



With brooms and rakes in hand, students and employees of several companies in Bukit Bintang get ready for the clean-up.



The volunteers for the 10th 'Jom Bersih Bukit Bintang' initiative smiling for a group photo before getting to work.

Cleaning up KL's busy streets

800 students and adults take part in biannual 'gotong-royong' of Bukit Bintang area

story by
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ABOUT 800 volunteers pitched in to clean up the city's main shopping district with brooms and rakes firmly in hand.

Students, residents and the Bukit Bintang Central Environmental Committee joined the 10th *Jom Bersih Bukit Bintang* programme as a way to reduce Kuala Lumpur City Hall's (DBKL) yearly RM200mil waste management costs.

The biannual clean-up organised by Federal Hotel International is part of the "3R (Reduce, Reuse, Recycle) Now, We Care" activities of the Local Agenda 21 initiative.

DBKL manages approximately 800,000 tonnes of waste every year, said its executive director (Planning) Datuk Mohd Najib Mohd, and these *gotong-royong* initiatives have played their part in reducing that number.

"The programme has become an important platform for the townspeople in promoting neighbourliness and mutual help as well as respect among the various races who care for the capital."

He added that DBKL had implemented a polystyrene free-zone on consumables at Dataran Merdeka since July last year.

"The ban seems workable based on the good response at Dataran Merdeka in reducing litter so we hope to implement the same ban in Bukit Bintang this year.

"We need to act quickly because the amount of waste is increasing and the application of 3R among community members is the most effective solution," he said.

Volunteers started in the wee hours of the morning last Saturday at the shopping hub by Plaza Low Yat with a Zumba warm-up before the cleaning up began.

Students from Kolej Antarabangsa GreenCity, Megatech International College, Universiti Kebangsaan Malaysia and SMK Desa Mahkota learnt about the environment while playing their part in the *gotong-royong* session. "Although it is the 10th *Jom*

Bersih, we have organised 31 *gotong-royong* in the area to-date," said Federal Hotels International senior general manager Simon Leong.

"So far, we have also been collecting and recycling 3,000kg worth of e-waste, for example digital devices, yearly.

"As parents and adults, our actions have a great impact on our children so we must do what we can to set a good example.

Among those involved were employees from Yayasan Muamalat Belia, Malaysian Association of Environmental and Health, Plaza Low Yat, Sungai Wang Plaza, Melia Hotel, Metro Hotel, Ansa Hotel, Royale Bintang Hotel, Federal Hotels International, The Federal Kuala Lumpur and Hotel Capitol Kuala Lumpur.

DBKL was also joined by representatives from Indah Water Konsortium Sdn Bhd, the Solid Waste Management and Public Cleanliness Corporation (SWCorp), MMC-Gamuda KVMRT (T) Sdn Bhd, Mass Rapid Transit Corp Sdn Bhd (MRT Corp) and Alam Flora Sdn Bhd.



(From left) DBKL Health and Environment Department director Dr Hayati Abdullah, Alam Flora Sdn Bhd Federal Territories of Kuala Lumpur state manager Abdul Sukor Zakaria, Leong, Mohd Najib and Indah Water Konsortium Sdn Bhd Kuala Lumpur and Putrajaya Network Pipelines section head A. Ghani Mohamed launching the event.