer service.

She added that customer service is very important when it comes to the food and beverage industry. Happy and satisfied customers will continue to return to pay homage when there is good customer service which in the long run ensures the loyalty of the customer base.

Though not very often, there are times when difficult customers visit. Luckily for Patisserie Boutique, 99 percent of their customers are always friendly.

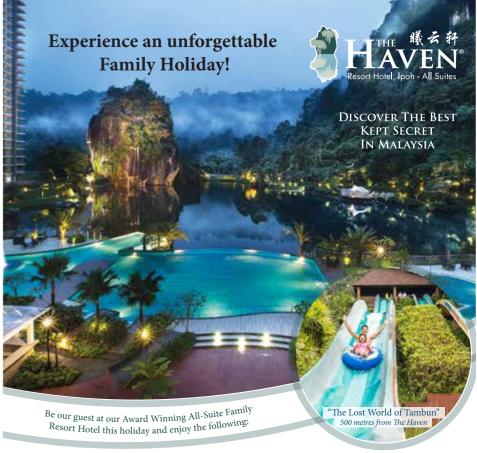
'So far, I haven't encountered any unpleasant experiences whenever I've been in Patisserie Boutique," Alia, 21-year-old university student told Ipoh Echo.

She says that the staff at the café are friendly and considerate. They greet customers upon entering the cafe. A simple greeting is one that first attracts a customer when entering the cafe, all the more when a customer is going there for the first time.

"I am happy with the service they give to me. They will check in on me whenever I am there and ask me if everything is alright. They know what they are doing and it is a good thing. Some places have waiters and waitresses who do not even know their menu,' she commented.

Though she has yet to come across a food and beverage outlet which exceeds her expectations, she has said that Patisserie Boutique is one of her top favourites. The cafe is located along Jalan Sultan Yusuff.







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Nosh News with SeeFoon



Spicy Hotpot

uch a simple no fuss meal.... And it is all written out in the menu. First Jorder your spicy claypot. Choose from chicken, RM24.90/RM32.90; lamb RM29.90/37.90; pork ribs RM26.90/ RM34.90; prawns RM34.90 or Garoupa fish head RM34.90. Add RM8.00 for fish slices. Specify your degree of spiciness whether you like it non spicy or slightly, medium or very spicy. Enjoy your first hot pot then ask for the stock which can be normal soup or spicy. One



hotpot is more than enough for 2-3 people, factoring in the steamboat later.

Meanwhile, go to the fridge in the front and take your pick of vegetables, tofu, mushrooms and meat (sliced pork 6/10/15 slices RM7.90/10.90/RM14.90; Australian lamb RM11.90/14.90/18.90; chicken RM5.90/8.90/12.90 and meatballs) or fish (scallop on the half shell, squid, clams, etc.). Then dunk these in to the now simmering broth in your claypot and enjoy your steamboat at leisure.

What a novel concept in dining in this unpretentious restaurant in Festival Walk!

I particularly enjoyed the fish head hot pot with the fish head being very fresh and afterwards tipping in thinly sliced pork, oodles of noodles (large choice) tofu and mushrooms, slurping up the soup and I was one happy camper.

Spicy Hotpot

No 2-10, Festival Walk, Jalan Medan Ipoh 1, Medan Ipoh Bestari, 31400 Ipoh. Tel: 05 541 7260

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8 March 16 - 31, 2018 IPOH ECHO Your Voice In The Community

Cheekbone Reduction Surgery (Zygoma Reduction Surgery)

Dr. Leow Aik Ming
Consultant Plastic and Reconstructive Surgeon
Pantai Hospital Ipoh and Pantai Hospital Manjung

he facial appearance of some Asians typically of Mongolian, Northern Chinese, Korean and Japanese descent is characterized by high cheekbones (zygomas) and distinctive lower jaw (mandible) contour. These characteristics are unique for these Asian ethnic groups as their anthropometric features are often demonstrated by prominent zygomas and mandibular angles that upset the facial harmony, rendering the face overly flat, wide and square.

The perceptions of beauty for the Asians have changed dramatically over the decades. Facial shape is the essential key to facial beauty, with an oval face considered attractive and youthful. An oval face is characterised by a smooth egg-shaped curve outlining the perimeter of the face, with a smooth transition from the forehead

through the temples, around the outside of the cheeks, preauricular region, angle of the jaw, and jaw line through to the chin, without indentations or projections in the line. In recent years, the demands for correction of zygoma and mandibular prominence have been an increasing trend especially in countries like Korea, Japan, Taiwan and China to achieve these aesthetic goals.

Cheekbone reduction surgery zygoma reduction surgery is a cosmetic surgical procedure to reduce the width of upper face essentially the cheekbone in order to make the face smaller, oval and more feminine. This surgical procedure is commonly done for patients who have a wide face due to large or prominent cheekbones. The approach for this surgery is either through incision made in the mouth or sometimes mouth incision combined with small external incision at sideburn area or in front of ear canal. Prominent part of the zygoma is reduced either by shaving or cutting the prominent bony segment (zygoma). The surgically fractured zygoma is then carefully moved inward, backward and







downward. Once the fractured zygoma is repositioned, it is secured by small plates and screws. Zygoma reduction surgery can be done as a single procedure or often done in combination with other facial contouring surgery such as mandibular angle reduction surgery to create an oval shaped facial appearance.

Ideal candidates for zygoma reduction surgery:

- Having positive outlook, realistic expectations and specific goals in mind for improvement of facial appearance.
- Physically healthy with no active or serious pre-existing medical conditions
- Patients who have prominent cheekbones or wide facial width Patients who desire a slender or oval facial profile

Preoperative evaluations for zygoma reduction surgery include:

Discussion about patients' expectations and desired outcome

- · Medical conditions, drug allergies and previous medical or surgical treatment
- Use of current medications, vitamins, herbal supplements, alcohol, tobacco and drugs
- · Previous surgeries
- Examination of the face and its soft tissues
- Radiological assessment (CT scan of face)
- Preoperative assessment for general anaesthesia
- Photography for preoperative and postoperative evaluation

Postoperative expectations:

During the initial healing phase, patient may experience pain, numbness, bruises and swelling around the cheeks. Occasionally, patient may experience tightness during mouth opening. These symptoms are transient and usually last about 3-4 weeks. If there are any sutures on the side burn areas or in front of external ear canals, they are usually removed about 7-10 days after the surgery. Oral antibiotics and analgesics will be prescribed to reduce the risk of infection and postoperative pain respectively.

For more information on the procedure mentioned in this article, please visit the following website (www.elegantplasticsurgery.com).
Online consultation is also available if you have any enquiries,

please email: elegantplasticsurgery@gmail.com.
Elegant Plastic Surgical Centre, **Pantai Hospital Ipoh**,
Tel: +605 5405457 (Receptionist) or +605 5405458 (Direct Line)
WhatsApp: +0126235458

Elegant Plastic Surgical Centre, **Pantai Hospital Manjung**, Tel: +605 6898624 (Receptionist) or +605 6898697 (Direct Line).

Connexion

By Joachim Ng

Neighbourhood self-governance

Make a guess: do you know whether your back-lane has uncollected rubbish, or does city hall know better than you? Surely, neighbourhood folks know their surroundings: the garbage piles, the clogged drains, and the killer Aedes hangout places. Your mind has mapped the pothole locations, as you have to maneuver your car or motorbike around them.



So, who are the decision-makers in neighbourhood governance? Not you. "They." But "they" have no time for rubbish. Well, not only in Malaysia are "they" too busy. Recent surveys covering 29 countries across the Americas indicate that in most of them there is growing public frustration with the delivery of basic public services. What these surveys reveal is that the public has been relying too much

on politicians. The vote becomes a crutch that spares them the need to partake in governance.

Ten years ago, potholes in a Johor Baru neighbourhood were being patched up — but not by any politician. The hero was a 'Lone Ranger' by the name of Panjang, and for two years he went about repairing the



potholes with stones, pebbles and cement. Pothole Panjang's heroism should have then already woken up the public: it's self-governance that gets things done in a neighbourhood.

Just as stratified property developments manage themselves efficiently, the larger neighbourhoods can be similarly governed. A neighbourhood can have as few as 1,000 households in sprawling bungalow areas or as many of 10,000 households in high-rise dense enclaves. Ipoh would need at least 24 neighbourhoods, while Kuala Lumpur would require a division into more than 60 neighbourhoods. On the other hand, Kampar needs slicing up into just a handful for efficient governance.

What has been overlooked is that the owners of houses, shops and offices in a neighbourhood have a right of say in how their area is governed. This is because all owners pay a property assessment tax to the local authority of a town, municipality or city. The tax is meant for construction, maintenance and upgrading of public infrastructure within the local authority area.

To be continued next issue

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News

Police Conduct Riot Drills

ver 500 police personnel took part in an anti-riot drill to test their readiness in the event of social unrest. The upcoming general elections (GE14) is the obvious reason

On Sunday, March 4, the scenario played out involved police facing 'protestors' outside the Menteri Besar's official residence following elections results announcement. The 'rioters', armed with an assortment of weapons such as iron rods, smoke grenades, firecrackers, molotov cocktails plus the ubiquitous banners and placards, then marched towards Istana Kinta.

Personnel from the Federal Reserve Unit (FRU), Light Strike Force (LSF), Criminal Investigation Department (CID), Public Order and Riot Unit (PORU) and traffic police were deployed. Present was Perak Police Chief, Commissioner Datuk Hasnan Hassan along with senior police officers.

Upon receiving information on the gathering, the traffic unit was first sent to the scene. When the situation deteriorated and things turned ugly, LSF and PORU were deployed before the FRU dispersed the crowd of over 300 with water cannons and tear gas. To make the exercise more realistic, arrests and injuries were also simulated.

According to Hasnan, the army and staff from the Malaysian National Security Council (MKN) were invited as observers to identify shortcomings. "I am 99 percent



satisfied with the exercise today. However, certain areas need to be improved upon. Our level of readiness has to be maintained at all times," he told reporters after the exercise.

Mei Kuan

News

Fellowship Inaugural Dinner



Tednesday, February 7 marked the Analogue Fellowship's Annual Inaugural Dinner. A total of 105 members attended the dinner held at The Haven, Tambun. Some came from Hong Kong, Singapore and other parts of the country. The founder of the Analogue Fellowship, Dato' Danon Han Hong Den, was present.

This fellowship is the first of its kind and by far the biggest gathering for hi-fi (high fidelity) enthusiasts in Malaysia and Singapore.

The dinner began with a welcoming speech by organiser, Daimler Tan. In his speech, he explained the concept of the new logo and proudly presented a video of all members dressed in the red-black Analogue shirt.

"We just want everybody to enjoy themselves and take home more than just a souvenir. We want them to bring home an everlasting friendship," said Daimler.

The welcoming speech was followed by the traditional lou sang in honour of the Chinese Lunar New Year. A lucky draw was the highlight of the evening. Prizes included audio equipment, accessories, vinyl, a free night's stay at The Haven, food vouchers and CDs

Though the fellowship was only established a few years ago, it has a strong Facebook following which has surpassed the 11,000-margin, internationally.

The Analogue Fellowship is destined to be very active, with plenty of exciting activities in the pipeline, especially after the Munich High End (audio exhibition) in May.

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Sensory Integration Workshop @ YSIS

imed to understand the effect of sensory processing difficulties in children with special needs, over 40 attended the all-day sensory integration workshop on Saturday, March 10. It was organised by Yayasan Sultan Idris Shah (YSIS) and Persatuan Pemulihan Sultan Azlan Shah Bercham at their centre along Lorong Bercham 11 in collaboration with Network for the Needs of Children with Disabilities Perak.

The speaker of the day was Chandra Kannan, an occupational therapist and senior lecturer of Faculty of Health Sciences at UiTM with 27 years of experience in managing children with special needs.

"Senses are the basic elements that guide children to learn and explore the world. In a lot of children with developmental disabilities, they will have sensory processing disorder. They become scared of some senses. For example, they do not like to eat certain food,

Chandra Kannan

are afraid to go for hair cut or brush their teeth. In some children, the senses become so overwhelming that they want it more such as biting," Chandra explained to Ipoh Echo.

"When this happens, children cannot function as the others at the same age group so socialising and going to school becomes difficult. To improve it requires the cooperation of parents and teachers. Thus this workshop is aimed at educating parents and teachers to differentiate if it's a behavioural issue or a sensory processing problem. It also includes getting the right help from the right people," he pointed out. Prior to UiTM, the Perakean was a former senior occupational therapist at YSIS.

"A lot of NGOs are coming out to assist as the prevalence is quite high. The ministry and others need to train the caregivers and teachers from the NGOs to carry out basic interventions. I'd like parents to be our partner by learning and carrying out the same at home," Chandra suggested.

Ipoh Echo also spoke to Dato' Dr Ramanathan Ramaiah, CEO of YSIS on his vision for the NGO on the eight-acre site. "We are trying to collaborate with other NGOs to utilise our space for joint ventures and training which bring about more awareness among the public. Very often in many of these conditions, the family members go through a denial phase. Our duty as caregiver and medical personnel, should be to educate everybody that such conditions do occur and that we should not be ashamed that this is occurring or deny the child from this help."

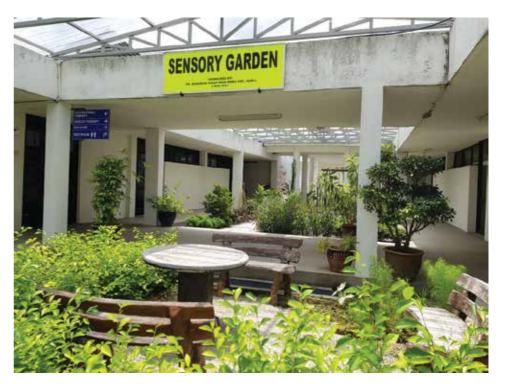
"We have actually bought new ultrasound gadget and going to get laser therapy equipment soon. We are also changing the landscape of this place to make it more friendly for the patients such as the addition of a sensory garden with translucent roofing,

pebble walk and plants of fragrance, vibrant colour and texture," he elaborated.

"I'm trying to get all the NGOs, link them and put them here so that this will be a hub to coordinate with everyone," the amiable Dr Ramanathan added. Readers who would like to donate to YSIS can channel their contribution to the CIMB account number 80-0504634-2 (Yayasan Sultan Idris Shah). YSIS accepts volunteers too. Call 05 548 1905 or visit ysis.org.my for more details.

Both Yayasan Sultan Idris Shah (YSIS) and Persatuan Pemulihan Sultan Azlan Shah Bercham are located at Lot 158413, Lorong Bercham 11, Bercham, 31400 Ipoh. It offers physiotherapy and pain management services for the public at a minimal fee of RM30 per session. Being a non-profit community centre, any surplus of the revenues will go towards equipment upgrade. It opens from 8am till 5pm for Mondays to Fridays and 8am till 1pm on Saturdays.

Mei Kuan



Community

Media Treasure Hunt



Some 40 media practitioners from Perak participated in Media Getaway Treasure Hunt 2018 organised by the Ministry of Domestic Trade, Co-operatives and Consumerism and its agencies.

Ministry Secretary General, Datuk Seri Jamil Salleh flagged off the participants at Tesco Extra Bercham on Friday, February 23.

Participants were tasked to look for 20 items within 45 minutes before proceeding to solve questions under 15 minutes related to domestic trade and consumerism.

Media Prima team emerged champion taking home a hamper worth RM500. Utusan Malaysia took second prize winning a RM300 hamper while Sinar Harian secured third placing with a hamper worth RM200.

Contestant from TV3, 30-year-old Fareez Ahmad felt that the lively contest should be made an annual event to strengthen camaraderie among media practitioners and be acquainted with agencies under the ministry.

"This is my second time participating. It's fun and lively, especially during the search for items based on very challenging clues.

"Besides that, we meet friends whom we seldom bump into and get a better understanding of the roles and functions of the various agencies," he added.

Prizes were presented by Minister of Domestic Trade, Cooperatives, and Consumerism, Datuk Seri Hamzah Zainudin, during dinner at WEIL Hotel on the same day

Rosli Mansor

A La Sallian Congress

n Saturday, March 3, five La Sallian School principals were given a warm welcome by Brother Matthew Bay and members of the Regional La Sallian Educational Council at the La Salle Centre.

The five were Peggy Seow of St Michael's Primary School, Balaraman from St Anthony's, Christopher Louis from St Anthony's Primary School, Indhira of La Salle, Ipoh and Clement Chin from St George's Primary School. St. Michael's Secondary school was represented by their Senior Assistant, Yusof.

During the reception, several issues were highlighted including the "special character" and "ethos" of the schools. Those present agreed that principals and teachers should understand and strive to uphold their schools' long-standing traditions.

Some of these traditions include the promotion of unity among all, love, personcentred education and compassion towards the weak and the underprivileged.

Attention was drawn to the "Draft Instrument of Government" for La Sallian schools during the lively discussion among the attendees. It contained the principle of "maximum consultation" between the Board and the authority in the appointment of principals and teachers.

During the session, it was also stressed that the La Sallian family recognises and embraces people of all races and religions – in line with the schools' traditions of unity and love.

The meeting adjourned for lunch at the Royal Ipoh Club where the guests met with Dato' Seri Ahmad Husni Hanadziah, an old Michaelian.

He recalled his years as a student in St Michael's and spoke fondly of his former mathematics teacher and the late Brother Paul who had influenced him greatly.

The Regional La Salle Education Council was founded in 2011 and

endeavours to keep up with the developments and progress of all seven La Sallian schools in Perak.

All the La Sallian schools are looking forward to celebrating Founder's Day in May.

Amy Chan



Upcoming Event

5th Shuddup N Dance



The first leg will be kicked off at Ipoh Parade on March 24 to 25 where street dancers from around Perak and beyond are invited to compete at the international grand finals to be hosted later this year.

Previously, SND had only two distinct categories: Group and Solo. A new category, Junior Showcase was established last year to accommodate younger participants. This year, the Solo category is further broken down into four specialized categories: Under 18, Popping, BBoy and Open Style. One rationale for this is for the judges to make a fair apple-to-apple comparison when judging participants especially considering there are many subgenres that exist under the street dancing label.

The top three winners of Street Dance Crew Showcase category will walk away with RM3000, RM2000 and RM1000 cash plus prizes respectively. Meanwhile, the Junior Showcase category has RM1000, RM500 and RM300 plus prizes for grabs for the top three. The champions and runner ups of the 1 on 1 Battle of four categories (Under 18, Popping, BBoy and Open Style) stand to win RM1000 and RM500 plus prizes.

Once the selection rounds at Ipoh Parade end, SND will move down to Klang Valley where it will be held at CITTA Mall (May 12 to 13) and Klang Parade (August 18 to

19). The international grand finals will be held at Klang Parade from August 25 to 26 where top winner of the Street Dance Crew Showcase category from all three malls will compete against one another.

SND began in 2014 as a platform for young local dancers to showcase their talents on stage while debunking the myth that street dancing was only limited to school dropouts and delinquents. The competition has since grown to include international participation from countries such as Thailand, Singapore, Indonesia, the Philippines and the United States

"Most importantly, we want to give a platform for the kids especially from the northern part of Malaysia. Last year, the Ipoh team emerged champion while the Alor Setar team came in second for the Ipoh Parade selection rounds," Alan Thoo, programme director and marketing consultant of Ipoh Parade highlighted during a press conference on Thursday, March 8 at D'Artiz Studio.

"If they win, they get to travel to KL and compete with international participants. It will increase their profile and bridge the connection between local dancers and international ones," Hau Han Sen, assistant manager of public relations and corporate communications of Ipoh Parade explained.

"I will look for creativity. Nowadays, everyone has mastered the necessary techniques thus you need to be special to stand out. When you choreograph your routine and prepare your performance, it has to catch the eyes of the judges and audience. Other criteria include dance foundation, synchronisation, overall performance, costume, techniques and showmanship," Danny Lee, chief judge of SND and leader of Rejuvenate Dance Crew told Ipoh Echo.

For more information on SND's selection rounds at Ipoh Parade, visit the mall's Facebook page: https://www.facebook.com/ipohparade/.

Mei Kuan

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Community

A Healthy and Liveable World



ttempts at recycling have been undertaken to solve the problem of trash in Ipoh but many have failed largely due to ignorance and apathy.

Taking cognisance of this, Kuala Lumpur Kepong Berhad (KLK) kicked off its recycling campaign, as part of its corporate responsibility initiative, on Thursday, March 1.

The company has strategically collaborated with Koperasi Alam Hijau Perak Berhad (KOHIJAU) to start its own recycling programme at its head office, Wisma Taiko.

In conjunction with the campaign launch, the signature green recycling bin from KOHIJAU-iCYCLE was positioned at the car park of Wisma Taiko

Dr Richard Ng, Chairman of KOHIJAU, and his team of dedicated volunteers were at the ceremony to enlighten those present on the point-reward system and its 'trash into cash' concept.

"At KLK, we place great importance on

protecting and preserving the environment. We're glad to reinforce environmental awareness among our employees and hope to instil this sense of responsibility in each individual," said Patrick Kee, the Group Plantations Director of KLK in his opening remarks.

FISAMI SHOP

The Group hopes to set an example for other public-listed companies by initiating a recycling programme beginning at its head office. It is leadership by example.

Undoubtedly, KLK advocates a healthy and a liveable world for the current and future generations.

Amy Chan

Job Fair 2018

job fair was held at the Urban Transformation Centre (UTC) Perak on Saturday, March 3. This was in conjunction with a nationwide exercise organised by JobsMalaysia Perak with the cooperation of PEKA (Pusat Kerjaya Amanjaya), the state employment agency and UTC Perak.

The event was officiated by Dato' Haji Aznel bin Haji Ibrahim, Deputy Chairman of the Human Resources, Youth and Sports Committee, Perak.

Last year, JobsMalaysia Perak provided avenues for 22,965 job seekers. For the first two months of this year, JobsMalaysia Perak managed to find job placements for 2889 applicants

This one-day event brought together 30 employers who offered some 1645 job vacancies. Companies taking part in the fair were of the opinion that the event was a good platform to introduce their companies to job applicants.

A total of 3265 people visited the fair. Among them were 2273 job seekers comprising of both graduates and non-graduates.

Amy Chan





Spreading Love and Joy

The Perak Community Specialist Hospital (PCSH) and their partner, PRUSoldier Business Academy, visited the Seri Bahagia Old Folk's Welfare Association and the Handicap Children's Welfare Home on Friday, February 23 as part of their corporate social programme. The homes are located at Simpang Pulai and Pasir Puteh, respectively.

Chief Executive Officer of PCSH, Nicholas Chan hosted the programme which was aimed at spreading love and joy to 44 old folks and 20 handicapped children.

A dance performance by the PRUSoldier Business Academy was one of the many activities during the visit. At the Handicap Children's Welfare Home, some repair works were done courtesy of the PCSH maintenance crew.

Milk powder, canned food, deck chairs and a rice cooker were donated to the Handicap Children's Welfare Association as well. Staff of both homes were given free medical check-ups by Dr Ng Seng Loong, PCSH's Resident Consultant Interventional Cardiologist and Physician.

Nicholas felt honoured to celebrate the Lunar New Year with them. He hoped programmes such as these will help motivate the younger generation to care for the less fortunate.

Amy Chan

KLK Open House

Individuals do not thrive alone, rather they flourish as a group. "No man is an island," said noted English poet and cleric John Donne. Kuala Lumpur Kepong Berhad (KLK) is one of the companies that acknowledges the importance of human relationships.

On Saturday, March 3, KLK held its annual dinner at their Kelko Clubhouse. The dinner was a way of saying thank you to their staff, suppliers and business partners. Around 450 people turned up for the get-together with many donning their traditional costumes. It was truly a muhibbah (goodwill) gathering consisting of all ethnicities.

There was plenty to savour from a generous spread consisting of both local and western dishes. While enjoying the food and drinks the guests were entertained to a lion dance and a drum performance by students from Yuk Choy High School.

It was a fun-filled occasion for those present. They are looking forward to a similar gathering next year.

Joshua





12 March 16 - 31, 2018 IPOH ECHO Your Voice In The Community

Property

The Haven Recognised for Bringing Up Ipoh

The Haven Resort Ipoh has been honoured with the special Minister's Award during the 20th Malaysia Tourism Awards on Wednesday, February 28 at the Putrajaya International Convention Centre.

Incepted in 1987, the Malaysia Tourism Awards is the highest form of recognition by the Tourism and Culture Ministry and Tourism Malaysia for industry players whose outstanding contributions have played a significant role in the success of Malaysia's tourism industry. This edition of the Awards put forth 14 categories and 52 sub-categories for nominations and was attended by local and international players and captains of the tourism industry.

In addition, four special awards were presented to two individuals and two organisations, personally selected by the Prime Minister and the Minister of Tourism and Culture for their exceptional contributions and esteemed positions in the industry. Tourism and Culture Minister Datuk Seri Nazri Abdul Aziz presented The Haven Resort Ipoh with the Minister's Award in the organisation category.

"The Minister's Award is recognition of our significant contribution to tourism in Malaysia. The plan is to promote Ipoh more intensively. We have actively engaged ourselves in promoting The Haven and Ipoh to India, Middle East, Singapore, China and Hong Kong," Peter Chan, the Chief Executive Officer of The Haven explained to Ipoh Echo.

"These international promotions will bring benefits to Ipoh as visitors will patronise all other establishments and places of interests," he pointed out.

The Haven has put Ipoh on the world map, pioneering the concept of luxury family vacations. In a town which did not have a luxury or upmarket hotel previously, The Haven has since become a catalyst for a revival of confidence in Ipoh as it highlights the state's attractiveness, natural assets, limestone hills and home-grown uniqueness.

"Started in 2010, international food

The Haven's concept is to offer the most attractive vacation destination of 5-star standards with accommodation, and services to match. We strive to offer the best

value for money, and the best of services," the amiable Peter added.

Referred to as the 'Pride of Ipoh, Envy of the Nation", The Haven has convinced both Malaysians and the world of the desirability of Ipoh as a destination for vacation, retirement or as a second home.

"The Haven Ipoh has made its mark nationally and internationally, bringing optimism and enthusiasm to the hospitality and tourism industry, and we feel proud to be able to contribute to this cause," he enthused.

To date, The Haven has attracted guests from at least 45 nations and the latest award marks the 47th prestigious local and international accolades that it has garnered. For more details on The Haven Resort Hotel, swing by https://www.thehavenresorts.com/ or call +605-540-0000.

Present at the awards ceremony were Chairman of Tourism Malaysia, Dato' Siew Ka Wei; Director General of Tourism Malaysia, Datuk Seri Mirza Mohammad Taiyab; Malacca Chief Minister, Datuk Seri Idris Haron; and Sabah Tourism, Culture and Environment Minister, Datuk Masidi Manjun.

Mei Kuan

Minister's Award ORGANISATION

JE HAVEN



lpoh Echo <mark>IS</mark> the ONE and ONLY medium to reach lpohites and Perakeans for your Announcements or your Ads.

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Announcements must be sent by fax: **05** 543 9411; or email: announcements@ipohecho.com.my, by the 9th or 23rd of every month in order to meet deadlines. Announcements by phone will not be entertained. Ipoh Echo reserves the right to verify any announcement before it is published.

ARTS & CULTURE

IPOH FINE ARTS SOCIETY - 'BY THE LIGHT OF THE MOON'. MARCH 24, 8pm-10pm at Le View (Level 10), Syeun Hotel, Jalan Sultan Abdul Jalil, Ipoh. A soothing evening of well-loved carnatic compositions with a contemporary touch featuring Chitra Poornima Sathish, disciple of Bombay Jayashri and accompanied by award winning musicians. For details, call: 05 254 5185, 016 532 1087, 016 506 7770.

KINTA VALLEY SYMPHONIC SOCIETY CONCERT - 'VISIONS OF FLIGHT'. APRIL 22 (Sunday), 3pm at Ipoh Chin Woo Hall. The concert, performed by the Kinta Valley Wind Orchestra will feature some of the most beautiful wind band music ever composed such as Oregon, Flashing Winds and many more. Entry by donation. For details, call **012 506 2313** or **012 523 1037**.

COMMUNITY

1968 SMJK SAM TET (IPOH) ALUMNI 50TH ANNIVERSARY REUNION DINNER. MARCH 30 (Friday), 6pm at Tronoh Room, Kinta Riverfront City Hotel & Suites, Ipoh. For details and reservations, contact Chan Kok Sun 017 579 0217, email: chankoksun@ gmail.com or Phun Taik San: 012 507 6189, email: tsphun1@gmail.com.

Kechara Earth Project. LET'S RECYCLE FOR GREENER EARTH. EVERY 4TH SUNDAY of the month, 9.30am-11.30am in front of Ipoh Garden Post Office, Jalan Dato Lau Pak Khuan, Ipoh Garden, 31400 Ipoh. Carton boxes, paper, metal/aluminium, electronic equipment, plastics, light bulbs, batteries and used clothes. Funds are channeled towards Kechara Food Bank that serves the urban poor and underprivileged community in Ipoh. For more details, contact: 016 532 8309 (Mr So) or 012 522 3200 (Ms Yee Mun).

IPOH REMEMBRANCE WEEK - REMEMBERING JUNE 16, 1948, 'THE MALAYAN EMERGENCY LASTING FOR 12 YEARS'. JUNE 4-9: Ipoh Cenotaph Service, 0830 JUNE 8; 'God's Little Acre', 0730 JUNE 9. Ken McNeill (for pilgrimage details). Liaison Officer, Secretary & Webmaster. Phone: 03 6383 4677. Email: info@nmbvaatasinc.com. Website: www.nmbvaatasinc.com.

EDUCATION

TECHNOLOGY, EDUCATION & CAREER (TEC) 2018. JULY 4-5 at Chancellor Complex, Universiti Teknologi PETRONAS, 32610 Bandar Seri Iskandar, Perak. TEC is a career fair that creates a perfect platform for students to participate and secure their internship with reputable companies that will be exhibiting and engaging with students through career talks and interviews. For more info, contact: Mittran 012 714 1595 or Kerishmaa 012 281 2598.

HERITAGE

POSTPONED: Heritage Discourse (Bicara Warisan) titled, "Post Industrial Mining Landscape as Cultural Heritage" by Pn Suriati Ahmad. From February 24 (Saturday) to APRIL 28 (Saturday), 2.30pm at Dewan Sri Banding 3, Hotel Seri Malaysia, Ipoh. Free admission. For details and reservations call, Mohd Taib 012 5507 747.

MEDICAL

KMC MEDICAL CENTRE. CERVICAL CANCER SCREENING. MARCH 1-31 from 8.30am-4.30pm on weekdays & 8.30am-12.30pm on Saturdays (closed on Sundays and public holidays) at A&E Department, KMC Medical Centre, 20A Jalan Chung Thye Phin, 30250 Ipoh. Blood test, tumor marker, cervical cancer vaccine and pap smear at discounted price. For further inquiries and appointment, call 05 242 5333.

WORLD TB WEEK - TB Poster Exhibition. MARCH 20-25, 11am-6pm at 15 Clarke Street, 15 Jalan Sultan Abdul Jalil, 30450 Ipoh. Free lung function test for smokers to detect COPD. Public Forum: 'Cough...Cough. Do I Have TB?', March 24 (Saturday), 3pm-4pm. Free admission. Seat reservation required for public forum (before March 22). Contact Pn Azmeera 05 255 6302.

KPJ IPOH SPECIALIST HOSPITAL ANTENATAL CLASSES FOR 2018. Dates: May 19 (Mandarin Class), July 21, September 29 and November 17 (Mandarin Class), 1pm-5pm at Dewan Anugerah, 5th Floor KPJ Ipoh Specialist Hospital. Contact customer service at 05 240 8777 ext. 8111 for enquiries.

IMPORTANT

REPORT BULLYING. All schools in Malaysia have an Anti-bullying Guideline. Antibullying hotline: Talian Aduan Disiplin 1800-88-4774 or email adudisiplin@moe.gov. my. You can also call 15999 Childline to report bullying.

"Bollywood Nite"

Toah's Ark Ipoh (NAI) is organising "Bollywood Nite" on March 31 at the Grand Ballroom, Syeun Hotel Ipoh. The purpose of this event is to fundraise so that they can continue their Treat, Neuter, Release and Manage (TNRM) programme. The event is also to highlight the problem of strays in our community and to create awareness to the public on responsible pet ownership.

Attendees will be treated to an evening of fun, food, entertainment and surprises, as well as presentations on NAI activities. The theme is Bollywood and guests are invited to dress in Bollywood gear – the glitzier the better.

Noah's Ark Ipoh (NAI) is a registered non-profit animal welfare group staffed by volunteers. The number 1 priority of NAI is to humanely reduce the stray dog and cat population in the Ipoh area by neutering dogs and cats via its trap / neuter / adopt or release / manage programme. NAI also runs educational events on the responsibilities of pet ownership, organises adoption drives, attends to animal abuse calls, and rescues injured or sick animals for treatment.

Noah's Ark Ipoh is inviting the community to attend to support what NAI is advocating. NAI needs the help and support of the community to help improve the quality of life of Ipoh's strays.

"Bollywood Nite", March 31, 7pm Venue: Grand Ballroom, Syeun Hotel Ipoh Parking is available onsite. For more information, please contact: Jeya: 012 538 6366 Malika: 017 575 1556 Claudia: 012 359 0476

Property



PR1MA Homes Exposition

n exposition of affordable homes under the Perumahan Rakyat 1Malaysia (PR1MA) scheme was held at the Ipoh Convention Centre from March 1 to 5. The prices of these houses range between RM100,000 to RM250,000. They are being built in various parts of Perak, namely, Ipoh, Taiping, Lumut, Bagan Serai, Sungai Siput, Simpang Pulai, Teluk Intan (under construction), Kampar, Tapah and Batu Gajah.

The exposition was officiated by Menteri Besar Dato' Seri DiRaja Dr Zambry Abd Kadir. Present was the Chief Executive Officer of PR1MA, Dato' Abdul Mutalib bin Alias.

"Fifteen percent of PR1MA Homes in Perak will be set aside for three groups of people, the disabled, single mothers, and youths," said Zambry in his opening speech. He explained that the reserved 15 percent is the state's initiative to provide equal opportunities to everyone to own a house.

The houses are mainly targeted at the lower income (B40) and middle income (M40) groups who live in urban and suburban areas. They are the ones with a household income of between RM2500 to RM15,000 a month. More than 70 percent of the houses are priced below RM250,000.

In Ipoh, the PR1MA Homes are located in Bandar Meru Raya. The gated community consists of 1011 apartment units complete with facilities such as a swimming pool, a community hall, and prayer house (*surau*).

The RM245,000 comes with a single car park while the RM285, 000 comes with two car parks.

For more information on PR1MA Homes, visit www.pr1ma.com.my or contact 03 7628 9898.

Amy Chan

Tourism

Training for Frontliners



ourism Perak appreciates the effort and support from tourism players in developing the industry in the state.

Tourism Perak Chief Executive Officer, Zuraida Md Taib said that the success of Visit Perak Year 2017 proved that these efforts were never in vain.

"Visit Perak Year 2017 had ended and Perak was among the states receiving the highest number of visitors and with its target achieved.

"I hope that this course will increase the knowledge and skills of the industry players leading to quality services to the tourists.

"Coming September the state will host SUKMA 2018. This is the best chance for all industry players to introduce various services to spice up the huge event," she said during the launch of the Frontliners Capacity Building course at the Lost World of Tambun recently. Zuraida was representing Dato' Nolee Ashilin Mohammed Radzi, the Executive Councillor for Tourism, Arts, Culture, Multimedia and Communications.

The one-day course was attended by over 150 representatives from multiple agencies namely hotels, homestays, travel and tourism-product companies.

Rosli Mansor

Meru Suites Wins Guest Review Awards

Just a year and a half after its official opening, Meru Suites at Meru Valley Resort was chosen as an awardee for Guest Review Awards 2017 by **Booking.com**, one of the world's leading online booking platforms. The recent win added another feather to its cap after the resort's recent Asia Pacific Leisure and Development Award for the year 2017-2018.

Award winners were assessed by guest reviews on Booking.com with an overall score of 8.0 and above. "Meru Valley Resort is delighted to receive the prestigious Guest Review Awards 2017 which is a symbol of excellence signifying that we are

Guest Review Awards 2017
Meru Suites at Meru Valley Resort

Out of 10

Booking.com

considered one of the excellent guest experience providers among 800,000 properties on Booking.com worldwide," Florence Foo, General Manager of Meru Valley Resort, said.

Meru Valley Resort is a residential golf resort situated just 10 minutes from Ipoh city with resort homes surrounding a breathtaking international championship course. Strategically placed amongst the capital's prime residential suburbs and well served by major roads, it is the most conducive backdrop for business and leisure for residents and members of this exclusive resort.

For more information, swing by www.meruvalley.com.my or call 05 525 3628.



Cities of Friendship

alindo Air will re-activate its dormant Ipoh-Medan-Ipoh flight route beginning Friday, March 16.

Executive Counsellor for Tourism, Arts and Culture and Communication and Multimedia, Dato' Nolee Ashilin Mohammed Radzi reiterated that the state government, through Tourism Perak and other local travel agencies, are offering custommade tour packages aimed at encouraging tourists from Medan to visit Ipoh.

"The state government welcomes this rare opportunity. We've had meetings with Tourism Malaysia in Medan to discuss new tour packages using Malindo Air services as the medium.

"The 'Ipoh-Medan Cities of Friendship' tagline will not only create awareness but help promote tourism between the two cities.

"Many will surely not miss the chance of getting cheap air tickets. I believe people are waiting for the revival of the Ipoh-Medan flight route," she told reporters at a media conference following the launch of the Ipoh (re) branding programme held at WEIL Hotel, Ipoh recently.

The Ipoh-Medan ticket is priced at RM169.10 one-way while a return ticket costs RM189. Bookings can be made through the Malindo Air official website.

The Ipoh-Medan flight departs at 10.05am while the return flight from Medan is at 11.20am. There are four flights a week scheduled for on Monday, Wednesday, Friday and Sunday.

Rosli Mansor



LETTERS

We reprint some of our reader's comments from our online paper. Go to http://www.ipohecho.com.my/ to read more. The views expressed in these letters are not necessarily shared by the Editorial Board. We reserve the right to refuse or modify the letters we publish.

"A Cat And Mouse Game"

Tith reference to "A Cat And Mouse Game" (Ipoh Echo, March 1), where the Editor had emphasized on the clean-up campaign and Ipoh is supposed to be the cleanest town in the country. But, now, there is already a claim that Muar is the cleanest town in the country. I am uncertain, which is the cleanest town or it's just a 'syok sendiri' punya statement. However, this claim was an undisputed truth during Seenivasagam's era, Ipoh was indeed one of the cleanest towns in the country. Under D.R. Seenivasagam, as the President of People's Progressive Party (PPP), where they captured control of Ipoh town council and also provided efficient services for the people of Ipoh.

I had the opportunity of meeting Uncle Seenivasagam numerous times at the Ceylon Association Ipoh. (I am certain I've broken a protocol addressing him in this manner at the CA). D.R. Seenivasagam was a dynamic personality who wanted massive improvement for Ipoh. Sadly today, many people have forgotten his contributions to Ipoh. This March 15 marks the 49th anniversary remembrance for this towering personality of D.R. Seenivasagam.

Now I am wondering after more than half a decade, will there be another MyPPP leader to lead and maintain Ipoh as the cleanest city in the country? At the moment, I am enormously impressed with the hard-working Dato' Naran Singh of MyPPP and a Ipoh City Councillor. Deep-rooted in most of us, we need more committed and hard-working individuals like Dato' Naran to keep our respective zones clean all the time. Thus, Ipoh will eventually be the cleanest city in the country, in a real sense.

S. Sundralingam

Poor Bus Business: Ipoh-Teluk Anson Express a History?

By the end of March, it will be another problem and a big headache for people travelling to Ipoh and Teluk Intan, as the above bus company will cease operation due to poor business and high maintenance. This company had been serving us for 45 years with average satisfaction. With that, travelling to Ipoh will be a very inconvenient trip. Apart from paying expensive fare charged by Perak Transit, it will be a waste of time waiting for a bus to go to the city from Amanjaya Terminal.

It is hoped that the relevant authority will do something about this. One way is to allow the two express buses, Transnasional and Perak Transit to use the normal roads and allow passengers to get down at Gunung Rapat, Ipoh Garden and Bercham, that is only use the highway from Bercham. Allowing a pickup point at Bercham Tesco will also help.

Chris Ng Chong Phee

"History of the Federal Lunatic Asylum (HBUK)"

The article is void of details and without any in-depth research. I will try to fill in the important information as much as I can, based on my visits to the hospital as a child in 1994 and my in-depth knowledge of the history of the British asylum system on which the hospital was based.

I can categorically say without a doubt that any unfortunate person that ended up in the institution against one's own free will, would be consigned to a life that was a hundred times worse than the outside world. The hospital was modeled on the British asylum system of the 19th and 20th centuries when such institutions were built in the countryside on huge grounds away from the towns and cities. In reality, it was a prison of some sort. They were designed to house different categories of people that at the time did not fit the norms of society.

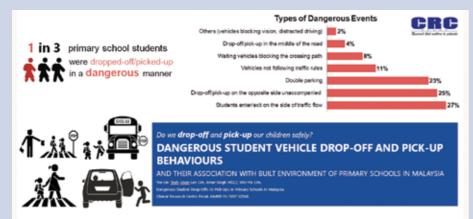
Example – people with mental health issues like depression, schizophrenia, psychopaths and people who self-harm. It also possibly included people who broke down due to marriage failures. Example – people with physical and learning disabilities like Down syndrome, autism and slow learners. Example – homeless people, abandoned children, prostitutes, people who committed petty crimes and delinquents. Example – people born out of wedlock. Example – homosexuals, lesbians and bisexuals. Example – people with epilepsy.

The majority of the inmates ended living in the hospital for the rest of their lives. How they were treated was shocking as the scandals in the British institutions revealed. Tanjung Rambutan was no different. The inmates were physically, psychologically and sexually abused by the whole hierarchy irrespective of rank and file.

Scandal after scandal was exposed that eventually led the British government to close all such institutions in the last one and a half decades. Survivors were moved into small units of five to 10 people and subsequently into better conditions of supported living in individual flats, shared living conditions and houses comprising three people that agreed to the arrangement, for example. These facilities are next door to residential premises as against the isolated environment like Tanjung Rambutan. People would use the local amenities like the shops, banks, post offices. This is a great step forward to restore their rights as citizens irrespective of their differences. The United Nations Human Rights Charter clearly spells out the rights of individuals.

Chee

Dangerous Student Drop-Offs and Pick-Ups at Primary Schools



R oad traffic injuries are the commonest cause of death in Malaysian children aged 1-18 years. Deaths are not uncommon in school zones and we have had a number of disasters highlighted in the media.

The Clinical Research Centre Perak (CRC Perak) has conducted a comprehensive study to determine the safety of student drop-off and pick-up behaviours at our primary schools. Twenty government primary schools were randomly selected from 67 available schools in Ipoh city. All primary students wearing school uniforms, dropped-off and picked-up by motorised vehicles, were observed during the peak hours of drop-offs and pick-ups (12 noon to 1pm). Analysis of 2008 students showed that 32% were involved in dangerous drop-off or pick-up behaviours. Some children experienced more than one dangerous drop-off or pick-up behaviour. The commonest dangerous behaviours were students exiting or entering vehicles on the side of traffic flow (27%), dropped-off or picked-up at the opposite side of the road unaccompanied (25%), and double-parking (23%). Other hazardous behaviours included vehicles not following traffic rules (11%), waiting vehicles blocking the crossing path (8%), drop-off/pick-up in the middle of the road (4%), and vehicles blocking vision or distracted driving (2%). (See infographic)

As Malaysians we often seem to wait for a catastrophic event before acting. Here the evidence suggests that 1 in 3 of our primary school students are routinely involved in dangerous drop-off or pick-up behaviours. This is of serious concern and a potential for disaster to happen. Children going to school should not be exposed to such risks. There is good evidence from international research that these young children are not able to manage the traffic environment as well as adults; they can easily fail to adjust for car/motorbike speeds or make errors when crossing roads. Hence training these children is not the best solution. While we need to educate students on road safety, what is required is environmental change.

We hope the Ministry of Education and school authorities can work proactively with the Road Transport Department and parents to transform the safety profile and built-up environment of all schools. Every school should have the following:

1. A formal drop-off/pick-up area for children.

- 2. Bus loading and drop-off zones for children arriving by bus.
- 3. Adequate traffic calming measures around all schools (speed bumps, school speed limit sign, school crossing guard, etc.)

These are the minimum expected safety standards for any school and require both legislative support and enforcement. There should be stricter penalties for violating traffic rules within or near schools. In addition, it is important to consider the locating of schools away from major traffic and main roads. Unfortunately, some that were located in quiet areas had cities engulf them. We need to ensure that school zones remain underdeveloped with good green lungs.

As a society we also need to re-evaluate our behaviour of every parent sending their individual child to school in a private vehicle. The traffic volume this creates makes management of the school traffic environment extremely difficult. Investing in a better quality school bus system would make safety and traffic management much simpler.

We often speak of our children as the future of our nation. There will be no future if we do not look after the present.

Dato' Dr Amar-Singh HSS (Consultant Paediatrician)
Dr Teoh Yen-Lin (Paediatrician)
Dr Lim Voon-Lee (Paediatrician)
Lim Wei-Yin (Research Pharmacist)
Clinical Research Centre Perak

MBI is Creating Illegal Dumpsites

Trefer to the editorial "A cat and mouse game" (Ipoh Echo, March 1-15, 2018) issue. On one hand MBI is clearing illegal dumpsites and on the other hand MBI workers are creating illegal dumpsites. There is no schedule for cleaning of drains and only when a resident complains, the drain in front of his house is cleaned. The rubbish is piled next to the road in front of the complainant's house. This is the standard practice.

After a few telephone calls, the drain in front of my mother's house in Jalan Kinta was cleaned about three weeks ago. The rubbish was piled next to the road. The rubbish dumped during previous drain cleaning is still lying around the tree trunk and can be noticed. People have started to throw garbage at this site.

There was a supervisor overseeing the work and he is aware of the rubbish piled next to the road and has not done anything to remove it. This rubbish would not be collected until you make a few calls to MBI.

The drain on the other side of the road is also clogged, but no action will be taken until the resident complains.

Why can't MBI train its staff to do a complete job?

A. Jeyaraj

Upcoming Event

#Connect2Earth at Meru Valley Resort

t is that time of the year again when people's role as stalwarts of environmental protection is rekindled. This year's 60+ Earth Hour carries the hashtag #Connect2Earth.

Meru Valley Resort will once again show its support by actively promoting the cause through various activities. Before the symbolic 1-hour lights off event from 8.30pm to 9.30pm on Saturday, March 24, the resort will kick off the movement with a Pledge and Donate campaign leading up to Earth Hour.

Below are the series of sustainable initiatives happening in Meru Valley Resort in conjunction with the worldwide movement:

Earth Hour Pledge & Donate Campaign (Open to Public)

Pledge your support for Earth Hour from March 5 to 24 by sending a clear message or donating to the WWF (World Wildlife Fund) by purchasing face towels. It will be on sale at only RM10 per piece at the outlets (Golf Reception, Dome Restaurant, Meru Suites and Driving Range) of the resort. All proceeds will be directed towards WWF Malaysia.

Earth Hour Morning Walk (Open to members & residents ONLY)

Join the free Earth Hour Morning Walk on March 24 from 7.30am to 9am with complimentary goodie bags. Registration closes on the March 17. Certificate of participation will be given to all participants.

Earth Hour Recycle Day (Open to members & resident ONLY)

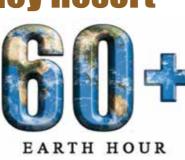
Go beyond Earth Hour. Let's reduce, reuse & recycle to save Mother Earth. Bring your recyclables to the visitors' car park area (old tennis courts) from 9am to 1pm.

Earth Hour Kids Treasure Hunt (Open to members & residents ONLY)

Let's educate, inspire and empower children to protect the Mother Earth before it's too late! Register your kids for the fun treasure hunt before March 17. Open to children of 7 to 12 years old.

Earth Hour Golf Day (Open to public)

Save energy, no buggy! All 3 Nines will be a walking course after 4pm. Last issuance





of 18-hole buggy will be at 11am and 9-hole buggy will be at 1pm. Registered walking golfers from 4pm onwards will be given a sleeve of SRIXON golf balls.

Earth Hour Health Day (Open to public)

Healthy people, healthy nation! Join in the free health talk, blood donation and health screening by Meru Eco Clinic and KPJ Ipoh Specialist Hospital. Take charge of your health care today! 9am onwards at function room (health talk) and Cafe 28 (blood donation and health screening).

Earth Hour 60+ Countdown (Open to Public)

Join us in celebrating the commitment to the planet with your friends, family and community by lighting up candles in 60+ formation, as we countdown sharp from 8:29pm.

Earth Hour Candlelight Dinner (Open to Public)

Dine during Earth Hour and do your bit for the planet whilst indulging in Dome's notable dinner buffet experience lit by candlelight at RM68+ for adult and RM48+ for kid . Sit and enjoy 60 minutes of non-stop acoustic performance by Soul Sonic from $8.30 \, \mathrm{pm}$ - $9.30 \, \mathrm{pm}$

To be part of Earth Hour, please contact **05 529 3300**, **05 529 3333** (Golf Reception), **05 529 3358** (Dome Restaurant) or e-mail to info@meruvalley.com.my. Check out Meru Valley Resort's **Facebook** page too.

Mei Kuan

Bv A. Jevaraj

iSpeak

Duyer Dowers - Do o Cmort Cons

Buyer Beware – Be a Smart Consumer

s more and more companies are employing slick marketing gimmicks and sales tactics to attract consumers to buy their products, people are tempted to buy products they don't need. New and attractive packaging with bright colours and new design impacts a buyer's purchasing decision to select a new product instead of the usual brand.

Many consumers do not voice out their grievances. They prefer to keep quiet and refuse to lodge complaints even after realising that they have been convinced by marketing tactics or have bought faulty products.

In developed countries, consumers are more particular about their rights and traders more responsible. This results in a more transparent and disciplined market. The Malaysian government has also embarked on a similar mission of building more awareness on consumer rights in its journey towards achieving the status of a developed nation by 2020.

Much has been said about the need to raise standards of consumer awareness. I wonder what has been done at grass root level to make the public aware of this. Many Malaysians at best only know how to rant over the ever increasing prices of goods and services, but do nothing.

I read in a magazine that in Japan if the price of a product especially a food item goes up, nobody buys it. The price comes down. Malaysians can do the same instead of complaining.

Consumer Profile Research, conducted by the Domestic Trade, Cooperative and Consumerism Ministry revealed that only 58 percent of Malaysian consumers were properly aware of their rights. Mat Pauzi Awang, Director of Consumer Movement Division under the ministry said the percentage is low, in spite of consumers being more aware of their basic rights.

I would like to share my shopping experience and what I have come across.

The brand of white coffee I buy is sold only in a few shops and lately when I went to buy coffee I noticed that instead of 15 sachets, there were only 12 sachets in the packet for the same price. When I went to a couple of other shops, the quantity was the same. The price used to range from RM13 to RM16.50 in different shops. In one of the shops I seldom go to, I noticed that a packet with 15 sachets was on sale at a price of RM18.50. The manufacturer has reduced the quantity by 20 percent and is selling for the same price. In this case I have to decide whether to continue buying the same brand or switch brands

Instant coffee is sold in packets weighing 100g, 200g, 300g and 500g. It is up to the buyer to calculate which pack is cheapest. This can be said for many other products like soft drinks and snacks.

I buy instant noodles in spite of reading reports that it is not healthy. Normally each pack contains five packets and the weight of each packet varies from 70g to 90g. It is up to the buyer to work out which is most cost effective.

The packaging of some products especially detergents look very attractive and probably the container may cost more than the contents. Often people buy a product to keep the container.

So who is there to protect the consumer? Federation of Malaysian Consumers Associations (FOMCA) is a national non-governmental organisation, which is voluntary, not-for-profit, non-political, and civic oriented. It is the umbrella body for 13 consumer associations in Malaysia. FOMCA links the activities of consumers' associations

in Malaysia and works together with the national and international levels towards strengthening consumer protection. FOMCA's main concern is not only value for money but more so, value for people.

Now and then FOMCA makes some statements in the media, other than that I am not sure what they do. Perak Consumer Association (PCA) used to organise talks and forums on consumer issues, but now PCA is defunct and there are no programmes. Consumer associations in other states are also not active.

The month of July is celebrated nationwide as 'Consumer Month' and I wonder how many people are aware of this. There is no publicity or activities to attract the people. The theme "Consumer Rights, Your Responsibility" is to help consumers understand their rights and regulations protecting them from being cheated by unethical traders. All this sounds good. What steps have been taken to educate the public?

The Ministry of Domestic Trade, Co-operatives and Consumerism has a Complaints Bureau (at Tingkat 1, Blok A, Bangunan Persekutuan Greentown, Jalan Dato Seri Ahmad Said, Ipoh), and I have approached them a couple of times with personal problems and they have solved them. There is a duty officer to receive complaints. The day after I made a complaint, I received a letter with details of my complaint. I wonder how many people are aware of this and make use of their service? The public can take their grievances to this department.

The same ministry is promoting Trade and supporting Consumerism. How is the ministry going to balance this?

Lack of awareness remains a basic consumer problem and for the time being the best policy is Buyer Beware.



STORAGE SPACE WANTED*

- * for storage of files, books, reports and newspaper clips
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Call 019 277 4282 (contactable between 3pm to 6am).

16 March 16 - 31, 2018 **IPOH ECHO** Your Voice In The Community

Sport - Hockey

Are we ready?

With a clean sheet winning all matches, Australia proved that their position as the world's top-ranked hockey nation no fluke when they won the 27th Sultan Azlan Shah Cup

hands-down.

The Aussies defeated England 2-1 to claim the title for the tenth time. Incidentally, they were beaten 4-3 by the Great Britain team in last year's tournament. It was a bittersweet win for the Kookaburras as the match was the last for captain Mark Knowles. Knowles had announced retirement from international hockey in February.

The 33-year-old defender's last international outing will be the 21st Commonwealth Games in Gold Coast, Queensland, Australia in April. Olympic Games 2016 champions, Argentina came in third defeating host Malaysia 3-2 in the third-fourth placing

play-off. Argentina won two out of five

matches; defeating India 3-2 and Ireland 5-3. Meanwhile, world sixth-ranked India overcame Ireland 4-1 in the fifth-sixth placing play-off leaving Ireland languishing at the bottom.

Special awards for this year's tournament went to: Fair Play Award (Piala Raja Ashman Shah) was won by Australia, Man of the Match Award for the final match went to Mark Knowles, Argentinian Gonzalo Peilat took the Top Scorer Award with eight goals, the Best Keeper Award was won by England's George Pinner while the coveted, Best Player of the Tournament Award went to

Daniel Beale from Australia. With the 21st Commonwealth Games in the wings, is our men's field hockey team ready?

Rank is just a number

The first match won by the Speedy Tigers was on the first day of







Testing Grou

■ By Ili Aqilah

world tenth-ranked Ireland 4-1. Skipper Razie Rahim scored the opening goal followed by Tengku Tajuddin's a few moments later. Even Ireland's tight defense couldn't blunt the Speedy Tigers' attacks. Razie added another two goals via penalty corner ensuring a clean win for Stephen Van Huizen's boys.

Out of five matches the boys had, the most memorable was the game against world second-ranked Argentina whom they beat 2-1. Tengku Ahmad Tajuddin's goal in the 20th minute was the boost the team needed. Eight minutes later the crowd went wild when Najmi Farizal Jazlan scored Malaysia's second goal. The score stood at 2-nil at half time.

Diego Paz scored Argentina's only goal in the 32nd minute and despite earning two penalty corners, even star player Gonzalo Peillat couldn't convert to save the Argies. The last time the South American team lost to Malaysia was in 2001 when the home team won 4-2.

Thanks to his incredible saves, Malaysia's keeper, Hairi Abd Rahman, was named the Man of The Match during this opening match.

Overconfidence sinks the ship

When the Speedy Tigers defeated the 'Los Leones', fans were hoping for two consecutive wins against India and England for a spot in the final. All hopes were dashed when Malaysia went down 5-1 to India.

That was India's first win after being routed 4-2 by Australia, lost 3-2 to Argentina but drew 1-1 against England. Two successive goals by Shilanad Lakra and Gurjan Singh in the first quarter seemed to kill the home team's spirits. Despite Faisal Saari's goal, the Malaysians' performance remained insipid till the end of the game.

Malaysia lost its chances to be in the final with the Aussies when they lost to England on the fifth day of the tournament. Both teams knew they must work hard to win for a spot in the final. However, coming

up against the world seventhranked team had a nagging impact on the minds of the players and Malaysia, ranked twelve in the world, lost 7-2.

Despite the boys' poor performance, Coach Stephen Van Huizen applauded the team for not giving up even when they were down 7-0.

"The boys did their best and I am proud they kept their heads up. No one wants to lose 7-2 to anyone," said Stephen.

Commonwealth Games and World Cup

In less than a month, the same team will be in Gold Cost, Australia for the 21st Commonwealth Games beginning April 4 till 15. Our home team will have to contend with India, England, Pakistan and Wales in the preliminary rounds, as all are in the same grouping. Are the Speedy Tigers ready for the joust Down Under or will it be just another outing? Only time will tell.

Most of the participants in the just-concluded Azlan Shah Cup 2018 were experimenting with their youth teams. The most obvious ones were Argentina, India, England, Ireland and Australia. They were using the much-touted tournament as a testing ground for their second-stringers.

Since they are already through to the Hockey World Cup 2018 in Bhubaneswar, India from November 28 to December 16, the Azlan Shah Cup served as a convenient trial for these aspiring teams.

The Commonwealth Games will be another test before the world's top 16 hockey nations gather in India for the finale at the end of the year. Malaysia is one of them.





Photos by Luqman Hakim