



MAJLIS KEBANGSAAN PERTUBUHAN-PERTUBUHAN WANITA MALAYSIA
NATIONAL COUNCIL OF WOMEN'S ORGANISATIONS MALAYSIA (NCWO)
(MEMBER OF ASEAN CONFEDERATION OF WOMEN'S ORGANISATIONS)

46, Jalan 14/29, 46100 Petaling Jaya, Selangor Darul Ehsan.
Tel: (603) 7954 3008 Faks: (603) 7954 2881
Laman Web: www.ncwomalaysia.org.my E-mel: ncwohq@yahoo.com

For Immediate Release
Date: December 1, 2015

MEDIA RELEASE

Dear Editor,

mStoryTelling: Women's Voices on Environment Sustainability

Shah Alam, December 1, 2015 – Final Year Public Relations students (MC242 5D) from the Faculty of Communication & Media Studies, Universiti Teknologi MARA (UiTM) in collaboration with the National Council of Women's Organizations (NCWO) are organising a forum on "mStoryTelling: Women's Voices on Environment Sustainability".

The speakers for the forum include:

1. Professor Dr Kiranjit Kaur (Faculty of Communication and Media Studies, UiTM; & advisor of project) – Sharing of results on project: mStoryTelling: Women's Voices on Environment Sustainability
2. Mr. Nithi Nesadurai (President of Environment Protection Society of Malaysia) – Living Within the Ecological Limits of One Planet
3. Associate Professor Dr. Harinder Rai Singh (Faculty of Applied Sciences, UiTM) – The Role of Coastal Communities in Coastal Habitat Conservation.
4. Ms Gan Pei Ling (Writer) – Raising Climate Change Awareness among Youth.
5. Ms Natasha Nordin Manan (Programme Officer, WWF Malaysia) – Buy Better For Nature : Consumer Role
6. Miss Sunitha Bishan (Chairperson, NCWO Environment and Climate Change Committee) – Climate Change Awareness and Gender.

The objectives of this event are to share personal stories of 40 Malaysia women aged 60 years and above from the b40 section of population, on their efforts in environment conservation and sustainable living. Besides, it is also to create awareness on the implications of environment sustainability on climate change.

This forum is the result of an NCWO and UiTM public relations student project under the supervision of Professor Dr Kiranjit Kaur to capture 40 diverse Malaysian women's voices on environment sustainability. The students recorded the women's stories using the mobile phone in several locations in Klang Valley and Selangor among the various ethnic groups.

During this project, UiTM Public Relations students also shared the uses of smart phone applications with the women, such as WhatsApp, Twitter, Instagram and Facebook. NCWO has uploaded these voices on the Instagram account, mstorytelling15 at <https://www.instagram.com/mstorytelling15/>

The project was funded by NCWO, UiTM, Digi, OKU Printing, Yayasan Warisan Negara and other organizations.

National Council of Women's Organizations is the national women's body on advocacy of women's issues and umbrella body of about 150 affiliates in Malaysia.

Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM) is the oldest School of Mass Communication in Malaysia. Since its inception in 1972, the Faculty has been going from strength to strength as an industry-driven institution that produces graduates who are resourceful, dynamic and driven.

We wish to invite your journalists to attend and cover the forum on 14 December 2015, Monday, at National Council of Women's Organization (NCWO), 46, Jalan 14/29, Seksyen 14, Petaling Jaya, Selangor.

For further enquiries, please contact Shereen Anuar at shereenanuar50@gmail.com and 016.478.6252. or Hanum A. Rahaman at hanumrahaman@gmail.com and 018.285.4178.
