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TEACHING CASE

	Title	Page
1.	My Land is Neglected... My Land is Mortgaged... <i>Azrihisyam Jambut</i>	1
2.	Cry Me a River: Overcoming Public Policy Implementation Barriers Through Public Marketing <i>Iswalah Arshad, Zarina Rahim</i>	14
3.	Auto 365, Aesthetic Blue Wave and X50: The Steps of Diversification Strategy Implementation of Kental Bina Sdn. Bhd. <i>Mohd Sufli Yusof, Muhamad Ali Imran Kamarudin, Azahari Ramli, Hasnizam Hasan</i>	30
4.	Crisis at Go First – India's Low-Cost Airline <i>Raghavendra Rao G N, Harish R</i>	34
5.	Managing Unexpected Crises in Event Business Organizations: The Case of QLIC Solution <i>Yen Sin Foo, Asmahany Ramely, Noor Amalina Yusof, Rozila Ahmad</i>	44
6.	HRD Corp's Stakeholder Engagement Practices <i>Nursafwah Tugiman, Marfunizah Ma'Dan, Saidatul Nurul Hidayah Jannatun Naim Nor Ahmad, Mohamad-Noor Salehhuddin Sharipudin, Soffian Mohammed Amin</i>	52
7.	Another Blow or A Resurrection? <i>Cordelia Mason</i>	57
8.	Business Distribution Model: Change or Not to Change? <i>Abdul Kafi, Nizamuddin Zainuddin, Yuhainis Mohd Yusoff, Norita Deraman</i>	63

RESEARCH CASE

	Title	Page
1.	Revolutionizing Recruitment: Navigating Recruitment Trends for Long-Term Success <i>Uthaya Prakash Santhanam</i>	68
2.	A Study on Multinational Company's Management Control and Coordination Mechanism towards Subsidiaries in Kulim Industrial Area <i>Sanggetha Gopalan, Narentheren Kaliappen</i>	78
3.	A Case Study of Work-Life Balance among Female Investigator <i>Harularasan S/O Krishnan, Ida Juliana Hutasuhut, Mohamad Hardyman Barawi, Ross Azura Zahit</i>	93
4.	Effect of Dividends Policy on Firms Size, Leverage and Performance <i>Jeniza Jamaludin, Bachevinder Singh, Saiful Bahri Sufar</i>	106
5.	Critical Success Factors (CSFs) For Waste Management Service Provider in Malaysia <i>Mazri Yaakob, Nur Arlieatul Marissa Sulong Muharom, Nurul Fahira Fazleen Che Abas, Haikal Ismail</i>	121
6.	Unveiling the Symbolic Tapestry: The Mauritian Traditional Hindu Symbolic Kerchief in the Artworks of Arvin Ombika <i>Arvin Ombika</i>	133
7.	The Issues and Challenges of Diversification Strategy: The Case of Sutera Sanjung Sdn. Bhd. <i>Muhamad Ali Imran Kamarudin, Mohd Sufli Yusof, Azahari Ramli, Shahrina Othman, Hasnizam Hasan</i>	144
8.	Diversification Strategies Among Small-Medium Enterprises: Embracing Practical Solutions in the Implementation of Indah Teraju Sdn. Bhd. <i>Muhamad Ali Imran Kamarudin, Juraifa Jais, Syamsuriana Sidek, Abdul Rahman Jaaffar, Maliani Mohamad</i>	154

9.	Whistleblowers, Media and the Law: Challenges in Combating Corruption <i>Mukhriz Mat Rus, Normahfuzah Ahmad, Ahmad Shahrman Ahmad Tekmezi</i>	165
10.	Sustainability Development Model of MSMEs Through Financial Literacy and Financial Inclusion <i>Winda Riskianita, Tiko Pajri, Tohir Tohir, Firmansyah Firmansyah, Hamsani Hamsani</i>	176
11.	Village Fund Problems: Unraveling Problems Towards Accountable Village Fund Management in Bangka Regency, Bangka Belitung Islands Province in Indonesia <i>Alisaputra, Andi Jaenuri, Iwan Yunanto, Nasirudin Kholish, Nizwan Zukhri</i>	184
12.	Utilization of Technology in Financial Management has Positive Impact on the Results of Sales of MSMEs in South Bangka <i>Meidarina Yunfin, Leo Adiwina, Mas Agus Muhammad Fahmi Fauzi, Darus Altin</i>	191
13.	The Conception of the Inheritance and Development of Cantonese Opera in Malaysia <i>Wong Oi Min</i>	200
14.	Spatial Decision Support System based on Multicriteria Decision Analysis and Spatial Information for Flood Management Planning: Location Analysis for Construction of New Hospital Building in Kelantan, Malaysia <i>Mohammad Fikry Abdullah, Zurina Zainol, Amri Md Shah</i>	212
15.	Road Safety in Aerotropolis: Enhancing Student Awareness Through Gamification Engagement <i>Nur Khairiel Anuar, Rohafiz Sabar</i>	226
16.	Blockchain Intellectual Property (BCIP) <i>Saeed Ali Faris Alketbi, Massudi Mahmuddin</i>	238
17.	Cryptocurrencies: Disrupting International Money Transfers Through Technology <i>Saeed Ali Faris Alketbi, Massudi Mahmuddin</i>	253

18.	Modernizing of Plant Records Management: A Case Study of UUM'S Herbs Garden	264
	<i>Nur Syazwani Mohd Naw, Fadhilah Mat Yamin, Wan Hussain Wan Ishak, Siti Nur Aziah Abdul Wahab, Fatin Liyana Abdul Hamid</i>	
19.	Proposed Airport Terminal and Commercial Facilities in Kedah Aerotropolis, Kedah	273
	<i>Rohafiz Sabar, Nur Khairiel Anuar</i>	
20.	Strategic Evolution: Enhancing China Railway Construction Group Co., Ltd. Marketing Approach for Quality Growth and Scalability	285
	<i>Yuan Xiangxianga, Rohafiz Sabar</i>	
21.	Managing the Unmanageable: Crisis Management	298
	<i>Asmahany Ramely, Foo Yen Sin, Noor Amalina Mat Yusof, Rozila Ahmad, Nick Tan Yeet Fhong</i>	
22.	Graduate Communication Issues from Industrial Perspectives	311
	<i>Marfunizah Ma'dan, Nursafwah Tugiman, Saidatul Nurul Hidayah Jannatun Naim Nor Ahmad, Mohamad-Noor Salehhuddin Sharipudin</i>	
23.	Understanding the Challenges of the Halal Frozen Foods Distribution Channel in the ABC Industry	318
	<i>Abdul Kafi, Nizamuddin Zainuddin, Yuhainis Mohd Yusoff, Norita Deramand</i>	
24.	New Construction Technology Application of Bricks by Using Organic Waste from Sugar Refinery Industry	324
	<i>Maheera Mohamad, Khai Lin Chong, Rahimi Abidin, Noor Hidayah Abu, Mohd Rizal Razalli, Che Azlan Taib, Yuhainis Mohd Yusoff</i>	
25.	Potentiality of Pressmud Application in Soil for Palm Oil Plantation Productivity	330
	<i>Maheera Mohamad, Mohd Rizal Razalli, Md Abdul Kafi, Alminnourliza Noordin, Rosini Nawang Mustapen, Haikal Ismail, Khai Lin Chong</i>	

26.	EUDR and Potential Collaboration with Malaysian Palm Oil Industry Stakeholders	337
	<i>Uthaya Kumar Muthu</i>	
27.	Technology as an Enabler for Smallholder Inclusion and European Union Deforestation Free Regulation (EUDR)	349
	<i>Uthaya Kumar Muthu, U.R. Unnithan, Prakash Santhanam</i>	

Cry Me a River: Overcoming Public Policy Implementation Barriers through Public Marketing

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Synopsis

One of the primary functions of any government is to establish public policies, which encompass laws, regulations, and initiatives that impact the general populace. The level of compliance and acceptance among the public largely hinges on their recognition of the benefits associated with such policies. This concept can be likened to the act of purchasing a product from the market. Similar to how corporations undertake marketing efforts to enhance the sales of their goods, the acceptance of various governmental policies also relies, to some extent, on effective marketing strategies. Malaysia possesses a rich and diverse biological environment that necessitates public support. The objective is to preserve, conserve, and sustain our natural resources to promote the well-being of both current and future generations. The adoption of pro-environmental behaviours by citizens plays a pivotal role in ensuring the success of government initiatives in this regard. Overcoming implementation barriers within policies is essential. Therefore, campaigns and initiatives that require public participation must be crafted with a focus on fostering positive engagement. Consequently, the integration of social and public marketing concepts by policymakers during policy formulation and implementation becomes imperative. This integration ensures a heightened level of compliance, participation, and support from the masses.

Keywords: Social Marketing, Public Marketing, implementation barriers, public policy, environmental sustainability

A RIVER RUNS THROUGH IT

"A river doesn't just carry water, it carries life". - Amit Kalantri

A river is the vein of the land, bringing lifeblood to the living creatures living in its basin and also to the ones passing in its wake. The rivers, clouds, rain, snow, streams, groundwater catchments, lakes, seas, and oceans are intricately linked parts of the earth's water cycle that sustains all living beings. Unfortunately, a lot of human beings fail to recognise these important aspects of the river and sometimes just treat it as a vessel to carry all our waste and filth thinking that the river will never suffer. But the rivers suffer and if we do nothing, we humans will suffer with them.

In Malaysia, the situation is dire. In the three most developed states in Malaysia, namely Johor, Selangor, and Pulau Pinang, we have the most number of dying rivers. When rivers are full of contaminants and are depleted of oxygen, they would have very minimal or next to no living organisms that would thrive in them and thus would be dying.

As the steward for the management of the environment in Malaysia, the government has a very urgent need to tackle the issues holistically. The policies and programs should be able to reach all segments of society and be actionable at the working level. A more innovative approach with a relook using different points of view is imperative to mitigate the agglomeration of issues due to the years of executing many ineffective as well as inefficient programs concerning the environment, especially in the management of rivers in Malaysia.

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THE SERIES OF UNFORTUNATE EVENTS

On Dec 16, 2021, the Sungai Semenyih water treatment plant (WTP) was shut down by Air Selangor due to diesel-like odour pollution at the Sungai Rinching tributary. Water delivery was disrupted in 463 places in Selangor and Putrajaya because of this occurrence. The police and other agencies, including Air Selangor, the Selangor Water Management Authority (LUAS), and the National Water Services Commission (SPAN), have summoned a factory owner in Dengkil to assist with the investigation of this crime under Section 430 of the Penal Code (i.e., mischief by injury to works of irrigation or by wrongfully diverting water).

This was the third time that Sungai Semenyih had been poisoned in 2021 alone. The first two incidences of river contamination happened within a week, on August 31 and September 3, respectively.

Due to the purposeful release of hazardous chemicals and garbage into the drainage system and ultimately into Sungai Gong in 2020, Rawang experienced more severe river pollution than the previous incidents. This incident impacted 1,292 places across seven districts in Kuala Lumpur and Selangor, affecting more than 1.2 million Air Selangor customers. The sad thing is, river contamination and associated water shortages had been frequently occurring across Malaysia, not only in Selangor.

Due to illegal chemical waste disposal, Sungai Kim Kim in Johor had also seen one of the greatest river contaminations in Malaysia in recent years. In March 2019, toxic pollution in Sungai Kim Kim resulted in over 4,000 people falling ill and saw the temporary closure of 111 schools in the Pasir Gudang district. The district was again hit with similar pollution three months later, which also caused dozens to fall sick and saw another temporary closure of 111 schools (see Appendix A).

According to the Department of Environment (DoE), 195 rivers in Malaysia are slightly polluted and 34 are polluted. In Selangor, 30 rivers are slightly polluted, while three are polluted. Not only that the state of the pollution of the rivers impacted the lives of Malaysian inhabitants through the clean water disruptions but it also impacted the ecosystems that the rivers are a part of. The result is to the detriment of many other living beings in that ecosystem as well (see Appendix B).

As pollution becomes more pervasive in Malaysians' daily lives, civil society organisations are amplifying the calls for better environmental stewardship and tougher penalties for violators — and there are signs that the current government is taking notice.

TRYING TO PUT SOME SENSE TO A PROBLEM

A week after the Sungai Kim Kim incident, a task force was set up and a round table discussion about the problem with the Sustainability Minister, legal scholars, and members of environmental and social justice groups was called. The gist of the discussion of the Meeting on the Issues of River Pollution on the 16th of March 2019 in the Johor State Secretary Meeting Room in Johor Bahru is as follows:

- | | | |
|------------------------|---------|---|
| Assoc. Dr. Min | Prof. : | Malaysia's environmental policy is based on the Environmental Quality Act (EQA) of 1974, which attempts to prevent and control pollution while also establishing a system to penalise individuals who recklessly destroy the environment. However, I don't think this 48-year-old law can still address all of our concerns even with all the added revisions and amendments. |
| Sahabat Green | Go- : | It's true. The recurring pollution incidents and water cuts have exposed a fundamental problem with EQA. Even if the fine is 100 million ringgit, it won't be a deterrence enough for multinational corporations because they make much more than that. |
| Sustainability Officer | : | Though other laws can be used to punish environmental crimes, we should put stronger penalties — in particular, longer jail sentences — under the EQA to make |

enforcement of the law more serious. Take the Sungai Gong pollution for example (see Appendix C). The two directors of the construction equipment company that was blamed for polluting the river were each hit with two charges in early November: one under the EQA and another under the Penal Code. The maximum sentence they face under the EQA charge, for polluting inland waters, is five years in jail; under the Penal Code charge of wrongfully diverting water, they could be jailed for up to 30 years.

Assoc. Prof. Dr. Min : The law is already that old but, the law itself is not enough. People complained but some of them are the culprit themselves. We might need some other ways to have “buy-in” from the rakyat. A whole of society approach is essential to corral the support and gear up the actions by the government agencies together with the rakyat.

Sustainability Minister : We understand that. However, the Government has actually done a lot in order to tackle these river pollution issues. So first, let us take a look at what we have done so far and later we will discuss how we can improve it.

SOME EFFORTS THUS FAR

"Cintailah Sungai Kita" Campaign, 1993

The Department of Irrigation and Drainage Malaysia (DID) while under the Ministry Of Agriculture Malaysia originally began the Love Our Rivers Campaign or “Kempen Cintailah Sungai Kita” in February 1993 to educate the public about the significance of rivers and the environment in our lives while also highlighting the critical condition of pollution faced by our rivers. The campaign aims to raise public awareness, empathy, and care for our rivers, as well as coordinate efforts to clean them up around the country. The campaign is divided into three (3) phases which are:

Phase I campaign:

Five (5) main activities that were still carried out since 1993 are river observation, education and talk, river expedition, and river beautification.

Phase II campaign:

In 1996, in line with the theme ‘Prevention as a foundation of rehabilitation’, the Phase II campaign put more emphasis on enforcement and more proactive measures were introduced. Under this phase, various relevant regulations had been introduced.

Phase III campaign:

In 2000, campaign programs were more aggressive to increase commitment and the seriousness of the technical departments as well as the public, in particular communities involved in the river and catchment conservation. The prominence of an important figure, namely the Prime Minister, was made to launch the campaign to show political will. The campaign continued with some old activities and added with few new activities namely the River Cleaning, River Beautification Program, Pollution Treatment Program, River Lift Program, and Education Program.

National Water Resource Policy, 2012

The National Water Resource Policy (NWRP) was approved by the Cabinet on 22 February 2012. The Tenth Malaysia Plan stated that there was a need to formulate a NWRP that will serve as a comprehensive guide to aid water and water resources governance nationwide. This Policy intended to set out the means to ensure that existing and proposed policy directions from multiple sectors related to water as a whole would be complementary. It looked to ensure uniformity of existing legal provisions, institutional mandates, and policy directions, and

consolidate the same through effective and efficient measures and mechanisms. In addition, it will provide guidance to help address knowledge gaps, as well as strengthen methods and practices to ensure that water resources will not just be managed in an integrated manner, but geared towards sustainable development and use. Through this policy, all policy actions by all sectors of the government that relate to and affect water as a whole can be consolidated, complemented, and implemented, guided by the directions set forth herein.

The policy statement:

“The security and sustainability of water resources shall be made a national priority to ensure adequate and safe water for all, through sustainable use, conservation and effective management of water resources enabled by a mechanism of shared partnership involving all stakeholders.”

River of Life Project, 2012

In 2012, Kuala Lumpur City Hall, in collaboration with the Ministry of Federal Territories and the Department of Irrigation and Drainage Malaysia, began the River of Life initiative to unite the city, the river, and its people. The Malaysian government's Economic Transformation Programs, or ETPs, were a collection of high-impact projects and programs aimed at elevating the country to developed nation status. The USD1.3 billion River of Life project spanned the confluences of metropolitan rivers particularly Klang River and Gombak River, with a total area of 781 hectares and 63 hectares of water bodies and was divided into three primary components: river cleaning, river master planning, and river beautifying. The project aimed to reintroduce the community to the river by transforming it completely into a thriving waterfront with strong economic and commercial value, revitalising the city's river and re-connecting it to the surrounding urban fabric (see Appendix D).

In January 2019, Maya Karin, a Malaysian film actress, television host, and singer was appointed as the ambassador for the River of Life Outreach Programme. She did an advertisement to promote the #MayaKarinChallenge and #RiverOfLifeKL with an interview-like approach in what seemed to be an awareness approach as well. The interview video can be accessed in youtube through <https://www.youtube.com/watch?v=AdHzjyCf9M>.

Reporter : What's your recent activity?

Maya Karin : I'm currently busy with the River of Life Project.

Reporter : What is your role in this mission?

Maya Karin : I was appointed to be the ambassador. The ultimate mission is to increase the water quality along 110 kilometres in KL.

Reporter : What's the main cause of pollution?

Maya Karin : So many causes. Among others is littering

Reporter : How much waste do Malaysians produce in a day?

Maya Karin : 37,000 tons each day! That means 13.5 million tons of garbage every year.

Reporter : What is the initiative Project River of Life?

- Maya Karin : The Public Outreach Programme is to educate the general public, to reduce pollution.
- Reporter : Who is the targeted group?
- Maya Karin : Public, education institutions, food stall premises, industry players, corporate, developers, and others
- Reporter : How do we get information about the River of Life Project?
- Maya Karin : Instagram of course. @riveroflifekl. Have you followed?
- Reporter : Of course!
- Maya Karin : Okay, great
- Reporter : Maya Karin challenge. How did you get that idea?
- Maya Karin : Not me. My fans started it on Twitter. So do not forget to send photos of you in the river and do not forget to #mayakarinchallenge and #riveroflifekl
- Reporter : Your last few words for the River of Life Project?
- Maya Karin : Increase the level of awareness and knowledge for the future generation.

National River Trail Program, 2021

The National River Trail Program or Program Denai Sungai Kebangsaan under the Ministry of Environment and Water (KASA) targets the construction of 10,000 kilometres of trails across the country by 2030 implemented to address socio-environment issues through the management and sustainable use of nature, by preserving and conserving beauty river, thus controlling it from pollution risks and activities as well as mitigating flood (see Appendix E).

Almost every day, various news articles reported about waste pollution in rivers, especially those near industrial and residential areas. In addressing the issue, KASA believes that the problem of pollution has to be controlled at source as the most effective measure. The National River Trail Program was introduced to maintain river sustainability, thus ensuring the country's clean water resources in the future.

The transformation of the Charles River in Boston, USA which was once severely polluted but recovered after the construction of a pollution control system and trails as well as surrounding recreational locations was used as a prime example. The participation of recreational communities around the trail played a role in controlling and curbing pollution activities in the Charles River.

PIONEERING NEWER TRAILS FOR IMPROVEMENTS

In early 2022 a workshop was convened by an NGO and was attended by a host of environmental enthusiasts. They came together to discuss the state of affairs of the Malaysian environment post COVID-19 pandemic. After 3 years since the Sungai Kim-Kim incident, some 3 people met again and had a short chat during the wait for the workshop to begin.

- Sahabat Go- : Looking back from the emergence of the Cintailah Sungai Kita campaign in
Green 1993 until the new National River Trail Program in 2021, Malaysia has a lot

of programs and initiatives in protecting the environment, specifically the Malaysia rivers. However, despite all the policies, campaigns, projects, and programmes in place, Malaysia continues to face major environmental problems. So, Prof., what do you think went wrong, exactly?

Assoc. Prof. Dr. Min : Developing a policy is merely the first step. For policies to effectively contribute to the successful protection of nature, they must be implemented efficiently. Challenges hindering implementation are commonly referred to as "implementation barriers."

One of the barriers that policymakers often overlook is gaining the "buy-in" of the public, who are essentially the customers in this context. Government agencies cannot address this challenge in isolation; they require the collective efforts of the majority of the nation's population to work in tandem with them. This can be achieved through both the Whole of Government approach and the Whole of Society approach.

Consider the River of Life campaign as an example. Despite having Maya Karin as their spokesperson, their Instagram and Facebook accounts only garnered around 2,000 likes each. These numbers account for less than 0.0001 percent of our population.

The Cintailah Sungai Kita campaign primarily focuses on school children and university students, but it should also extend its reach vigorously to the wider society. After nearly 30 years, we really need to sit down and analyse the program's accomplishments. Are they adhering to business as usual or are they striving to innovate and engage with different segments of society?

Sustainability Officer : You are right Prof. Many of our bosses only want to look at the face value of the campaigns. Some of the projects are done as a fulfillment of their KPIs and to be able to finish up the allocated amount of budget for the year instead of really sitting down and having a holistic and actionable approach that is needed

Sahabat Go-Green : Right. We, the NGOs are also having trouble reaching out to the masses as we sometimes have financial constraints, and our reach is not that far.

Assoc. Prof. Dr. Min : The right assessment must be done to see how much an individual knows about how to preserve the environment. And, logistics and support should be made available to those that have knowledge but needs assistance to move.

Different segments need different approaches. We want to have them wanting to change and assist the government to have a better environment. Policymakers need to find the gap between policy-making and implementation. We know Malaysia is known for its lack of enforcement, thus we need to resort to education and empowerment instead. Enacting acts and regulations have hidden costs as well, sometimes a huge amount.

We need to address this like we are marketing a business product or service. This is what we call public marketing. The buying in of the masses to be aware, to support, and to collaborate with the public agencies in a win-win effort to help the environment that we live in and that we are leaving for our children and grandchildren.

Sahabat Go-Green : Okay (sighs). Let us sit down together and evaluate the government's environmental programmes and initiatives in terms of implementation barriers.

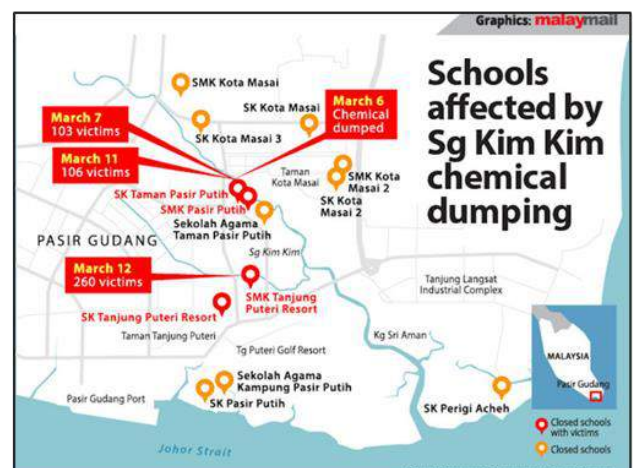
In our proposal, we must highlight the factors related to the implementation barriers, the techniques that can be proposed in the public marketing strategies and the best practices in public marketing out there.

We can come out with a memorandum suggesting an implementation plan by the end of our workshop this week. After it is signed by our Chairman, and by Monday the 24th of January 2022, we can send the memorandum to the Sustainability Minister. We can also send it off to all relevant agencies for their feedbacks and counter proposals.

Sustainability Officer : We should also consider to include strategies to overcome these challenges, while carefully considering the division of powers between the federal government and state governments. Additionally, we need to identify the proactive roles that local councils should undertake. To ensure the effectiveness of our coordination efforts, our proposal needs to be sufficiently flexible. Furthermore, we can highlight successful initiatives and practices from other countries as examples and benchmarks. This comparative approach will provide valuable insights into what has worked elsewhere and can guide our strategic proposal.

Appendix A

The Series of Unfortunate Events



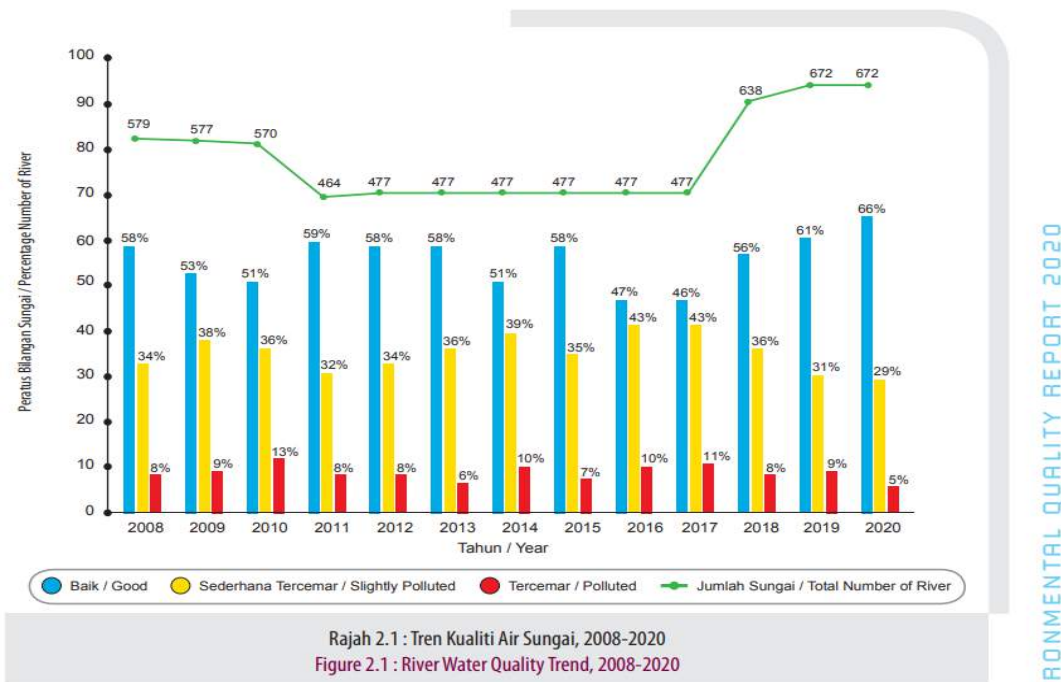
Source: Malay Mail, Sinar Harian and Google Map

Appendix B



Source: Astro Awani

River Water Quality Trend, 2008 – 2020



Source: Ministry of Environment and Water & Department of Environment

Jadual 2.4 : Sungai Tercemar dan Kelas Kualiti Air Berdasarkan Sub-Indeks BOD, AN dan SS, 2020
Table 2.4 : The Polluted Rivers and Classes Based on BOD, AN and SS Sub-Indexes, 2020

NEGERI / STATE	LEMBANGAN SUNGAI / RIVER BASIN	SUNGAI / RIVER	2020			KELAS BERDASARKAN / CLASS BASED ON		
			IKA / WQI	KATEGORI / CATEGORY	KELAS / CLASS	BOD	AN	SS
P. Pinang	Sg. Jawi	Sg. Chempedak	47	T/P	IV	IV	V	IV
		Sg. Jawi	55	T/P	III	IV	V	III
		Sg. Tengah	49	T/P	IV	IV	V	III
	Sg. Juru	Sg. Permatang Rawa	59	T/P	III	IV	V	I
		Sg. Rambai	57	T/P	III	IV	V	I
P. Pinang / Kedah	Sg. Perai	Sg. Air Melintas	58	T/P	III	IV	V	III
		Sg. Kereh	55	T/P	III	IV	V	III
Kedah	Sg. Merbok	Sg. Bakar Arang	56	T/P	III	V	IV	I
Selangor / W.P. KL	Sg. Klang	Sg. Air Busuk	41	T/P	IV	V	V	II
		Sg. Kerayong	58	T/P	III	IV	V	II
Selangor	Sg. Sepang	Sg. Rambai	25	T/P	V	V	V	III
N. Sembilan / Melaka	Sg. Linggi	Sg. Tuang	57	T/P	III	IV	V	II
	Sg. Tuang	Sg. Tuang	59	T/P	III	IV	V	III
Melaka	Sg. Duyong	Sg. Punggur	51	T/P	IV	IV	V	II
	Sg. Merlimau	Sg. Merlimau	56	T/P	III	III	IV	I
Johor	Sg. Batu Pahat	Sg. Panchor	59	T/P	III	III	IV	I
		Sg. Semberong	58	T/P	III	II	III	II
		Sg. Simpang Kanan	59	T/P	III	II	IV	I
		Sg. Temehel	57	T/P	III	IV	V	II
	Sg. Danga	Sg. Danga	57	T/P	III	III	V	II
		Sg. Buluh	41	T/P	IV	V	III	II
	Sg. Kaw. Pasir Gudang	Sg. Perembi	57	T/P	III	IV	V	II
		Sg. Tukang Batu	42	T/P	IV	V	V	II
	Sg. Kempas	Sg. Kempas	32	T/P	IV	V	V	III
		Sg. Kempas	32	T/P	IV	V	V	III
Johor	Sg. Pontian Besar	Sg. Ayer Merah	43	T/P	IV	V	V	I
		Sg. Sanglang	59	T/P	III	IV	II	IV
	Sg. Tebrau	Sg. Bala	55	T/P	III	IV	V	II
		Sg. Pandan	46	T/P	IV	V	V	II
		Sg. Plentong	56	T/P	III	IV	V	II
		Sg. Sebulung	53	T/P	III	V	V	I
		Sg. Sengkuang	52	T/P	III	V	V	I
		Sg. Tampoi	52	T/P	III	IV	V	I
		Sg. Tebrau	58	T/P	III	IV	V	II
		Sg. Tebrau	58	T/P	III	IV	V	II
Johor / N. Sembilan / Pahang	Sg. Muar	Sg. Sarang Buaya	58	T/P	III	III	II	II

Source: Ministry of Environment and Water & Department of Environment

Appendix C

Malaysian Anti-Corruption Commission Investigation

MACC INVESTIGATES
POLLUTION OF
SUNGAI GONG

As at Sept 8, 2020

The Malaysian Anti-Corruption Commission (MACC) has launched a probe into the pollution of Sungai Gong in Rawang, Selangor

It will look into elements of corrupt practices involving any parties, including enforcement agencies

Operations at the Sungai Selangor Phase 1, 2 and 3 and Rantau Panjang water treatment plants were halted due to the pollution

Around 5 million residents and 1,292 locations in the Klang Valley and Selangor were affected by the unscheduled water cut since Sept 3

POLLUTION FROM FACTORY

A factory is **believed to have caused** the pollution of Sungai Gong

It is said to have **discharged effluents** into Sungai Gong, a tributary of Sungai Sembah which flows into Sungai Selangor

The factory has **never applied for a licence** since it started operating in 2014

MANAGERS & WORKERS REMANDED

The factory's four managers, suspected to be involved, were arrested on Sept 5

They are being remanded for six days from the date of arrest

The suspects are brothers who have been managing the factory since their father's demise

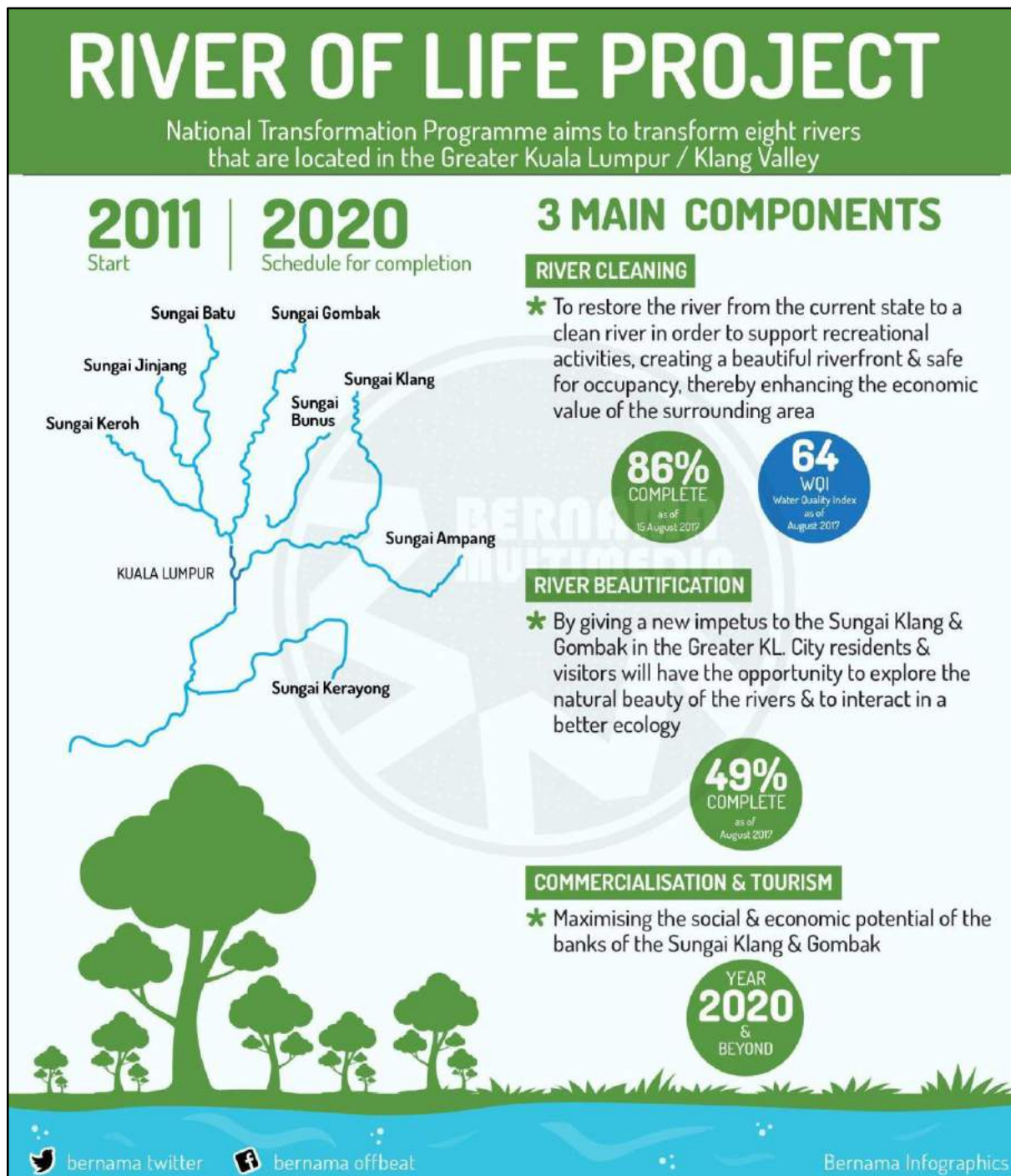
2 factory workers were also detained & being remanded for six days from Sept 7

Source: Royal Malaysia Police and MACC
Published: Sept 8, 2020
Bernama Infographics

Source: Bernama Infographics

APPENDIX D

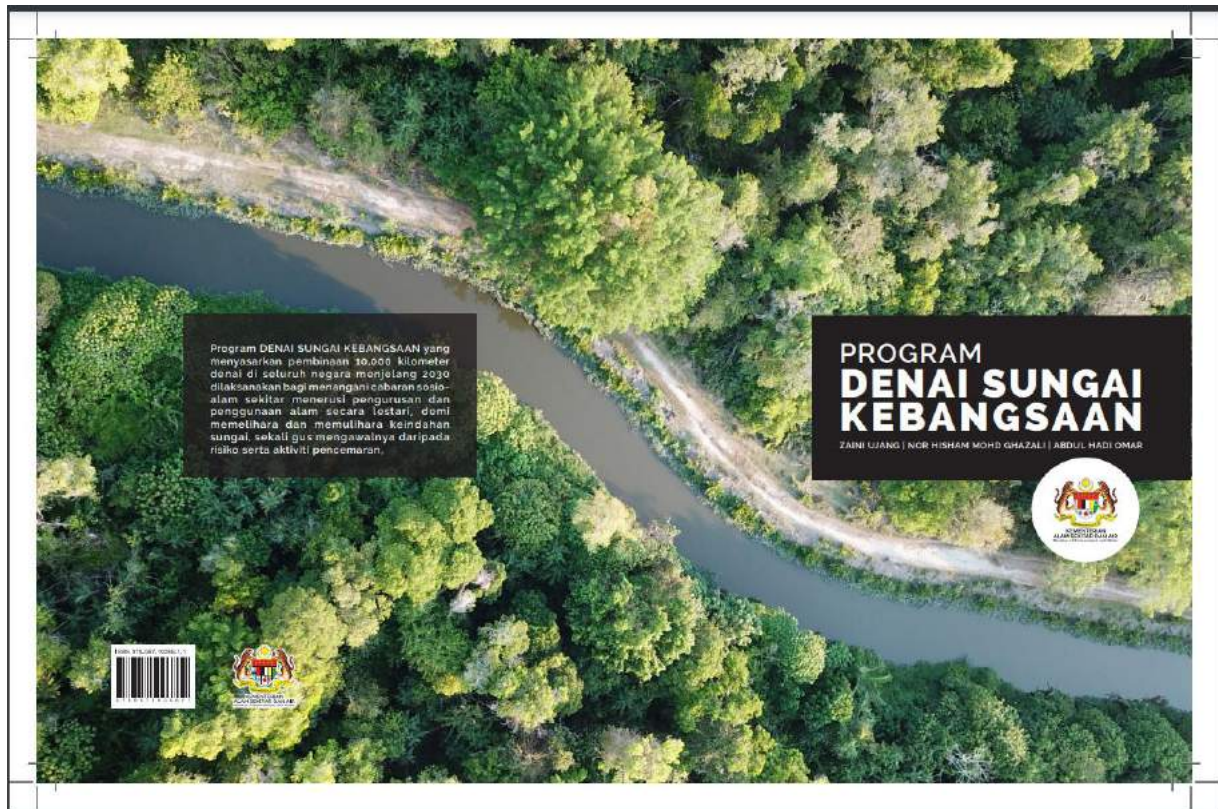
River of Life Project Under National Transformation Programme



Source: Bernama Infographics

Appendix E

Buku Program Denai Sungai Kebangsaan (National RIver Trail Program)



Source: Ministry of Environment and Water

Appendix F

CSR Programme Friend of Langat River Side, UKM



RE:CONNECTION for the EARTH

CSR PROGRAMME
"It's time for our river"

Date:
26 JUN 2022 (SUNDAY)

Time:
8.00am - 1.00pm

Venue:
Friend of Langat River Side, UKM

Tentative:

8.00 am Registration 8.30am Arrival of the VIPs 8.45am Doa recitation by Mr. Mohd Faridz Bin Abdul Jalil Welcoming speech by the Dean of Faculty Science & Technology, UKM YBhg. Prof. ChM. Dr. Ishak Ahmad Speech by the Senior Vice President, Human Resources of ETIKA SDN BHD Mr. Nazurudeen Meerah Ghany Speech by the President of Friends of River Malaysia YBhg Dato' Seri Ir. Dr. Zaini Bin Ujang	9.15am Warm up session (Aerobics) CSR ACTIVITIES: - Riverside cleaning - Paint the stairs and write environmental quotes including our program tag line "It's time for our river". 10.15am Exhibitions: 1) Fun With Microbe team activities: Microbial community observation from aquatic samples: i) langat river water ii) engineering lake water 2) AQUASense drone demo by Associate Prof. Dr. Mohd Shahrul.	3) ETIKA SDN BHD Booth 4) Friend of Langat River Recreation side master plan poster. 5) Centre for Insects Systematics: Insect exhibition and activity on importance of insects to the ecosystem 12.30pm Prize giving ceremony: VLOG contest "It's time for our river" Lucky draw for 5 lucky winners Photography session 1.00pm Disperse
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www.ukm.my/fst  fstukmbangi  fstukm

Source: Universiti Kebangsaan Malaysia

Appendix G

Separation of Powers Between the Malaysian Federal Government and Local Councils

From an environmental perspective, the separation of powers between the Malaysian federal government and local councils involves the distribution of responsibilities and decision-making authority concerning environmental matters. Here's how this separation typically operates:

Federal Government:

The Malaysian federal government has authority over environmental policies and regulations that apply nationwide. It formulates laws, establishes environmental standards, and develops strategies to address major environmental challenges, such as air and water pollution, biodiversity conservation, and climate change. The federal government sets the overall framework and guidelines for environmental protection and sustainability in Malaysia.

Local Councils:

Local councils, as the local governing bodies, play a role in implementing environmental policies and regulations within their respective jurisdictions. They are responsible for monitoring and managing environmental issues at the local level, such as waste management, land-use planning, and local pollution control. Local councils are accountable for ensuring compliance with environmental regulations and may have specific departments or units dedicated to environmental protection and management.

The separation of powers between the federal government and local councils in the environmental context is based on the principle of subsidiarity. It allows local councils to address environmental issues that are specific to their areas and tailor solutions to local needs, within the framework set by the federal government. They may develop local environmental programs, initiatives, and bylaws to address specific environmental challenges that are relevant to their communities.

However, it is important to note that the federal government retains ultimate authority and oversight in matters of national significance and policies. Major environmental projects or initiatives that have broader implications may require federal government approval or involvement to ensure coordination and adherence to national priorities.

In practice, collaboration and cooperation between the federal government and local councils are crucial for effective environmental management. The federal government sets the overall direction, provides guidance, and supports local councils with resources, technical expertise, and capacity building initiatives. Local councils, in turn, implement and enforce environmental regulations and work closely with local communities and stakeholders to address environmental concerns at the grassroots level.

By maintaining this separation of powers, Malaysia can achieve a balance between national-level environmental policies and localized environmental management, allowing for greater responsiveness to local environmental challenges while ensuring consistency with broader environmental objectives set by the federal government.

Appendix H

Successful Environment Public Awareness Campaign Examples

"Earth Hour": Earth Hour is a global environmental movement initiated by the World Wildlife Fund (WWF). It encourages individuals, communities, and businesses to turn off non-essential lights for one hour as a symbolic act to raise awareness about climate change and promote energy conservation. The campaign, which takes place annually, has garnered participation from millions of people worldwide and has become a powerful symbol for environmental action.

"The Great Barrier Reef Foundation's Out of the Blue": The Great Barrier Reef Foundation's "Out of the Blue" campaign aims to raise awareness about the impacts of climate change on the Great Barrier Reef, one of the world's most iconic ecosystems. The campaign utilizes immersive storytelling techniques, virtual reality experiences, and educational materials to engage the public and foster a deeper understanding of the reef's vulnerability and the need for conservation efforts.

"No Plastic Bag Campaign": In an effort to reduce plastic waste, the Malaysian government initiated the "No Plastic Bag" campaign. The campaign encouraged retailers and consumers to reduce the use of single-use plastic bags. It involved providing incentives for customers who brought their own reusable bags and creating public awareness through advertisements, social media, and educational campaigns. The campaign successfully contributed to a significant reduction in the consumption of plastic bags across the country.

"One Less Plastic Bottle" (Japan): The "One Less Plastic Bottle" campaign in Japan aims to reduce single-use plastic bottle waste. It encourages individuals to carry their own reusable water bottles and use public water fountains or refill stations. The campaign, initiated by the Ministry of the Environment, involves partnerships with businesses, public institutions, and educational institutions to promote the message of reducing plastic bottle usage.

"Love Food, Hate Waste" (Singapore): The National Environment Agency of Singapore launched the "Love Food, Hate Waste" campaign to address food waste issues. The campaign aims to educate individuals about the importance of reducing food waste, smart portioning, and proper storage techniques. It includes workshops, events, and social media campaigns to promote mindful consumption and responsible food handling.

"Green Seoul Citizens' Campaign" (South Korea): The "Green Seoul Citizens' Campaign" is an ongoing initiative by the Seoul Metropolitan Government to engage citizens in environmental conservation efforts. The campaign involves various programs and events, including tree planting, eco-friendly transportation promotions, and energy-saving campaigns. It encourages citizens to take small actions towards a greener lifestyle and fosters a sense of environmental responsibility.

These campaigns highlight the diverse approaches to address environmental issues and raise public awareness. By utilizing media platforms, educational programs, community involvement, and partnerships, these campaigns have successfully promoted sustainable practices, waste reduction, and environmental conservation throughout the region.



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