



INTOUCH® Project Smile Volume #13



2018 Endangered Animal Awareness:
The Rhinoceros Hornbill

INTOUCH WITH THE FUTURE

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IN THIS ISSUE

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Project Smile is an initiative by Kossan International Sdn Bhd (KISB) to develop, sustain, and perceive a good relationship between our internal and external community.

Initiated in 2013, this program has extended support and contribution to the environment and communities in need. It is 100% run by Kossan employees on a voluntary basis.

We look at many areas in contribution projects from schools, orphanages to animals, environment and the less fortunate.

It is also a program about developing future leaders through social awareness and motivational activities.

We believe that children are the hope for a brighter future, and we want to provide them with opportunities and hope for a better life.

Project Smile 18.0 – Celebrating Cultures and Traditions

KISB organized a cultural exchange event for the children from orphanages to help them understand and learn more about our multi-ethnic cultures in Malaysia.

Project Smile



iNtouch®
With The Future

Develop **Colorful** Future Leaders



20th November 2018 - In conjunction with Deepavali, 100 KISB volunteers came together to celebrate Deepavali with 100 children from four orphanage homes; Rumah St. Vincent de Paul Klang, Persatuan Rumah Kids, House of Love, and Padmasambhava.

The event started with an opening speech by Mr. Lawrence Lim the Director of Project Smile, followed by a sketch play that talks about the origin of Deepavali celebration. The event continued with impressive traditional Indian dances performed by a group of dancers from SJK (T) Simpang Lima school.



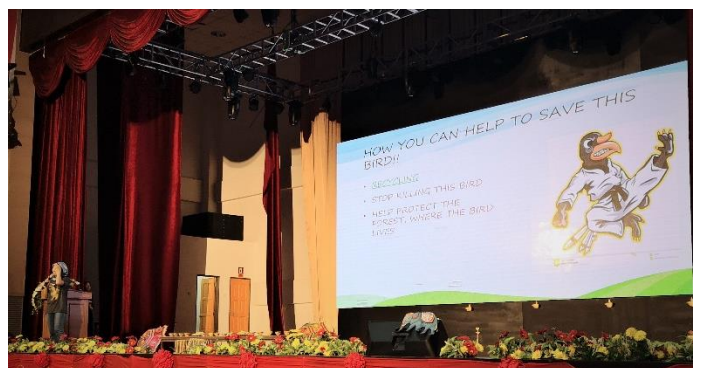
One of the decorative practises that Indians do during Deepavali is the drawing of Kolam. Kolam is a form of drawing that is traditionally hand drawn with coloured rice, chalk powder or rock powder. Kolam are thought to bring prosperity to one's home.



The children and Kossan volunteers were given the opportunity to draw Kolam during the Kolam Drawing Competition at the event. The children demonstrated their natural talent and skill in designing beautiful Kolam masterpieces in the spirit to win.



Not forgetting our 2018 Project Smile mission in bringing awareness of endangered animals to the children, KISB volunteer Ms. Maz gave an educational talk on Rhinoceros Hornbill. The habitat and nature of Rhinoceros Hornbill were explained to children.



The children were taught about their role and importance in protecting the hornbill. Rhinoceros Hornbill are classified as Near Threatened species. With the loss of forest and increasing forest fragmentation, hornbill sightings have decreased over the years.

Mobile petting zoo was set-up at the event venue for the children to have close contact with animals, such as rabbit, chicken, duck, lamb, parrot. This is to cultivate love for animals among the children. Last but not least, the event ended with a scrumptious serving of Deepavali festival food for lunch.



How can we save the endangered hornbills?

1. Grow native plants

Grow native plants to provide food and shelter for native wildlife. Native plants attract native insects like bees and butterflies that help pollinate native flowers. Conversely, invasive species will compete with native species for resources and habitat, resulting in threatening biodiversity.

2. Recycle and buy sustainable products

The habitat for hornbills is the forest. Therefore, never buy furniture made of wood from the rainforests or endangered trees.

3. Drive less, walk more

Drive less and walk more to reduce air pollution. Take public transport as alternative to driving.

4. Take a stand

We cannot depend the scientific community to save the endangered species. Everyone must take a stand and play a role, including signing petitions, writing letters and donating.

5. Black out the black market

When we travel, avoid buying souvenirs that are under extinction threat to stand against the market in illegal wildlife, including tortoise shell, ivory, and coral.

7. Volunteer!

Wildlife refuges, parks and research centres are often underfunded and desperate for help. We can volunteer ourselves at one of these places to help protect the hornbills. It can be as easy as just educating visitors or picking up litter.