

# **THE ROTARY CLUB OF PUDU**

**SUBMISSION TO DISTRICT AWARDS & RECOGNITION  
SELECTION COMMITTEE UNDER THE CATEGORY  
“SERVICE PROJECTS & PUBLIC RELATIONS”:  
BEST SERVICE TO NEW GENERATIONS AWARD**

**A TRULY SERVICE TO NEW GENERATIONS PROJECT:**

**“COLOURS OF MALAYSIA ART COMPETITION 2013”**

**Submitted by:**

**Rtn Veronique Pearcey  
Director of Service to New Generations  
RY2013/4**

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**ROTARY CLUB OF PUDU**  
**A TRULY SERVICE TO NEW GENERATIONS PROJECT**  
**“COLOURS OF MALAYSIA ART COMPETITION 2013”**

**A. BACKGROUND TO THE PROJECT**

Service to New Generations Director RY2013/14 Rtn Veronique Pearcey is very passionate about art and her classification is “Artist – Wood Carver and Painter”. Thus when she took office as Director of Service to New Generations she immediately mooted the idea of promoting art to Malaysian youths. Her committee decided that one of the best ways to promote the arts was through an art competition opened to only youths.

Her committee in which she was the Chairman met many times after July 2013 and set out the following guidelines for the project:

- define the objectives of the project
- decided on the participants
- decided on the scope of the competition
- decided on the prizes
- decided on the judges, and
- decided on the day of giving away the prizes.

It was decided to open the competition to all students in the schools where the Rotary Club of Pudu had sponsored Interact Clubs viz the SMK Confucian, SMK Dato Onn, SMK Kuen Cheng, SMK Methodist, SMK (P) Pudu, SMK Sri Sentosa, SMK Victoria and SMK Cheras. Also it was decided to open it to some underprivileged children in the YWCA, Stepping Stones Living Center, Rumah Kebajikan Anbu Illam Boys and Girls and Pertubuhan Kebajikan Thangam Illam. In total the competition was opened to a few thousands Malaysian youths.

In consultation with the expert artists from the Kraftangan Malaysia (Malaysian Handicraft Development Corporation) the art competition was limited to presentation of :

- Painting: Water Colour and coloured pencils
- Drawings : Comic or Manga
- Photography

A special prize will be presented to an Artist under the age of 10 years.

Independent judges all from the Kraftangan Malaysia were:  
Mr Samsudin, Mr Nizar Kamal Ariffin, Mr Zaharuddin Sarbini and Mr Kamaruddin Talib.

The competition started from July 2013 and the submissions were to be made by the 25<sup>th</sup> October 2013 when they would be collected from the schools and the underprivileged homes.

The committee also decided to apply a District 3300 District Grant under the reason of “to promote art education in schools and orphanages”. Subsequently an amount of US\$1,218 (RM3,912) was approved by the District.

The prize presentation was made on 9<sup>th</sup> November 2013 at the Kraft Complex, Jalan Conlay, Kuala Lumpur in the presence of competitors, their parents and teachers, Rotarians and their families, friends of Rotary, Kraftangan Malaysia supporters and sponsors.

## **B      OBJECTIVES OF THE PROJECT**

### **a)Main Objectives**

1. To generally promote art to Malaysian youth
2. To encourage creativity and artistic talent amongst youth
3. To encourage and motivate young Malaysian Artists
4. To motivate underprivileged children to develop their artistic talents

### **b) Other Objectives**

5. To heed the call of RI President Ron Burton to engage youths and conduct a joint project with Interact clubs
6. To hope by engaging underprivileged youths so that they “Engage Rotary, Change Lives”

## **C      PLAN OF ACTION**

### **1. Appointment of general committee**

The following Rotarians were appointed members of the committee

Chairman:     Rtn Veronique Pearcey

Secretary:    Rtn Steven Ho

Treasurer:    Rtn Patrick Lee

Members:     VP CT Heng

                  Rtn Elaine Tan

                  Rtn Roy Sreenivasan

                  PP Mike Tung

                  Rtn Tenny Lee

                  Rtn Mok Sin

Ex-Official:   President Alex Chang

Advisors:     PP Gary Lim

                  PP Richard Liew

                  PP Ng Sim Bee

### **2. Meetings:**

The committee held 4 formal meetings and had several meetings with Kraftangan Malaysia officials including Encik Misroni Sulaiman, Director of Corporate Communications, Kraftangan Malaysia. The meetings were held to discuss the progress of the project and also to organize the prize presentation.

## **D      IMPLEMENTATION**

1. The contestants were informed of the art competition through the Interact Clubs and through the Interact Coordinating Council. Also visits were made to the participating underprivileged homes to inform them of the contest. The theme of the contest “Colours of Malaysia” was made known to all contestants and all submissions must follow the theme. Likewise the appointed judges were informed of the theme.
- 2 All the art pieces and photograph submission were collected by the 25<sup>th</sup> October, 2013 and presented to the judges. The submissions were overwhelming and according to the judges the competition was stiff and the standard was high.
- 3 The following were adjudged winners:

### **Category One: Schools**

#### Water Colour:

**-3<sup>rd</sup> Prize (RM100)**

Bernice Lim Xin Yin (SMK Sri Sentosa)

**-2<sup>nd</sup> Prize (RM200)**

Lim Zhi Xuan (SMK Methodist Boys’ School)

**-1<sup>st</sup> Prize (RM300)**

Lee Sze Yin (SMK (P) Pudu)

#### Coloured Pencils:

**-3<sup>rd</sup> Prize (RM100)**

Teoh Kar Hoe (SMK Methodist Boys’ School)

**-2<sup>nd</sup> Prize (RM200)**

Loh Weng Tong (SMK Methodist Boys’ School)

**-1<sup>st</sup> Prize (RM300)**

Nesamalar A/P Rama Krisnan (SMK (P) Pudu)

#### Drawings (Manga or Comic):

**-3<sup>rd</sup> Prize (RM100)**

Chan Jing Yi (SMK Pudu)

**-2<sup>nd</sup> Prize (RM200)**

Dominic Goh Ka Hou (SMK Sri Sentosa)

**-1<sup>st</sup> Prize (RM300)**

Mariana Ulfah Bt Idris (SMK (P) Pudu)

#### Photographs:

**-3<sup>rd</sup> Prize (RM100)**

Dominic Yeong (SMK Methodist Boys’ School)

**-2<sup>nd</sup> Prize (RM200)**

Lee Jun Kong (SMK Confucian)

**-1<sup>st</sup> Prize (RM300)**

Chai Sook Kee (SMK (P) Pudu)

## Category Two: Institution

Coloured Pencils:

**-3<sup>rd</sup> Prize (RM100)**

Devan Rajah (Rumah Kebajikan Anby Illam)

**-3<sup>rd</sup> Prize (RM100) (Jt Winner)**

Nigen (Rumah Thangam Illam)

**-2<sup>nd</sup> Prize (RM200)**

Jessica (Stepping Stones Center)

**-1<sup>st</sup> Prize (RM300)**

Joysi A/P Chanarasagam (YWCA)

### Special Prize: Artist under 10 years Old

Vinoth Sreetharan (Rumah Kebajikan Ambu Illam)

## 4 Art Competition Award Ceremony

- 1) The prize presentation ceremony was successfully held on Saturday 9<sup>th</sup> November 2013 at the Kraft Complex, Jalan Conlay, Kuala Lumpur
- 2) Before the presentation ceremony the participants, VIP, Guests and Rotarians and their families were taken on a guided tour of the Kompleks Kraf/Group and briefed on their activities
- 3) Organizing Chairperson Rtn Veronique welcomed the participants and gave a run down on the competition, the rules and thanked the judges for their expertise. She also mentioned some of the programme of Rotary
- 4) Encik Misroni Sulaiman, the Director of Corporate Communications, Kraftangan Malaysia thanks Rotary for organizing the competition and also gave an outline of their own activities
- 5) Immediate Past District Governor Mansoor Saat also gave a speech on the activities of Rotary
- 6) In total more than 80 over people were at the presentation including the press and the television

IPDG Mansoor Saat & Wife	2
President Alex	1
Chairman Youth Service PP Shanti Jayaram	1
Romania Embassy Miss Camelia	1
Judges	4
Rotarians	17
Rotaractors	7
St John Ambulance	4
Schools	
SMK Confucian (artists+MC+Interactors)	7
SMK Methodist (artist)	1
SMK Methodist (teacher)	1
SMK Kuen Cheng (artists+Interactors)	6
SMK Kuen Cheng (teacher)	1
SMK Dato Onn (Artists+Interactors)	7
SMK Sri Sentosa (artists+Interactors)	4
SMK Sri Sentosa (teacher)	1
SMK PESS (Artists+MC+aiders)	16

**Add** Families & Friends of Rotarians

Newspaper Reporters & TV crew

## **CONCLUSION**

### **1. Benefit & Effectiveness**

The project benefitted the participants whether they were winners or not. It certainly would have motivated them and exposed them to the artistic world. Moreover it exposed them to the Kraftangan Malaysia organization and provided some networking for the youths, teachers and caregivers to artists. The prize money no doubt would be useful for the winners and make their parents, teachers and schools proud. In fact there were already calls for the club to organize a follow-up competition to further motivate the participants. The contest reached thousands of students and youth, teachers and parents.

### **2 Membership Involvement**

Membership involvement was high during the meetings and organizing the prize giving ceremony. The Rotarian Advisors to their respective 8 Interact Clubs had the duty to inform the schools of the competition and collect the submissions. This was evident from the attendance during the prize giving ceremony where 17 Rotarians and their families were present. The meetings were usually followed by good fellowship for lunch or dinners.

### **3 Promotion of Rotary's Public Image**

The newspapers and Television crew were there to cover the prize giving ceremony and Rtn Veron were interviewed by them.

Through Kraftangan Malaysia the artists and members there know more of Rotary now as well as the participants and teachers. It is a positive image of Rotary

The emblem of Rotary (the Rotary Wheel) as well as the 4 way tests were prominently displayed at the prize giving ceremony.

### **4 Originality**

The project was original in that it provided an exposure to youth whether from schools or from the underprivileged homes on art. It gave them an opportunity to be creative and encouraged their talents. It motivated them to take their talent to a higher level. This contest gave hope to the underprivileged youth to seek a career in the arts. The high level competition certainly showed that there were talents amongst the youth. The cost of holding such a contest did not cost much and had the support of the public who donated money to help out in the prize money.

### **5. Relevance to Presidential Emphases**

This project is about making the world a better place as emphasized by RI President Ron Burton. The project had enabled the Rotarians to get together for fellowship and do something worthwhile in the community. The project had enabled Rotarians to network with professional artists and explained the workings of Rotary to them. This is part of Rotary's call in the Presidential Citation to network with other professionals. This project also enhanced education and literacy viz art literacy. Best of all, it allowed members to interact with youth which was the emphasis in the Presidential Citation. The project also projected a positive Rotary image to the public and to the participating youths, their parents and their respective schools. The project was also supported by the District which approved a Grant of US\$1,218 to it.

## APPENDIX – BANNER



**SOME PHOTOGRAPHS AT THE PRIZE GIVING CEREMONY @ 9<sup>TH</sup> NOV 2013**



An artist at Kraftangan giving a demonstration to Participants



IPDG Mansoor Saat handing out a prize to a winner

Another winner!



OC Rtn Veronique thanking a judge



OC Rtn Veronique & President Alex being interviewed by the press & TV



President Alex, PP Mike & Rtn Veronique with 2 winners



## **PRESS RELEASE**

### **COLOURS OF MALAYSIA ART COMPETITION 2013**

#### **ORGANISED BY**

#### **THE YOUTH SERVICE COMMITTEE**

#### **OF THE ROTARY CLUB OF PUDU**

## **PRESS RELEASE**

This is a project mooted by our Youth Service Director Rotarian

This is a project mooted by our Youth Service Director Rotarian Veronique Pearcey, who is also the chairman of this project. Rtn Veronique' s classification is "Artist - Wood Carver & Painter" . She is very passionate about art and has spoken to our club and schools and also invited an artist to address our club regular luncheon meeting.

This project started very early in this Rotary Year and the drawings and photographs were collected from schools and underprivileged homes on 25th October and subsequently judged by Craft Complex artists. This project took off with the assistance of The Rotary Foundation District Grants.

Encourage creativity, Consider talent and Promote young Malaysian Artists.

ART IS THE PUREST FORM OF HUMAN CULTURAL EXPRESSION.

ART IS A UNIVERSALLY UNDERSTOOD LANGUAGE.

ART RESPONDS TO THE NEED TO SATISFY A CRAVING OF BEAUTY.

THIS ART COMPETITION IS OPEN TO ALL THE CHILDREN OF;

Eight Schools in Klang Valley

SMK Confucian

SMK Dato Onn

SMK Kuen Cheng

SMK Methodist

SMK (P) Pudu

SMK Sri Sentosa

SMK Victoria

SMK Cheras

**Underprivileged Homes;**

**Y.W.C.A**

**STEPPING STONES LIVING CENTRE,**

**RUMAH KEBAJIKAN ANBU ILLAM**

**PERTUBUHAN KEBAJIKAM THANGAM ILLAM**

**Subject: THE COLOURS OF MALAYSIA -**

**For example: fruits, flowers, landscapes and sceneries**

**PAINTINGS : Water colour and coloured pencils**

**PHOTOGRAPHY**

**DRAWINGS : Comic or Manga**

**Size 21x29 cm or bigger**

**YOUNG ARTISTS IF YOU WIN YOUR INSTITUTION WINS TOO**

**The Prizes for Each Category : Water colour, Coloured pencils, Photography and Comic or Manga.**

**The First Prize winners in each category will receive a colouring package valued at RM300, and his or her institution receives RM300**

**The Second Prize winners in each category will receive a colouring package valued at RM200, and his or her institution receives RM200**

**The Third Prize winners in each category will receive a colouring package of RM100 and his or her institution receives RM100.**

## MORE PHOTOGRAPHS!!!



The Organizers & all the winners!



An artist from Kraftangan explaining some pieces of art to the youth!



OC Rtn Veronique leading Rtn Tenny and the Rotaractors at the registration table at the Prize Presentation Ceremony

Truly Colours of  
**MALAYSIA**  
seen by Young Artists

Perkembangan pesat, negeri ini  
Dijadikan tanah air, bersejarah dan  
Dijadikan tempat di dalam sejarah  
Luaran negeri, negara-negara,  
pada kawasan & gajillion babil  
di dalam **MALAYSIA**  
yang Tersebut.

Drawings (Manga or Comics)

- Mariana Ulfah Bt Idris