

Edaran Circle

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Lifestyles of value

"Our goal is to redefine 'quality of life' as that which is not merely characterised by physical surroundings, habitats and modern accessories but also by intangible qualities of value and good experiences."

A Growing and Ever Evolving Industry

EDARAN has expanded its scope of business into the all encompassing realm of 'lifestyle', an area that touches almost every aspect of man's earthly existence. The Group made the decision to expand into lifestyle for the simple reason that as populations around the world increase and as people become more knowledgeable and exposed to modern technology, the demand for lifestyle services and products will be exponential. While life remains a constant, lifestyle trends continue to change and adapt to the pace and demands of an innovative society. Lifestyle activities of modern society constitute an ever growing, ever evolving industry. The potential in this industry is burgeoning and waiting to be tapped.

Leveraging on Our IT Capabilities

Another significant reason for choosing to venture into this industry lies in the Group's established standing in the IT industry and accumulated expertise in the field. The Group realises that IT is a vitally important key to unlocking the possibilities of technology. Technology, in turn, facilitates advancements in lifestyles. EDARAN's entrenchment in the IT industry is a strength upon which the Lifestyle Division will leverage to break new grounds. EDARAN's IT Division will provide pivotal support in the activities of the Lifestyle Division who will, in return, extend the horizons for the IT Division. The synergistic benefits are invaluable and unique to the Group.

Leveraging on that platform of synergy, Edaran's Lifestyle Division will involve itself in activities and special interest projects that raise the quality of life both tangibly and intangibly.



OUR PHILOSOPHY

We are the world

We are part of this Earth and like all creation, we derive our life from it. It is our duty not only to wisely use the gift of life and the gift of the planet's resources but also to return to the Creator the same generosity and kindness shown to us by respecting our fellow human beings and respecting all of His creation.

The minimisation of destruction

Edaran Lifestyle exists to serve the well being of humankind and the environment. The company acknowledges the sanctity of LIFE and the preciousness of all resources that sustain life. We also acknowledge that the earth's resources will eventually be exhausted but we believe that the process of depletion can be slowed down if we conscientiously strive to minimise the destruction and degradation of our environment.

We are passionate about Quality

We prioritise the wise use and effective management of resources. We are passionate about 'quality and value' because 'quality and value' effectively reduces wastage and adds to the quality of life.

We are passionate about Knowledge

That is also why we are passionate about knowledge. The responsible application of knowledge opens the access to possibilities and capabilities. With knowledge we are able to lay the foundation for the progress of the human race. We will pursue knowledge and we will share its benefits.

Principles and Good Practices

We subscribe to good principles and we strive to reflect those principles through our activities and practices. We hope to see these principle-based practices emulated in the people and organisations with whom we work and share our knowledge.

Style conforms to one's Values

Edaran Lifestyle supports the pursuit of a wholesome lifestyle. While Life remains a constant, Style conforms to the values that one holds in life. One's lifestyle reflects what he holds as important.

OUR VISION

We envision the enhancement of LIFE through the advocacy of good principles and values. We advocate for activities that serve to minimise destruction, promote human development and environmental care. We envision a better quality of life as a result of the responsible application of knowledge and the use of technological innovations.

Our efforts and activities will lead to financial returns for the company and its stakeholders. These monetary returns will be a means for us to further our cause in serving the well being of humankind.

OUR CORE VALUES

We value our earthly resources, the supreme gifts of the Creator.

Respect for the sanctity of all forms of life, the environment and for all of creation.

The wholesome and balanced development of the human being.

The consistent practice of good values, principles and responsibility in all our activities.

Creating quality that we trust. Providing services and producing goods that we ourselves will consume or use with confidence.



Lifestyles of value

(contd)

Lifestyle Redefined

Edaran Lifestyle appreciates that the definition of 'lifestyle development' can be as broad as one wishes it to be. The superficial understanding of the term generally conjures images of good living, trendy activities and modern technology. Nevertheless, for Edaran Lifestyle, 'lifestyle development' is interpreted within the company's philosophy parameters.

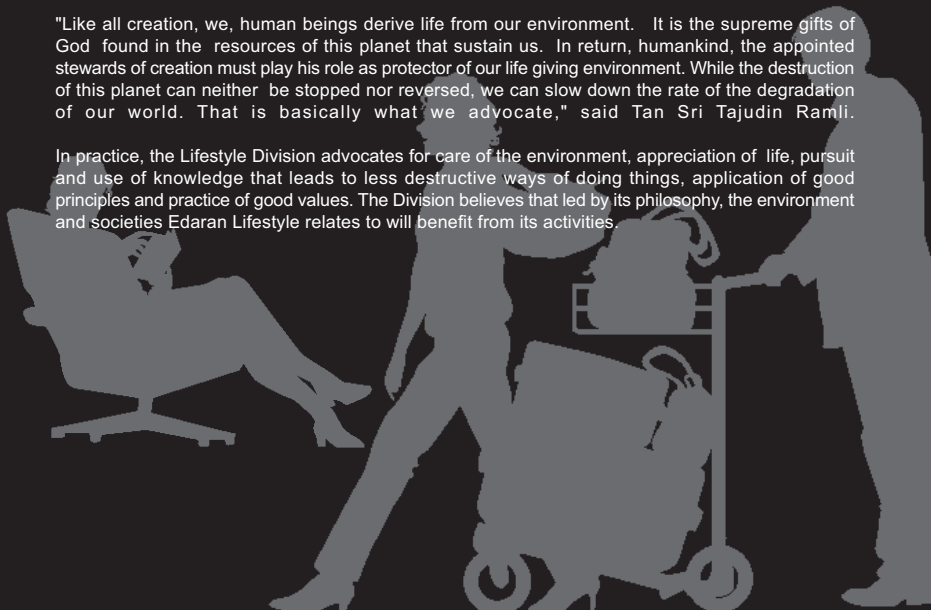
"While the destruction of this planet can neither be stopped nor reversed, we can slow down the rate of the degradation of our world. That is basically what we advocate," - Tan Sri Tajudin Ramli -

"The good life in its most basic and cursory interpretation equates to trendy living, comfortable habitats, stylish accessories, modern facilities and generally anything that is deemed progressive and in vogue. However, we would prefer to define a good lifestyle as one that is wholesome and includes the development of the human being in terms of values and inner growth. Lifestyle development, for us refers to a balanced development of the physical and non physical dimensions of a person's life," said EDARAN Chairman, Tan Sri Tajudin Ramli.

As with the other divisions of the EDARAN Group, the Lifestyle Division is guided by values and principles. The Division holds the belief that this planet and all of creation exist in mutual dependence on each other for survival.

"Like all creation, we, human beings derive life from our environment. It is the supreme gifts of God found in the resources of this planet that sustain us. In return, humankind, the appointed stewards of creation must play his role as protector of our life giving environment. While the destruction of this planet can neither be stopped nor reversed, we can slow down the rate of the degradation of our world. That is basically what we advocate," said Tan Sri Tajudin Ramli.

In practice, the Lifestyle Division advocates for care of the environment, appreciation of life, pursuit and use of knowledge that leads to less destructive ways of doing things, application of good principles and practice of good values. The Division believes that led by its philosophy, the environment and societies Edaran Lifestyle relates to will benefit from its activities.



EDARAN's ISD Team Scores in UiTM project

11,000 PC'S Installed In Record Time



Project Manager Reza Hasbee Othman (right) and En Ahmad Asraf of UiTM

Edaran IT Services' Infrastructure Services Department (ISD) completed a nationwide roll out of 11,000 PC's 14 months ahead of schedule for UiTM's campuses and offices.

Led by Senior Customer Engineer and Project Manager, Reza Hasbee Othman, the roll-out which covered 202 sites in total, including Sabah and Sarawak, began in December 2007 and was successfully completed within 22 months with the installation of the 11,000th PC on 28 October this year.

"This roll out marks the fastest deployment ever accomplished by Edaran IT Services and it was also the biggest leasing project implemented for an institution of higher learning," said En. Reza

A Litmus Test of Project Management Capabilities

The scope of works undertaken by the ISD team included the key areas of project management, supply, installation, testing and commissioning, provision of preventive maintenance and corrective maintenance as well as the department's IMAC (Installation, Move, Add and Change) services.

"The physical expanse of the project posed the biggest challenge to the team as it required coordination and interfacing with at least six distinct groups of stakeholders and several levels of decision makers, each with their respective needs," said En Abdul Aziz Shik Razak, Senior VP of the Infrastructure Services Department.

"The project was a test of our project management capabilities. It was critical that the implementation at each of the 12 and more sites rolled out smoothly as planned. We recognised that a single hiccup at any one point would have a domino effect on the whole programme, affecting not only the timing but also the cost of the project. Another important aspect was the coordination of works with the suppliers. Issues such as transport, logistics and availability of auxiliary services were critical to the programme," said En Reza.

HP Accredited Platform Specialists

Edaran IT Services' programme partner was Hewlett Packard. In the course of the project, 18 members of the team were certified as HP Accredited Platform Specialist.



Yayasan Fazlan Aid for School Going Children

"Kenanglah budi orang yang mengorekkan telaga apabila kita minum air dari telaga itu."



10 December- A total of 74 families from the EDARAN Group and related companies received aid for their school going children from Yayasan Fazlan Berhad, a foundation started by EDARAN Chairman YBhg Tan Sri Tajudin Ramli for the cause of education and human development.

Monetary assistance up to a maximum amount of RM5,000 per family depending on the number of school going children in the family was given to members of the staff with children in kindergarten, primary and secondary school, for the year 2010.

In an appreciation speech to Yayasan Fazlan Berhad, recipient, Jeffrey Wong Abdullah, Accounts Manager, Edaran IT Services Sdn Bhd, said the financial assistance extended by Yayasan Fazlan exemplifies the spirit of 'korban' that is observed at Hari Raya Haji or Hari Korban as it is also known.

Quoting Abu Hurairah r.a, he added that the Prophet (peace be upon him) said, 'When a person dies all his good deeds cease except for three: a continuous act of charity, knowledge left behind from which men continue to benefit, and a righteous son who prays for him'.

"With the help extended by Yayasan Fazlan, InshaAllah, we will be able to raise our sons and daughters as righteous and knowledgeable people," he added.

"There is an ancient Chinese teaching which says, when we drink water, we should think about where the water comes from and think about who it was who dug the well from where the water came. Remember the good deed of the person who dug the well. What is important is that we should unite to protect the well from all threats, expand the well into a dam so that we will have our source of water for ever more," said Jeffrey.



THOUGHTS

In the oceans and the mountains, His handiwork we see...

Let us consider for a moment the planet in which we live. The sun, the moon, and the stars; the trees and the flowers; the seas, the mountains, the air we breathe, the water we drink; men and

women of all tribes and nations. The beasts of the field, flocks and herds, the fish of the sea, the birds of the air, every living form, from the largest to the tiniest and everything, inanimate and non-human, that are found in this vast universe - the works of His creation existing in perfect rhythm and harmony.

Let us now consider for a moment, the way we live. Many of us in the sprawl of urban cities have lost our connection with nature. Along the way, hard tarmac has replaced grassy underfoot, concrete shades have replaced the canopies of trees. The smell of exhaust fumes is more familiar than the smell of freshly cut grass. We are becoming more removed from nature because the forests have receded, the rivers have been filled, in place of shorelines now stand buildings, ocean beds are empty and species are becoming extinct.

Man's greed, lack of wisdom, ignorance and selfishness act against nature, destroying the very sources from which he derives life and sustenance.

Creation is under threat. Our climates are changing and new diseases are killing human beings, animals and plants alike. Yet we are constantly told that the world has moved on, we have progressed and lifestyles are more exciting. Is that the price of progress? Could we all be guilty of having ceded to the demands of progress? Must it be attained at the expense of our natural heritage?

The fact is that in the pursuit of so-called advancements in life, man has forgotten, to his own detriment and peril, his primary role - to be a steward of creation. Man's greed, lack of wisdom, ignorance and selfishness act against nature, destroying the very sources from which man derives life and sustenance. His greed for gain and for dominion over the earth's resources, his lack of concern, his ego and callousness continue to leave a trail of damage on the environment. Our rivers and oceans continue to be polluted with toxic waste, our crops are laced with pesticides fatal to human beings, our fish is decreasing because their habitats are destroyed. Destruction is happening in almost every facet of creation and it is happening at a frightening pace.

The sad state of affairs in our environment today is undeniably a reflection of the ways of society. The damage to our environment is caused primarily by persons, groups or organisations that are motivated by two major driving forces - the pursuit of power and the pursuit of profits as ends in themselves. The disorder of the environment is a result of the 'structures of greed and wantonness'. To exemplify this, forests are often recklessly cleared depriving the earth of a means of balancing the output of carbon dioxide. Probed deeper, we see that the callous clearing of new lands is often to raise cash crops for profit. This is one among many other examples of exploitation of the earth for selfish gains. The earth is being exploited over and over again in the extended mining of fossil and minerals, the over fishing in the oceans, the exhaustion of arable land through poor farming methods and so on and so forth.

The damage to our environment is caused primarily by persons, groups or organisations that are motivated by two major driving forces - the pursuit of power and the pursuit of profits as ends in themselves.

Unless man awakens to the dangers of his thoughtless and selfish actions, there may be nothing worthwhile left for the generations of the future.

Growth and development of the human race are to be advocated but it must be done without costing mankind his life sustaining environment. We need to strive to minimise destruction in all we do. We can do that only by applying knowledge and wisdom and by practising true consideration and principles in all our activities.

Man, above all creation, has been granted a level of ingenuity far superior to that of other creatures in this world. Humankind is capable of great achievements. Throughout civilization, men have become masters of invention in science, technology, medicine and other fields. Man has shown that he is capable of enhancing the quality of life. He has been able to devise remedies for diseases, invent technology to lighten his work, apply science and technology to increase food yields and improve their quality. Indeed, man's ingenuity has led mankind from one age of development to the next. Today we are the generation of the 'digital and cyber age'. We make things happen at the push of a button. We have continued to push the frontiers of technology in all fields.

If all of man's ingenuity were used responsibly and ethically, the world would be a much better place. We will enjoy a better quality of life and the world would be a happier, healthier place to live in. However the reverse, as we know, is also true. Knowledge and cleverness used without principles or values bring havoc and mayhem as has been proven in the ingenious inventions of weapons of mass destruction and drugs that destroy our bodies. When man plays god we see only chaos, pain and suffering.

Knowledge and cleverness used without principles or values bring mayhem. When man plays god, we see only chaos, pain and suffering.

It may not be too late to do something to help ourselves and our future generations. Perhaps if we sought to understand better our Creator's will for creation, if we earnestly contemplate ways to change our attitudes and our lifestyles, if we recognise that we are called to protect our planet and all that exists on it; if we respond to the call to live in relationship with all of creation, the threats and the challenges of a disturbed environment may be better overcome.

The onus is on each and everyone of the human race.

TAJUDIN RAMLI
Chairman

Another Doomsday, Another Dollar: Shifting Science Towards Peace and Ecology

In his book, *Our Final Hour*, Cambridge professor and Britain's "Astronomer Royal" Martin Rees predicts humanity has no more than a 50/50 chance of survival into the next century and that by 2020 a million people will perish due to scientific error or terror. Some would call him prescient, while others would interpret his words as alarmist, resembling a layer cake with environmental fears on top of nuclear fears on top of chemical and biological threats, ad infinitum. With a sci-fi flare, he warns of runaway technology, human clones and an ability to insert memory chips into the brain.

Doomsday predictors get much the same respect as the "toxic fumes" sign at the local service station; they impart their wisdom, yet we yawn. Situations which seem grim and overwhelming, even potentially lethal, tend to be ignored. Attention on more immediate and "American" concerns, such as consumer goods and personal advancement, monopolize our daily thoughts. This is arguably foolhardy and indicative of the "another doomsday, another dollar" mentality.

Rees is not a lone voice on the scientific stage. The "Bulletin of Atomic Scientists" reports we have seven minutes until our final bow at midnight. Other reputable experts surmise that a "gray goo" or nanotechnological catastrophe poses the greatest threat. This involves the invention of miniature, self-replicating machines that gnaw away at the environment until it is devoid of life. It need not be deliberate sabotage—as in technological warfare by one nation against another—but could result from a laboratory mishap.

Astronomers speak of fugitive asteroids that could destroy major sections of our planet within the next 30 years. Others point to atom-crashing tests and their potential for a lethal strangelet scenario. Strangelets are malformed subatomic matter, which could distort all normal matter and dissolve the earth in seconds.

There are streams of alerts from environmental experts who tell us natural disasters are on the rise. They warn of climatic change and tell us the world's species die at a rate 1000 times greater than they did prior to human existence due to habitat destruction and the introduction of non-indigenous species into the ecosystem. Their conclusion? If we do not reverse the damaging trend, Earth itself will be extinct. Should we open our minds to doomsday predictions? And if we accept them, what is the next step to insure or increase our chance of planetary survival?

In his book, *Science, Money and Politics*, Daniel Greenberg follows a trail of suspicion. He condemns what he believes to be the self-serving, greedy scientific community with its bungled research, conflicts of interest and findings that never see the light of day due to suppression by corporate sponsors. But this seems to be an overly cynical, embellished perspective; there are surely many scientists dedicated to discovery and social responsibility, apart from any personal gain. And we should not forget that offering controversial insights can be at a cost; proponents of "radical" theories often expose themselves to public and professional ridicule.

Regardless of skepticism, the "Pascal's Wager" game plan seems a good bet. This essentially means we should not gamble with eternity, but instead urge the scientific community to take precautions since Armageddon allows no second chance. Better to err on the side of life, even if it means some black holes will go unexplored and some research grants will be pulled.

Precaution means building contingency plans—such as shields and containment measures—into emerging technologies so that if an experiment goes awry, a safety net will kick into place. It means the scientific community should better police itself. It means committees or boards—both local and international—should be established for oversight and regulations, much like Albert Einstein proposed in 1947 to maintain worldwide peace. Many nation-states and multinational corporations are known for fighting even minimal efforts to regulate dangerous technology, and they must be countered.

There are pragmatic hurdles to be negotiated when trying to impose rules on private parties or on authorities in renegade lands, but the ozone hole "near disaster" demonstrates how the world can cooperate when it comes to life-and-death matters. As cultures dovetail, as communications rise, as borders become more porous, and as the world figuratively shrinks, it will be easier to impose structure and scientific parameters on nations that seem combative today.

Science must shift its course and find new mountains to climb. It looks to us for cues. Due to our materialistic bent as a culture, our cursory endorsement of "progress" and our captivation with the Prometheus-like aura of technology, we subtly ask the scientific community to scale those mountains that are the highest (great accolades can be received), the easiest (the path of least resistance) or the most profit-oriented (grant money from special interests or an emphasis on reducing labor so companies can realize greater proceeds) rather than those that are the most ecological and peace-enhancing.

The research community has rivers of creativity and forests of energy that could instead be directed towards rivers and forests. It could move towards ecological preservation and restoration, peaceful alternatives to conflict and a furthering of life on this planet. We will know a cultural transition is underway when news reports following fires, earthquakes and other disasters address the impact on natural systems and nonhuman species, rather than just the human and economical consequences, such as the number of homes lost. Our capitalistic culture thrives on the fact that nature is cost-free, which in turn reinforces the notion that it is expendable and devoid of value. This reality must change. Our reality must change. And science must change. It must shift towards peace and ecology. It's as plain as doomsday.

ABOUT THE AUTHOR

Charlotte Laws is a nationally syndicated columnist, councilmember in Valley Glen, California (GVGC) and the President of the League for Earth and Animal Protection (LEAP). She has attended Oxford University and earned a Ph.D. in Social Ethics from the University of Southern California. Her political website is www.ValleyGlen.us and her nonprofit website is www.LEAPnonprofit.org





In the “Pink of Health”

By Noor Azlina Md Zan

A good thing about blog hopping (*outside of office hours, of course*) is that you get to learn a lot about life; the joys and sorrows, the rage and praises. There are times you realise there are things in life that you take for granted, hardly noticing their value until they're gone. Take health for example.

According to a 2004 report by WHO (World Health Organisation) cancer causes around 7.9 million or 13% deaths worldwide each year. Breast cancer ranks fifth in cancer mortality with 519,000 deaths. In 2003, it was reported that in Malaysia, a woman has 1:20 chance of getting breast cancer in her lifetime. The probability is increasing steadily each year.

As the world recognises October as the 'Breast Cancer Awareness Month', the universal call to create awareness and educate our people on the importance of early detection prompted a company-wide move to join the awareness campaign. Hence, Pink Jom!.

The Pink Jom! event was initiated by an email urging all ladies in the office to wear pink on Monday, 26 October 2009 as a show of support for the worldwide campaign. The response was overwhelming! A few days before the event, Pink Jom! received support from the management as well as from the male members of the staff. They too pledged to wear pink. On Pink Jom! day, members of the staff of EDARAN literally painted the town pink. Pink ribbons, brochures and pamphlets on breast self-examination (BSE) were circulated and each lady staff was surprised with a copy of Health & Beauty magazine for their reading pleasure.

The initiative also drew the support of Chairman Tan Sri Tajudin Ramli and the management team who attended the event in full force. EDARAN ladies had the privilege of listening to Ms Yeoh Suet Cheng, publisher of Health & Beauty magazine and Ms Rubi-Ain Dahalan the Managing Director of the National Cancer Society Malaysia (NCSM), who shared some invaluable advice on the importance of regular BSE. Risk factors were explained while myths about breast cancer were dispelled. During the Q&A session, goody packs courtesy of Health & Beauty magazine were given away to lucky members of the audience.

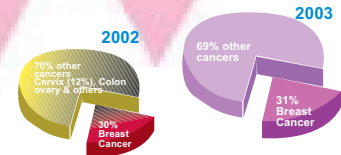
Pink Jom! was fun and educational at the same time. This event reminded all who attended that health, like wealth, is a gift that we should be grateful for every day of our lives. Our bodies are exclusive gifts of God. It is our responsibility to take good care of that precious gift. Let us pledge to lead a healthier lifestyle!

Breast Cancer in Malaysia - the stark facts



- Breast cancer was the commonest overall cancer as well as the commonest cancer in women amongst all races from the age of 20 years in Malaysia for 2003 to 2005.
- Breast cancer is most common in the Chinese, followed by the Indians and then, Malays.
- Breast cancer formed 31.1% of newly diagnosed cancer cases in women in 2003-2005.

CANCERS IN MALAYSIAN WOMEN



The Age Standardised Rate (ASR) of female breast cancer is 47.4 per 100,000 population (National Cancer Registry Report 2003-2005). Amongst the Chinese, it is higher at 59.9 per 100,000 population, for the Indians, the ASR is 54.2 per 100,000 and it is lowest in the Malays at 34.9 per 100,000 population.

A woman in Malaysia has a 1 in 20 chance of getting breast cancer in her lifetime.

The cumulative life time risk of developing breast cancer for Chinese women, Indian women and Malay women were 1 in 16, 1 in 17 and 1 in 28 respectively. The peak incidence appeared to be 50-59 years old. In comparison, the next (2nd) commonest cancer in Malaysian women in 2002 & 2003 was cancer of the cervix, which only formed 12% and 12.9% respectively of total female cancers.

The statistics for Malaysia was sourced from the National Cancer Registry Reports 2002 and 2003. Over time, the pattern of cancers, including breast cancer will be better established. It is only with continued reliable data that important decisions on planning and policy management can be made for Malaysia.

Estimates by the International Agency for Research in Cancers (Globocan 2000) reported that in 2000, there were 3825 cases reported and 1707 deaths from breast cancer in Malaysia. Globocan 2000 estimated the crude rate of breast cancer in Malaysia of 34.9 per 100,000 population with Age Standardised rate of 41.9 per 100,000.

SALAM AIDILFITRI 2009

Friends, business associates and members of the staff of the EDARAN Group were feted to a festive Raya Aidil Fitri celebration at the private grounds of ar-Raudhah in Kuang. Held over the weekend of 10 and 11 October 2009, the traditional 'open-house' was hosted by EDARAN Chairman YBhg Tan Sri Tajudin Ramli and wife, YBhg Puan Sri Faridah. Present to welcome all guests were EDARAN Managing Director, YBhg Dato' Bistamam Ramli and Executive Directors Datuk Mohd Shu'aib Ishak and En Fazlan Azri Tajudin and members of the Management.



The Treasures of Terengganu - Pulau Redang Special Edition

A Special Interest Project by Edaran Lifestyle

edaran



An opportunity to work on preserving and balancing the marine life forms of Terengganu's waters has arisen for Edaran Lifestyle. This opportunity opens the doors for Edaran Lifestyle to put into practice its basic philosophy of serving the development of the human race and respecting the environment.

A UNDP - EDARAN Collaboration

The project aptly entitled "The Treasures of Terengganu - Pulau Redang Special Edition" is a joint effort with UNDP Malaysia. UNDP is the United Nation's global development network whose mission it is to work for positive change, to connect societies to knowledge and resources so as to build better lives. In Malaysia, UNDP provides technical advisory services for strategic development projects which support efforts to eradicate pockets of extreme poverty, protect human rights and enhance environmental management. Recognising that Edaran Lifestyle shares the same core values, UNDP Malaysia will support the efforts of Edaran Lifestyle Sdn Bhd on their project to survey and document the state of marine biodiversity of Pulau Redang, Terengganu.

"While governments are concerned and recognise the need to do something about environments under threat, such missions require a lot of resources. The more effective strategy is to work with the private sector for real results. We are very pleased indeed that we have found Edaran Lifestyle who believes in the cause and shares the same strong commitment we have towards it. UNDP Malaysia is ready to work with Edaran Lifestyle to establish some long term measures to conserve and protect the valuable ecosystems in Terengganu " said Mr. Ramzi Abu, Project Manager for UNDP/Global Environment Fund(GEF).

Pulau Redang is among the most popular tourist destinations in Malaysia. The crystal clear waters and coral reefs of the Island makes it Malaysia's number one destination for divers and marine life enthusiasts. Coral reefs represent some of the most ancient and biologically diverse ecosystems and the greatest storehouses of biodiversity on the planet. After 250 million years and longer as a successful life form, they are now under threat of extinction as a result of overfishing, coastal development, inland pollution, human negligence and greed. If, and when, they go, they will take with them about one-third of the world's marine biodiversity.

Long Term Benefits To The People and Nation

"Some of the major beneficiaries of our projects will include the communities of the Terengganu islands and coastal regions, including the local fishermen and villagers, whose livelihood and quality of life stand threatened by over activity in their areas," - Datuk Mohd Shu'aib Ishak

Together with UNDP Malaysia, Edaran Lifestyle has embarked on the project, and the idea is to collect adequate data on the state of Pulau Redang's marine and ocean life to enable the better protection of the coral reefs. The research data which will be validated by scientists from James Cooke University, Australia, internationally renowned for quality marine research, will be the basis from which Edaran Lifestyle will initiate key projects that pan out into tangible and non tangible long term benefits for all stakeholders of the project.



The Treasures of Terengganu - Pulau Redang Special Edition

A Special Interest Project by Edaran Lifestyle (contd)

"Some of the major beneficiaries of our projects will include the communities of the Terengganu islands and coastal regions such as the local fishermen and villagers, whose livelihood and quality of life stand threatened by over activity in their areas," said Datuk Mohd Shu'aib Ishak, Director of Edaran Lifestyle.

"Equally significant will be the benefits accruing to organisations that are dedicated to improving the coastal and marine environment in Terengganu. To that end, we hope to work with organisations and agencies who are concerned about sustainable human development, food supply and protection of the environment, said Datuk Mohd Shu'aib Ishak.

UNDP Malaysia - An Invaluable Partner

"Edaran Lifestyle will gain an immense amount of experience working with UNDP Malaysia and this experience and knowledge can be used to help our local communities." - Datuk Mohd Shu'aib Ishak

Edaran Lifestyle recognises value that goes beyond tangible benefits in its partnership with UNDP Malaysia.

"The real value of working with an organisation like UNDP Malaysia lies in the intangible aspects such as learning from the experts, working along international standards and sharing their wealth of knowledge," said Datuk Shu'aib.

"Essentially, Edaran Lifestyle will gain an immense amount of experience working with UNDP Malaysia and this experience and knowledge can be used to help our local communities. UNDP Malaysia's international network of resources and links are invaluable to the success of such projects," he added.

Production of Pulau Redang's First Coral Reef Map

Among the immediate initiatives that will result from collection of those vital data will be the production of Pulau Redang's coral reef maps complete with Geographical Information System (GIS) data. These first time ever produced maps will serve as benchmark studies for projects related to the marine and ocean life in the waters of Terengganu.

Edaran Lifestyle is also in the process of producing a book and a video documentary of their research, both entitled. "The Treasures of Terengganu - Pulau Redang Special Edition" the purpose of which is to raise the level of appreciation and invoke a sense of respect and care for of our natural heritage.

Edaran Lifestyle will also be collaborating with UNDP Malaysia to develop a plan for the sustainable future of the local fishermen of Pulau Redang.

As custodian of these intellectual property and research data, Edaran Lifestyle will be in good stead to help states and governments in their efforts to pursue sustainable ecosystem management, poverty eradication, education of the society and several other projects for the development of the country.

