## River Safety, an Exercise in Building Confidence

By Geneve Tan

Education in river safety for prevention, precaution and readiness in responding to emergencies is essential.

In Sarawak, especially where many rural communities depend solely on the rivers for transport, safety concerns are prevalent, especially if medical aid is more than half an hour away. A high percentage of accidents on the water are the result of human error. Education in river safety for prevention, precaution and readiness in responding to emergencies is essential because we only have four to six minutes to respond, as brain damage can occur within this time if the person is not breathing.



It is a tradition amongst longhouse folk that when a child *berjalai* (leaves home on a long journey), the local bard will *bebiau* (recite a prayer) for his safe trip.

A melancholic recital, acknowledging that a child will grow up and leave home, and expressing the hope of his family for his safe return.

#### Enti anak uchu kami tu pagila lusa,

If our child and grandchild in the near future,

#### Bisi karam tengelam,

Is involved in a capsize,

#### Leboh maia iya ke bejalai nemuai,

While he is on an adventure, journey or voyage,

#### Kita nya meh tau nanggong tau melepong ka iya,

You can raise and re-float him,

#### Ngambi ka iya pulai gerai pulai nyamai,

So that he will be in good health, have a safe journey and safe return.

#### Nadai apa nadai nama.

Without any trouble.

Source: Tusun Pendiau, written by Benedict Sandin



Most schools are commonly located at river confluences in the interior of Sarawak, where each school serves a cluster of villages. Students stay in the school hostel, returning to their respective villages only during weekends or terms breaks. In the old days, they walk home only once a year due to lack of transport. This photo of the Long Langgai primary school high up in the headwaters of Sungai Trusan, just next to the Kalimantan border, was taken in 1989. It has since been replaced by a new building with better amenities.

A team of seven Sarawak Rivers Board (SRB) officers and I, trained in rescue and certified in Emergency First Response (EFR), a cardiopulmonary resuscitation (CPR) and first aid programme, were in Limbang to train 245 school children from three schools, SK Ng Medamit and SK Kuala Medalam along Sungai Limbang, and SK Melaban along Sungai Medalam. The training included key lessons on how to take necessary safety precaution to prevent accidents, basic river rescue techniques, CPR and first aid skills.

In SK Melaban, it was encouraging to see 18 residents taking the day off to join the children in our workshops. Unfortunately, the river current that morning was too strong after overnight heavy rainfall for a river rescue demonstration by the children. We took the opportunity to emphasise the main rule of rescue — your own safety first — because even the strongest swimmer with the best of intentions can sometimes become a victim in dangerous circumstances or when they don't recognise their own limitations.

Not wanting to disappoint the trainees, we decided that the team's two most experienced swimmers, Fauzi Taril and Riyung Barau, both SRB enforcement officers, would do the demonstrations when the currents slowed down in the afternoon. Busman Jalani demonstrated CPR procedures by the riverbank, where, by then, many of the longhouse residents had gathered to watch.

A memorable moment was Fauzi's "rescue" of one of the volunteers, an elderly lady, as the crowd cheered him on. The team joked that if she were young and beautiful, all the trainers would have jumped in to save her! What was most encouraging on that day was the enthusiastic participation and support from the local community, plus everyone had fun.

We were fortunate to have 10 children (between 10 and 12 years old) sponsored by the Professional Association of Diving Instructors (PADI) to be trained and certified in EFR. It was great to see how their individual strengths developed just over four days. Garyson Roma and Jackson Galawat (SK Kuala Medalam) became flawless in their CPR skills, while Eric Badak (SK Kuala Medalam) and Lawrence Titi (SK Melaban) were excellent assistants during the workshops. Even Jackson Rungai (SK Kuala Medalam), the smallest in the group, was calm and collected during the self-rescue exercises.



Rural children practice their river rescue skills using a longboat in Sungai Limbang.



Left: Rural children who use river transport are taught to put their own safety first; Right: Nicholas demonstrating his CPR skills during a river safety demonstration along Sungai Limbang.

There were two girls in the group who performed brilliantly: Charida Ukar (SK Ng Medamit) scored the highest marks, 89%, in the examinations, while Corina Ujan (SK Kuala Medalam) excelled in administering first aid.

The skills learned were put to the test at Kuala Medalam on 11th July 2007 when the 10 EFR-certified children conducted a live demonstration along the riverbank in front of their parents and a large crowd that included Limbang Resident Maria Hasman, SRB Controller Muhamad Yakup Kari and UNDP Assistant Resident Representative Dr Chung Tsung Ping.

Sonia Jabu, a teacher from SK Melaban, helped guide the crowd through the rescue demonstrations. The crowd, especially the VIPs, were impressed with the skills and efforts of strong swimmers Nicholas Ngadie (SK Ng Medamit) and Kevinle Dusit (SK Melaban), who executed their river rescues seamlessly, and Walter Jimbar (SK Ng Medamit), who demonstrated his CPR skills.

After the event, SRB Controller Yakup noted that, since the establishment of SRB in 1993, one of its duties is to promote safety on Sarawak's rivers. Within the limitations of its Public Awareness budget, the Board hopes to train up to 1,000 individuals a year in the rural river communities, a commitment to knowledge and education on river safety.



The River Challenge, where children compete in games designed to improve river rescue, CPR and first aid — skills useful in rural communities located more that half an hour from medical facilities.

As he watched the children demonstrate their skills by the riverside, he saw the concentration, determination and precision in the execution of each step by children like Walter. He said that it must have taken a lot of confidence to be able to demonstrate skills learned over two days in front of so many spectators.

Yakup said that learning the skills was one thing and added that knowing how to retain and build upon these skills for future opportunities was equally important. These children could well become the country's future doctors. He also hoped that SRB will, one day, become a household name amongst the river communities.

## A Regatta to Remember

By Chung Tsung Ping

A cast of thousands — 6,000 participants forming 388 teams, SRB staff, personnel from the Kuching Resident Office, fire and rescue teams, race crews, marshals, umpires, judges, VIPs, sponsors, town cleaners, police, volunteers, caterers, tambangs, the curious and tourists — gathered along the Kuching riverfront on 2nd September to witness the Sarawak Regatta 2007.

A spectacle of colour and activity along Sungai Sarawak during the Sarawak Regatta 2007.





Race for Peace – the Regatta has been a tradition in Sarawak since 1899 and the Sarawak Regatta is held annually along Sungai Sarawak.

It was a memorable event — Sungai Sarawak rippled with colours from boats of all sizes and shapes, while the Kuching Riverfront was filled with people from all walks of life. Some knew their roles very well, some oblivious that they were part and parcel of an exciting event — the Sarawak Regatta 2007. History has it that the regatta was held annually by the British since 1899 to encourage healthy competition among the communities.

Preserving traditions, this year's theme, *The Race for Peace*, was apt. The 2007 regatta was also the Sarawak Rivers Board's (SRB) first as one of the main organisers, working alongside key partners that included the Kuching Resident's office, the Marine Department, Fire and Rescue and the city councils.

Another first in this regatta was the Parade of the Oars. The oars symbolise the rules and regulations of the race and the commitment of the paddlers to respect these rules. The honour was given to the *Orang Ulu* from Baram to present the oar to the Chief Minister of Sarawak.

To make this event successful, perfect coordination and team work was vital. Walkie-talkies were the main communication tool for the teams from SRB. Each team knew its role very well and automatically went into action to ensure that the job was done professionally and swiftly to keep the event running on time. Even the Kuching Barrage, under the care of Captain Goh Chin Guan, General Manager of Kuching Barrage Management Sdn Bhd, played its role in ensuring that the river's water levels were appropriate for the race.







Top Row (Left to Right):
A jet ski participant
displaying his skills; Men
overboard following the
capsize of a longboat;
The Regatta is a community
outing where families take
the opportunity to have a
picnic on the banks while
watching the races;
Bottom: Orang Ulu from the
Baram Region during the
Parade of the Oars.



This event displayed the team spirit embedded in SRB or, as the SRB Controller put it, "great things small people can do."

At the Grandstand, the ushers were in place to welcome the VIPs, while on the sides, one could observe busy caterers preparing the food and refreshments, police personnel on hand to ensure the safety of the crowd and ambulance personnel in line to help in the event of a health emergency. As the crowd cheered and enjoyed the races, the race crew worked hard to keep the jet skis in place on the race platform, the marshals ensured that the rules of the game were observed, while the judges, with their watchful eyes, maintained fairness as their first priority during the races.

The atmosphere at the starting line was full of eagerness and anticipation as each team waited for the sound of the starting gun to kick off the races. The crowd lined the riverbanks to cheer their favourite teams. Many came from as far as Sebuyau, an hour away from Kuching, Limbang and Lawas to watch the races. Some took the opportunity to have picnics along the banks, bringing families together to witness this annual event. As the boats reached the finishing lines, the judges were waiting to determine the winners of the individual races including the one to crown *Raja Sungaj* (King of the River).

One of the five strategies of the Sarawak Inland Water Transport project is to strengthen the institutional and capacity of SRB as the rivers gain additional responsibilities in the Masterplan, which will be developed through the project. This show of large scale event management by SRB has helped provide signs of potential capacity to implement Sarawak's Masterplan for its rivers. This event displayed the team spirit embedded in SRB or, as the SRB Controller put it, "great things small people can do."





CHAPTER XVIII

## River Ambassadors

By Chung Tsung Ping

We need a group of "extraordinary" persons as River Ambassadors to help drive and build messages on rivers, its usage, its importance, and the need to preserve and protect one of God's gifts.

Maria Sharapova, Zinédine Zidane, Nicole Kidman, Angelina Jolie and Ronaldo – what do these celebrities have in common? They are all United Nations Goodwill Ambassadors, Nicol David, Malaysia's own squash star and reigning world number one, is also UNDP Malaysia Goodwill Ambassador.

When Sharon Ng, the Project Manager for UNDP-SRB's SIWT Project, suggested having River Ambassadors, I immediately said yes, given that it was a "norm" in the UN to have goodwill ambassadors fighting for our cause. Little did I realise that the responsibility of an ambassador, who is expected

> to advocate and support the work and mandate of a particular organisation or cause, wasn't an easy task.

> The recognition that being an ambassador was more than just having a wellknown face or being an actor or sports personality came about when I met a diplomat, Malaysia's Deputy Foreign Minister.

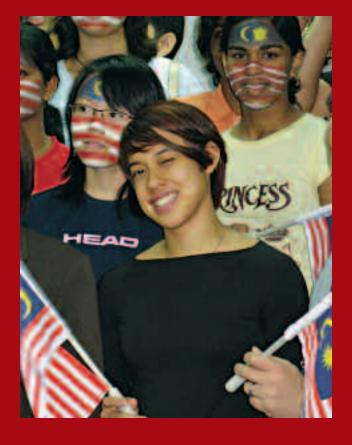
> In August 2007, I travelled upriver along Sungai Mujuk in Julau with Dato' Joseph Salang Gandum to witness a river cleaning cum education campaign organised by the Sarawak Rivers Board (SRB) together with the Natural Resources and Environment Board (NREB), the Department of Health (DOH) and the Department of Agriculture (DOA). During this trip, I learnt that the Diplomatic Corps in Malaysia have an open invitation from Dato' Salang to travel by the rivers to visit the rural areas in Sarawak.

> As an urbanite, being amidst nature is a luxury, I imagined that it would be an equally exhilarating trip for the diplomats who had travelled along the same river. One of the visions of the SIWT project team is to develop the rivers as the streets of tomorrow. In the longboat on Sungai Mujuk, I imagined the rivers being designed as a street, with signboards, lights and buoys to guide the river traveller. The roads and superhighways in the country could also learn a thing or two from the rivers. Sungai Mujuk is shaded with beautiful trees while overhanging branches provide protection from the harsh afternoon sun. I would wish for the same when I travel along some of the roads and highways in Kuala Lumpur.

Picturesque settings in Kenyana, Sungai Mukah.



"In order for us to become positive agents for change, we must first empower ourselves with the knowledge on issues that are affecting not just us at the



individual level, but the often lesser-told stories of our brothers and sisters around the world who are living in abject poverty or in zones of conflict."

Nicol Ann David. 2007



Dato' Joseph Salang kicking off the community gotong-royong organised by SRB to clear the rivers of debris for safe navigation.

Our journey took two hours, a big difference from the original estimate of five hours given the dry season, where water levels are normally low, making navigation difficult. We were fortunate, however, as rain over the past few days gave us a fairly smooth ride upriver. It was only at certain stretches where the waters were shallow that called for the use of the manual motor - a long stick.

In addition to the challenges of navigating in shallow waters, obstructions caused by fallen trees and shrubs from clearing activities were also a problem. Unfortunately, we discovered that trees and shrubs along the riverbank were cleared and dumped into the river by villagers as part of their river cleanliness effort. Discovering this, Dato' Salang's immediate reaction was to explain to the villagers the definition of river cleaning, doing just that during the gathering and closing ceremony of the gotong-royong at Rumah Kalai.

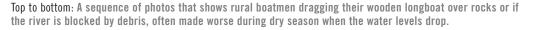
As part of the river cleaning campaign, the SRB organised an educational event which saw the collaborative effort of agencies involved with rivers. The NREB provided guidelines on ways to keep the

rivers clean, while the DOH advised the villages on sanitation and its link to the health of the river. This exercise highlighted the importance of education and the need to develop the capacities of the riverine communities to keep their source of water and transport as healthy as possible. It also highlighted the need for strong leadership to ensure that our rivers and its environment are kept pristine — protecting them from any misuse.

Following this trip, I googled the definition and selection criteria of a UN Goodwill Ambassador. As I reviewed and reflected on the criteria, I recalled a book by Jeremy Paxman entitled "The Political Animal: An Anatomy". Paxman began his book with "Where did they all come from, this extraordinary breed?" While Paxman was talking about politicians as an extraordinary breed, I believe we need a group of "extraordinary" persons as River Ambassadors to help drive and build messages on rivers, its usage, its importance, and the need to preserve and protect one of God's gifts.

Nicol David and UNDP Malaysia recently celebrated the UN's International Youth Day with a group of energetic youth at HELP University College. Nicol called on them to participate actively in overcoming the problems of today. I cannot help but remember the motivated faces of these young people as they listened to Nicol share her life experiences, providing the young with the motivation to excel. I was also reminded of Dato' Salang's encouragement to preserve Sungai Mujuk for the future generation. Two different personalities carrying different messages, both ending with a positive conclusion.

One of the SIWT's key strategies is public participation, communication and knowledge management. Some of the initiatives so far have included a collaboration with *The Borneo Post* to release articles aimed at raising the public's awareness of the issues related to the rivers in Sarawak and various education and awareness events in Limbang and Sri Aman. Perhaps the concept of River Ambassadors will enable SRB and UNDP to take Sarawak's rivers beyond national borders for the benefit of Sarawakians. Food for thought!





CHAPTER XIX

### River Power

By Zehegkiel Piree & Geneve Tan



After three continuous days of rain in December 2007, Batang Rajang level rose by more than eight metres while strong currents washed logging debris up against the jetty at Song, posing a danger to navigation.

While Sarawak's rivers have been a source of livelihood for river communities and even a means of rural electrification through mini-hydro systems, their potential to disrupt everything in their paths cannot be ignored.

Whether they are in Lawas, Limbang, the Upper Baram, along the mighty Rajang or in Sri Aman, rivers have always been and continue to be central to the lives of the rural communities of Sarawak.

This is evidenced by the fact that many villages and longhouses are built at the mouth or bend of a river. The Iban community uses the word *Nanga* to describe their longhouse at a river tributary while the Lun Bawang, Kelabit, Kayan and Kenyah use the word *Long*, as in *Nanga Semah* or *Long Seridan*.

Belief in the power of the rivers can also be seen in traditional ceremonies for healing, cleansing and for baptisms. This is river power. It transcends peoples, countries and even time and cultures

In fact, the rivers 'work' very hard for humankind. In modern times, rivers continue to play an important role in generating renewable power from hydroelectric dams. Sarawak, a state known as the "I and with many rivers," is focused on tapping the potential from hydropower from dams like Bakun in the upper Batang Rajang.

From a more micro perspective, the potential power from the rivers can also benefit the people in the rural areas. The expensive price of fuel, needed to generate electricity through generators, is literally putting the cash-starved rural communities in the dark.

There are proven rural electrification or micro-hydro systems projects like the ones Martin Anyi, a lecturer from Universiti Malaysia Sarawak, helped install in villages like Kampung Abok Mawang in Sri Aman and Long Silat along the Baram. These projects ensure that the rural communities will Locally known as *Benak*, the tidal bore is a river phenomenon unique to the Batang Lupar. During the spring tides, the force of the tide water rushing up the river causes the river to reverse its flow. Acting as a natural travellator, local boatmen surf the bore in longboats, on waves as high as three metres, all the way to Sri Aman town 90 kilometres from the river mouth.





Flood waters from Batang Rajang rise to over two feet in the middle of Kanowit town.

have light. Anyi says that, "It takes as little as RM10,000 to complete a mini-hydro system for one community and the electricity generated from the small rivers can provide 24-hour electricity for the communities' household appliances. In the future, the potential is to use the power for village industry and the processing of agricultural produce."

This trend to build micro-hydro systems has caught up with the Lun Bawang people, largely ricer farmers, who live along Sungai Trusan in Lawas. It is a system that can be easily funded and requires low maintenance. Moreover, river-generated power is a renewable source, clean and with hardly any noise pollution.

The micro-hydro project is a good example of a public-private and community partnerships that can improve the conditions of the rural communities and, perhaps, even provide opportunities for other income generating activities. The provision of basic materials, know-how or financing and the combined strength of man and river, will definitely ensure that everyone enjoys the benefit of river power.

On the other hand, we have also witnessed the fury and power of a raging river that caused recent

floods in Kapit, Song and Sibu. The newspapers reported that this was due to a combination of the king tide, the highest tide level during *landas* season, and continuous rainfall. Some scientists attribute the increased flooding incidences in recent years to climate change.

On 13th December 2007, two teams of Sarawak Rivers Board-United Nations Development Programme trainers were meant to travel up Sungai Katibas River to SK Lubok Bedil, Rumah Dagom and Rumah Sumpeng and, subsequently, to Rumah Jugo, Lepong Baleh, at the confluence of the Baleh and Rajang, to conduct a talk and workshop on navigation and river safety.

It was a shock to hear from the headmaster of SK Lubok Bedil, Augustine Gani, that on the day before the teams set out, the school was under 12 feet of water, reaching up almost to the roof. It only took the river four hours to rise to that level. All the school equipment, including computers and projector, were destroyed. Community members of Rumah Dagom had to be evacuated to higher ground, as currents were swift, posing dangers of landslides with rising flood waters.

The *tuai rumah* of Rumah Sumpeng, in his late 50s, said that it was the worse flood that he has ever experienced. The community lost about RM50,000 in the form of damaged generators, farming equipment, outboard motors and its annual stocks of paddy.

The torrents also brought along tons of debris from upriver, including logs, bamboo and floating vegetation. For the express boats plying the Rajang, the strong currents, coupled with floating logs, increased the danger of navigating upriver and slowed down the journey for commuters.

SRB is a committee member of the Sibu Disaster and Relief Action Committee, headed by the Resident of Sibu. Its role is to provide supporting manpower and two speed boats for the operations upon instructions from the committee. SRB staff at the Song office was involved in providing patrols upriver that resulted in the rescue of a family of seven, stranded when their house was flooded at Kampung Rian.

These incidences and the impact of these flooding are noted in the UNDP 2007/2008 Human Development Report, which noted that the lower income earners are the most vulnerable to climate change. Up to 70% of Malaysians living in coastal or low-lying areas may be affected. With increasing flooding and storm activities, we will see greater evidence of the unharnessed power of the rivers.

# Making Poverty Your Business

By Trudy Tan



Along Sungai Mukah, the rural communities depend on river transport to send harvested sago trunks to factories for processing.

Corporate Social Responsibility is about doing good and doing well. It is about corporations rising to the social and environmental challenges humankind is facing.

The face of Corporate Social Responsibility (CSR) is changing in light of an increase in social expectations about the role of corporations in society. What was once considered an exotic ambition of corporate dogooders is now a vital business strategy. Yet, CSR must not be confused with philanthropy, which is driven by altruism, and, at times, a sense of vanity. And it is also not just about ethics as such.

CSR is about moving beyond insular interests of a company, its staff and shareholders, to include a wider commitment to help build a better society. More and more business is expected to deliver in new areas and against a wide range of social norms. This radical shift in accountability to society at large is driven by several factors.

First, of the top 100 economic entities in the world, less than half are countries. Large companies are able to wield significant influence and, therefore, have a greater ability to use this power for good or ill. Alongside such power came increasing calls for better social performance and accountability.

Business also has capacities that other social actors lack: it has global reach, through transnational firms and supply chains; it directly affects communities in which it operates; and it can move at a speed that few governments or international agencies are able to match. Society, therefore, has come to demand help from corporations to bridge the gap in addressing a wide range of issues, from poverty reduction to environmental sustainability.

Second, corporate misbehaviour is costly to communities, corporate reputations and bottom lines: think of Shell in Nigeria; Nike in Indonesia; the Exxon Valdez oil spill; Union Carbide's Bhopal disaster; or the insensitive pricing of HIV/AIDS drugs in poor countries by big pharmaceutical firms.



A community boat filled with engkabang, a natural product that provides seasonal income for the rural communities, along the Sungai Kanowit.

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CSR at work – Tengku Dato' Petra with school children replanting the mangroves in Terengganu.

Third, poverty attacks the foundations of healthy business: an expanding customer base, a stable and safe environment, and a reliable, healthy and efficient workforce. Contributing to the development of poor societies and sustainable environmental management is of great interest to companies of all sizes as it helps build markets that are more stable and prosperous.

Further, in today's globalised world, TV, radio and the Internet, in particular, are increasingly linking people and information across the globe with impacts in one part of the world affecting reputations across the globe. To create long-term shareholder value, companies must maintain or boost their legitimacy in society even as the bar gets higher.

There are no simple solutions when it comes to delivering profits with principles in today's complex operating environment. While companies can create new value through commercially viable innovation that meet social as well as consumer needs, companies cannot, and should not, be expected to address all economic or social ills entirely on their own. Development is multi-dimensional and needs to engage multiple stakeholders.

There is, therefore, a growing need and potential for companies to build cross-boundary alliances, often with non-traditional allies beyond the business sector such as the United Nations Development Programme (UNDP) and the United Nations (UN) system in general through the Global Compact platform. Collective action between companies themselves or collaborative initiatives between business, government, civil society and academia are needed to effectively leverage resources for better results and more systemic change than could be achieved by acting alone.

In this light, UNDP Malaysia engages businesses directly through CSR and public-private partnerships in support of national development aspirations consistent with the development thrusts of the Ninth Malaysia Plan 2006–2010. We seek to build the capacity of private sector employees to view development and environment issues from new perspectives and to get some convergence of cultures. A further aim is to encourage corporations to take ownership of development challenges by putting country-specific United Nations Millennium Development Goals as targets on their balanced scorecards.

Some of the partnerships pursued by UNDP Malaysia include a mangrove regeneration community project with Petra Perdana Berhad and the Terengganu state government; a project with Honda Malaysia



Top left: **Honda Dreams** funded motivational workshops for 60 youths with a special focus on indigenous communities in Sabah and Sarawak; Top right: **Dr Chow** from the Malaysian Federation of Private **Medical Practitioners** providing skin screening for children in rural schools in Kapit; Bottom: There is a need to raise the standard of public river facilities like boat landings in the rural areas.



A genuine participation and dialogue will promote a sense of community ownership, Which is crucial for project sustainability.

to empower underprivileged youth through education; a project with Microsoft to provide business-related ICT skills training to low-income women; as well as this public awareness and education programme on the rivers of Sarawak with the Sarawak Rivers Board and *The Borneo Post*.

In all partnerships, community participation is essential to ensure that project objectives match the needs of communities. Genuine participation and dialogue can also promote a sense of community ownership, which is crucial for project sustainability. In the project with Microsoft, for instance, great care was taken to ensure that training was targeted to the profiles and needs of the low-income women participants. Today, the women appreciate the potential of ICT in promoting their small cottage businesses and are moving on to collectively develop a website to sell their products. In the Honda project, the inaugural 20 underprivileged youths are now pursuing their dreams in various higher education institutions in Malaysia. Calls for applications are currently ongoing for the next 20 youths, with a special focus on the indigenous communities of Sabah and Sarawak.

Indeed, CSR can support numerous development initiatives related to Sarawak's rivers. At the very minimum, companies must ensure that its core business activities are carried out within the law and with limited negative impact on communities and the environment. Companies can further invest in strategic and sustainable partnership projects in support of development along the rivers. Contributions need not be restricted to financial support but can also be through skills and technology transfer, employee participation and outreach to its customer base, suppliers and business partners.

The rivers of Sarawak are indispensable life support systems. Along the rivers are pockets of communities living in the darkness of poverty. Let them not be forgotten, hidden in the shadows of the bright lights of progress emanating from the Twin Towers and other skyscrapers that line our city skies.

New partnerships, sharper management tools and better national and local policy frameworks are all necessary to make a difference. Individuals, corporations, government and civil society alike have a role to play. While CSR on its own can only bring about little islands of improvement, collectively it has the potential to make a sea change in progress. Let the private sector therefore step forward as trusted ambassadors for Sarawak's rivers.