



Greater Subang

# A cleaner neighbourhood

## Residents work together to help spruce up Seri Kembangan

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Photos by SHAHRUL FAZRY

WHILE their parents and other adults swept, raked and spruced up the neighbourhood, the young children were kept busy with indoor games such as puzzles, quizzes and board games.

Such was the scene at the fourth edition of the Clean Zone Community Programme 2012: Green Township Carnival, which was held at the Taman Kembang Sari Community Hall in Seri Kembangan.

The Subang Jaya Municipal Council (MPSJ) had decided to introduce a series of community carnivals featuring a host of activities for people of all ages for its Clean Zone programme this year.

The programme's agenda includes five carnivals which are to be held in various locations within Zone 20, the site for MPSJ's programme this year, which covers Taman Sri Serdang and its surrounding vicinity.

"MPSJ is using the carnival approach to create awareness on cleanliness and maintenance practices, as well as to generate community participation," said MPSJ Community Development Department director Muhammad Zaki Yusoff.

"It also allows MPSJ to foster a closer relationship with the community as each carnival is held in a sub-zone or area within Zone 20.

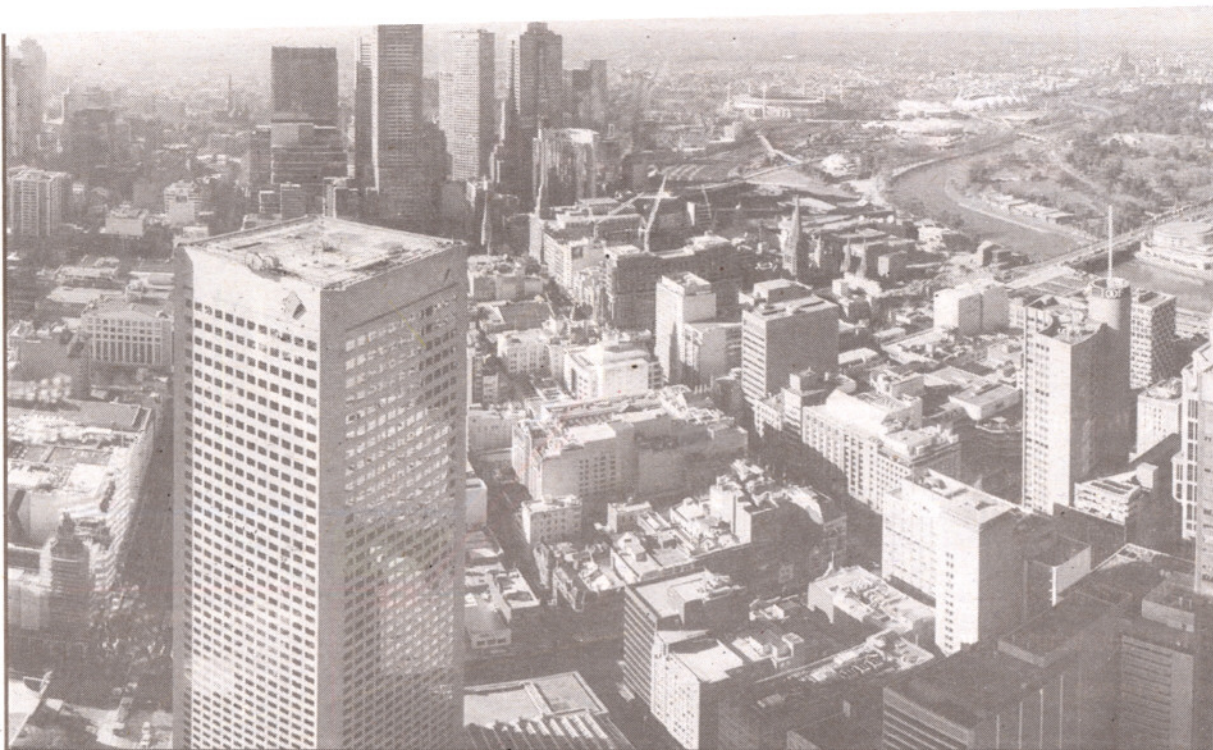
"While the main activity is



**Covering up:** MPSJ's Clean Zone programme for Zone 20 included covering drains at the MPSJ hawkker kiosks in Seri Serdang.

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**No easy task:** MPSJ staff and contractors working together to remove illegal advertisements and stickers during a clean-up session in Taman Sri Serdang and its surrounding areas.

gotong-royong, there are also plenty of other activities that would appeal to children, youths, womenfolk and senior citizens."

Some of the activities include community sports, flea market, aerobics session, embroidery classes, as well as futsal, colouring and karaoke competitions.

Zaki said 95% of the Clean Zone programme initiatives had been implemented, including cleaning and landscaping works, installation of additional public facilities and signages, paving and painting of roads, repairing road kerbs, drains and other infrastructure, upgrading of food court and kiosks, as well as removing illegal advertisements.

MPSJ councillor and JKP Zone 20 chairman Sufari Tinnin said a highlight was the establishment of a 850m bike path that would be utilised for recreational purposes.

The bike path, located along the Sungai Kuyoh riverbank, stretches from Jalan 6/1 until Dewan Sri Serdang.

On the funding for the programme, Zaki said RM100,000 came from the state government's allocation for each council, while MPSJ contributed RM100,000 plus some additional funds to repair some public facilities and other damages.

"The Zone 20 neighbourhood is a challenging area to clean up as it is, an old neighbourhood and located far from MPSJ's administrative centre," he said.

"It also has a diverse population mix, with a town centre, residential area, industrial zone, government agency centre, and Universiti

Putra Malaysia educational area."

In terms of involvement, Sufari noted that the Clean Zone programme had received full support from all MPSJ Departments, as well as from local government agencies and NGOs such as schools, police, Fire and Rescue Department, Drainage and Irrigation Department, UPM, TNB, Telekom, surau, temple, and traders.

"Meanwhile, community support from the residents and students has increased with each carnival," he said.

The state-wide Clean Zone competition requires each local council to identify an area to be cleaned up.

The judging is based on cleanliness, community involvement, maintenance of infrastructure, landscape, public amenities and complaints management.

MPSJ has won the competition for the past two years — in 2011 for Zone 5 (Batu Tiga, Shah Alam) and 2010 for Zone 12 (Kampung Sri Aman, Puchong).

Zaki said MPSJ presented a cash prize to the residents' committee (JKP) in the respective zones as a reward for their win.

"MPSJ is, of course, hoping to win the competition again this year. But even if we don't, we managed to have Zone 20 thoroughly cleaned up and get the community involved in this programme," he said.

The Clean Zone Community Programme 2012: Green Township Carnival will culminate today at the Jalan 18/5 football field and Tasik Seri Serdang, before the evaluation to be carried out by the state Clean Zone committee.



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 Sunday, 21 Oct 2012  
 Time : 11 am & 2.30 pm  
 Venue: **EASTIN HOTEL, PJ**  
 Board Room 3, Level 3

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**EXHIBITION**

Date : Saturday, 20 Oct 2012  
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 Venue: **EASTIN HOTEL, PJ**  
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 LPPEHM/FE/247/2012(PJ)

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