

“

*It is my honour to continue this legacy of integrity and trust to spur Selangor to greater heights. I believe that this administration will continue to place the well-being of the state and the welfare of its people as top priority.*

Amirudin Shari,  
Dato Menteri Besar

”

# SELANGOR JOURNAL



FEATURE 7

## Rising Commercial Game- Changer

FEATURE 8

## Selangor State Open House

FEATURE 11

## Shaping New Landscape with Co- creation

BUSINESS 12

## Tapping into Strength of United ASEAN

LIFE STYLE 14

## Fat Hopes for Bio-Fuel Industry

FEATURE 4

# DAWN OF NEW ERA

**J**une 19 2018 heralded a new Menteri Besar for Selangor. The young and vibrant Amirudin Shari is the successor to Dato' Seri Mohamed Azmin Ali who now helms the Ministry of Economic Affairs. *Selangor Journal* had the opportunity to interview the Menteri Besar on his hopes and direction in leading Malaysia's golden state.

Story continues on **page 4**





# Tun M Chairman of YPB, Azmin Ali Alternate Chair

**KUALA LUMPUR** – Yayasan Pelaburan Bumiputera (YPB) announced that Prime Minister, Tun Dr. Mahathir Mohamad has assumed the position of Chairman of YPB effective June 28, 2018 with Minister of Economic Affairs Dato' Seri Mohamed Azmin Ali named as Alternate Chairman of YPB.

Following the appointment, the Board of Trustees of YPB has been restructured to comprise Dato' Seri Mohamed Azmin Ali, Tan Sri Dr. Zeti Akhtar Aziz, former Governor of Bank Negara Malaysia and Tan Sri Dato' Setia Ambrin Buang, former Auditor General of Malaysia.



## Dr. Zeti PNB's New Group Chairman



**KUALA LUMPUR** – Tan Sri Dr. Zeti has been appointed as the Group Chairman of PNB with effect from July 1, 2018. Tan Sri Dr. Zeti is presently one of the members of the Council of Eminent Persons, entrusted to advise the Government on matters pertaining to economic and financial matters.

Permodalan Nasional Berhad (PNB), the investment subsidiary for YPB, announced that Tan Sri Abdul Wahid Omar has

retired as the Group Chairman of PNB and Trustee of YPB with effect from June 30, 2018.

The Boards of YPB and PNB welcome the appointment of Tan Sri Dr. Zeti and expressed confidence that given her long-standing and vast experience, she will continue to provide strong leadership to the PNB Group in pursuing its founding mandate to enhance corporate wealth for the benefit of Malaysians.

SELANGOR  
JOURNAL  
Editorial  
Team

ADVISOR  
Editorial Advisory Board, CCSB

CHIEF EDITOR  
Cecelia Alphonsus

MANAGING EDITOR  
Ameena Siddiqi

WRITER  
Batrisyia Jay

Aras 2, Carlton Holiday Hotel & Suite, No 1, Persiaran Akuatik 13/43  
Seksyen 13, 40100, Shah Alam, Selangor

Tel 03-5523 4856 Fax 03-5523 5856  
Email [info@mediaselangor.com](mailto:info@mediaselangor.com)



“

One who is injured ought not to return the injury, for on no account can it be right to do an injustice; and it is not right to return an injury, or to do evil to any man, however much we have suffered from him

Socrates

”



# Azmin Ali: Sustaining Growth Crucial

**JULY, KUALA LUMPUR** – Minister of Economic Affairs, Dato' Seri Mohamed Azmin Ali announced that the mid-term review of the Eleventh Malaysia Plan is scheduled to be tabled on 18 October 2018. Addressing the crowd at the launch of World Bank's Malaysia Economic Monitor – Navigating Change, Azmin Ali said that progressive socio-economic policies will be introduced to complement current institutional reforms. Issues and development challenges are being identified and steps to tackle them will be proposed at the review.

While current macroeconomic indicators exhibit strong performance on the back of robust GDP growth, stable and

“The mid-term review will seek to address the disparity of growth across the states and income inequities, particularly the B40 income group, high unemployment rate and the rising cost of living”

low inflation as well as full employment, Azmin Ali said the situation behind the headline indicators tell a different story.

“The mid-term review will seek to address the disparity of growth across the states and income inequities, particularly the B40 income group, high unemployment rate and the rising cost of living. Sustaining growth will be a priority with greater focus on citizen-centric programmes to ensure a better quality of life for the people.”

He added that the review will also address outstanding structural challenges such as raising labour productivity, ensuring quality investment and innovation, and pushing industries to move up the value chain.



## Adoption Of Digital Economy



**JULY, KUALA LUMPUR** – The Government is looking into increasing the adoption of digital economy in view of the fast-changing requisites for future development said the Minister of Economic Affairs, Dato' Seri Mohamed Azmin Ali in his opening remarks at the launch of World Bank's Malaysia Economic Monitor – Navigating Change.

“The adoption of digital technologies across both public and private sectors is essential in enabling growth in labour productivity and creating a conducive business environment for quality investments and innovations.”

The report highlights the potential of the digital economy in ensuring Malaysia's successful transition to a high income and developed economy. Currently, 80 percent of the Malaysian population has digital access and are among the most digitally-connected citizenry in the world.

“It is the single most important driver of innovation, competitiveness and growth. It holds huge potential for SMEs,” he adds.

However, only 62 percent of businesses are connected to the internet and only 28 percent have a web presence. According to Azmin Ali, various efforts are being undertaken to encourage the utilization of digital platforms. “We must remember that the Multimedia Super Corridor programme was inaugurated by Tun Dr. Mahathir back in 1996, which envisaged the creation of a Special Economic Zone and hi-tech business district. It was intended to leapfrog Malaysia into the 21st century and be the global hub at the forefront of digital economy.”

He adds that with Tun Dr. Mahathir back at the helm today, Malaysia has a second chance to achieve this.

Jack Ma's Alibaba Group first country office in Southeast Asia is also expected to be a strategic boost to the Digital Free Trade Zone with nearly 2,000 entrepreneurs registered, the export value of SME's can potentially increase to USD38 billion with the creation of 60,000 jobs by 2025.





# The Legacy Continues

Continued from cover page...

Dato' Menteri Besar, Tuan Haji Amirudin Shari started his career in politics at the tender age of 18 having discovered his passion for politics in the twist and turns of the Reformasi 98 movement, an event that he diligently followed and kept abreast throughout his student years.

The then 18 year-old entered UPM to pursue his degree, and decided to join a few student movements where he met people who shared the same interest in politics. "My first taste of politics was with (Keadilan Youth Movement) Angkatan Muda Keadilan (AMK), where I was elected as the EXCO of AMK in charge of the student affairs bureau," says Amirudin.



# Amirudin bin Shari Dato' Menteri Besar

Spouse: **Masdiana Mohamad**  
Children: **Six**



- 2018** ● Appointed as the new Menteri Besar of Selangor on June 19
- 2017** ● Hosted the second Yamaha 125Z Mega Gathering with over 30,000 participants for the closing of Kapcaipackers: Selangor to London 2017 program, an expedition of a Selangorian couple on a moped through 25 countries
- 2017** ● As State Executive Councillor in charge of Youth, Sports, Culture and Entrepreneurship, officiated the 2017 "Anugerah Sastera Selangor" (Selangor Literature Award) and promised further efforts to revive the culture and arts scene in Selangor
- 2016** ● Led the Selangor FA football team to the Malaysia Cup finals and winning the SUKMA 2016. Hosted the Yamaha 125Z Mega Gathering and successfully gathered 15,000 motorcycles enthusiasts to demonstrate that not all youth activities related to motorcycles are negative
- 2015** ● Manager to the Selangor FA football team who led the team in two consecutive Malaysia Cup finals and the famous 33rd mission to win was accomplished in the same year
- 2014** ● Contested for the Keadilan Youth Chief's post in party polls but lost to Nik Nazmi Nik Ahmad
- 2014** ● Appointed the Selangor State Executive Councillor for Youth Development, Sports, Culture, and Entrepreneurship Development under Azmin Ali's administration
- 2013** ● Re-elected as Member of the Selangor State Assembly
- 2008** ● Won a seat in the Selangor State Assembly on his first attempt in the 12th general elections as a candidate for Parti Keadilan Rakyat. PKR, the Democratic Action Party (DAP) and the Islamic Party (PAS) formed the Pakatan Rakyat coalition, defeating the Barisan Nasional for the first time in Selangor electoral history
- 2007** ● Elected as the Vice Chief of Angkatan Muda Keadilan (AMK)
- 2004** ● Active involvement in Keadilan Youth's Wing, Parti Keadilan Rakyat and was chosen as the Vice Chief of the division



In 2007, Amirudin, who by then had risen up the ranks in AMK, was elected as the Vice Chief of AMK. He rose further in the political scene to the position of Executive Secretary of Parti Keadilan Rakyat Selangor two years later. He is currently a Member of the Central Leadership Committee of the party.

Continuing the legacy from the previous administration has always been the focal aim for the new Menteri Besar of Selangor. "Dato' Seri Azmin Ali has left Selangor with economic stability, various people centric programmes and most importantly a government of integrity and trust. It is my honour to continue this legacy and spur Selangor to greater heights," says Amirudin.

Having a predecessor of the calibre of Dato' Seri Azmin Ali might be seen as a burden, but for Amirudin, he feels blessed to be the former Selangor Menteri Besar's successor and to carry on the strong fundamentals already set in place. Amirudin believes that hard work is the key to success and will strive to give 200% for this beloved state of Selangor Darul Ehsan.

When asked on the steps being taken to ensure the state's continuous growth, Amirudin replied that there are five main areas that he would like to focus on.

These are providing for the people of Selangor affordable homes, an effective transportation system, an integrated health care system, creating an environmentally friendly state and last but not least, creating quality high-income jobs for the people. "I believe that these are the main areas which will help boost economic growth and ensure the well-being of the state and its people well taken care of."

Maintaining the economic stability and boosting the growth of the economy is one of the challenges faced by Amirudin. Be that as it may, he believes that Selangor will be a key player in the Southeast Asia region apart from being the economic powerhouse of Malaysia. "The Regional Smart State motto will be the key to push Selangor to greater heights both in the domestic and international scenes," he says.

Going for on site visits and attending various briefings from all relevant authorities such as state government officers, district officers and also government linked company (GLC) office bearers in Selangor is Amirudin's modus operandi in identifying areas that can be improved on for the state and the people. "This is important as it will help me to understand the current state of affairs in Selangor," he says, adding that he plans to visit all nine districts in Selangor as well as monitor the performance of various development projects in the state.

*Inisiatif Peduli Rakyat* is the hallmark of Pakatan Rakyat's 14th General Election Campaign. Thus, people-centric policies will be Amirudin's main priority. "In each corner of the country, the success stories of Selangor are relayed to the people and this is one of the biggest factors in Pakatan Harapan's majestic victory on the 9th of May 2018. I intend to continue and improve the effectiveness of this initiative."

At the moment, Amirudin's prime focus will be centred on the areas previously identified to be the main priority of his administration. Meanwhile, the young Dato' Menteri Besar will also continue various programmes and people-centric policies which benefit the people of Selangor. "It is my responsibility to make sure Selangor continues to be one of the main contributors to Malaysia's GDP."

Amirudin hopes that the people of Selangor will continue to place their trust in this government to deliver its promises come 2019. "The 2019 Selangor State Budget is due in October and I believe that this administration will continue to place the well-being of the state and the welfare of its people as the top priority," he says.

"I have also met with Tun Dr Mahathir Mohamed and Dato' Seri Dr Wan Azizah Wan Ismail, Prime Minister and Deputy Prime Minister of Malaysia respectively to discuss various collaborations between the Federal and State governments. Both of them agreed on enhancing the economic growth and positioning Selangor as the main economic hub of Malaysia."

These are providing affordable homes for the people of Selangor, effective transportation system, integrated healthcare system, creating an environmental friendly state and last but not least, creating quality and high income jobs for the people.

According to Amirudin, Prime Minister Tun Dr Mahathir has reiterated his desire to help Selangor to solve the water issue. To Amirudin, this is a major example on how fruitful partnership between the Federal and State governments can help benefit the people of Selangor.

"In my acceptance speech, I have mentioned that the spirit of camaraderie will be the main strength of this administration," says Amirudin, adding that his administration will continue to serve the rakyat regardless of their political ideology, race, religion and age.

Believing in 'esprit de corps' as the key to success, Amirudin hopes to work with the component members of Pakatan Harapan in Selangor to ensure that the huge mandate given by the people in GE 14 is fulfilled, hoping that the rakyat can work hand in hand with him to achieve greater success for the state of Selangor Darul Ehsan.

"People of Selangor are the stakeholders of this state. Therefore they need not worry as I will continue to strive my best and return the wealth of Selangor to its people. We will continue to serve as the government of the people, by the people and for the people of Selangor Darul Ehsan."





## Integrated Online Parking Launched

The Smart Selangor Parking is an integrated online parking and compound payment system operating from a smart phone application. It is an additional payment channel that works alongside the current parking coupon and compound payment system for Selangor.

Through the SSP system, the general public will be able to purchase parking credits through a single online account which allows them to pay for parking and compounds within participating local authorities. Proper evaluation was done by SSDU following state-approved processes for the long-awaited SSP system.

Users are able to top-up their SSP credits using payment methods including online banking services such as Maybank2U, CIMB Clicks, AmBank Online and also the "Boost" e-wallet.

The SSP system will provide a new and easy method for users to pay for their on-

Beginning July 2018, the Smart Selangor Delivery Unit through SSDU Innovations. Sdn Bhd, a subsidiary of Menteri Besar Selangor Incorporated (MBI) will be implementing phase 1 of its Smart Selangor Parking© (SSP) system at the following on-street parking areas under the management of:

- Majlis Bandaraya Shah Alam (MBSA)
- Majlis Perbandaran Ampang Jaya (MPAJ)
- Majlis Perbandaran Sepang (MPSp)
- Majlis Perbandaran Kajang (MPKj)
- Majlis Perbandaran Selangor (MPS)

To facilitate payment for users the SSP system offers 3 payment methods:



**Electronic payment through the Smart Selangor Parking© mobile application** – The SSP mobile application is downloadable through the Apple AppStore and Google Playstore. Users will need to top-up their SSP account with credits before usage.



**Payment through Short Messaging Service 'SMS'** – Users can make payments for their vehicles by sending an SMS to +601110323278 using the following format.



**Payment through the Boost e-wallet** – Users can use their "Boost" e-wallet credit to directly pay for their parking and compound charges.

street parking and compound charges. On top of that, SSP will allow users to settle their charges in all participating local councils (MBSA, MPAJ, MPSp, MPKj and MPS) through the single SSP mobile application.

The charge and compound rates incurred through SSP will follow the existing rates set by

the participating local councils.

In order to ensure smooth operation of the SSP system, SSDU with the co-operation of MBPJ, undertook a pilot program for the SSP system from 1 May 2018 to 30 June 2018 at Dataran Sunway, PJU 5 Kota Damansara, which included around 1522 "on-street" park-

ing spaces.

The pilot project was successful with around 151 approximate daily app downloads through the period.

The app can be download from the App Store or Google Playstore



## Parking Selangor Style

By Cecelia Alphonsus

Homegrown parking management company, Park Here Sdn Bhd, a fully owned subsidiary of PKNS Real Estate Sdn Bhd aims to revolutionize the vehicle parking industry through technology and innovative services. Incorporated in 2013, the company began operations in 2015 and to-date manages 4,475 parking bays spread across six sites in Selangor.

According to the Chairperson of Park Here, Pn. Hajjah Roziah binti Haji Ahmad, at the heart of the management philosophy of the company is people. "We are going back to basics and looking at the needs of customers and offering them services that make their lives simpler." She adds that "this is why the

operational staff are known as customer service assistants and not parking attendants."

The focus is on people, not the car.

Operations Manager, En. Ardisham Mohd Shahir, says the direction of the company is beyond just parking management, as in the pipeline are plans to offer periphery services to customers which include valet services with a difference

and full-service car wash. Business Development Manager, En. Norasidi Rashid adds that while the company has been in operation for the past 3 years, building owners are still unaware that a Selangor-based parking management consultancy is now available to professionally manage their parking needs.

Sites currently managed by Park Here include Precint 6.1, PKNS Complex, Menara PKNS, SACC Mall, Menara Worldwide and Dana 1 in Ara Damansara. Long term plans include the possibility of acquiring the German-owned Skidata parking system and user app to enable data reporting on traffic in and out the parking zone of the building.





# Rising Commercial Game-Changer

by **Cecelia Alphonsus**

**JUNE, KUALA LUMPUR** – The founding Dean of the Selangor Business School, Prof Dr Mohd Faiz Abdullah raises the question on whether blockchain is a mere technological revolution or in fact an institutional revolution in his keynote address at the recent forum on “Adoption of Blockchain Technology in Industry and Higher Learning” at the Selangor Business School.

Going beyond the hype of bitcoins and cryptocurrency, Dr. Faiz who is also the Advisor to the Minister of Economic Affairs turned the spotlight on to the societal, economic and global implications of blockchain. “I look at blockchain not as technology but as a phenomenon that could unleash disruptive change to the economy.” He was quick to add the caveat that disruptive does not necessarily mean destructive.

“We are now familiar with the mother of disruption, and that is the Fourth Industrial Revolution. As we approach 2020, not even 2025, increasing presence of disruption will come from advanced robotics and autonomous transport with artificial intelligence and machine learning, advanced materials, biotechnology and genomics.”

He stresses that this is precisely why blockchain needs to be contextualized in terms of its effect on the economy and society. “When we say that blockchain is revolutionary, we are saying it as being subsumed under an even bigger wave in paradigm change under the Fourth Industrial Revolution.”

A fundamental concern is the issue of value and control.

“Blockchain technology marks a shift from the pivot of state or centralized authority to the periphery of individual human actors. In the value equation, this will automatically shift the locus of value creation and determination as well.”

In other words, as blockchain technology challenges in a fundamental way and expands the spectrum of value, an entire new ecosystem will evolve.

“It is in this context, that I see the repercussions of blockchain technology, not just the technological leap but a paradigm leap with multi-dimensional impact on society.”

The control of how value is set, quantified and exchanged has defined mankind’s civilizational trajectory because with value comes control and with control comes power. During the first and second industrial revolutions, the exercise of power and control emanated from a central authority. Dr Faiz questions how blockchain changes the equation today.

“The transformative effect of blockchain can be seen by how society views the factors of production and economic output. Where once the language was one of products and services, the Fourth Industrial Revolution heralds the age of solutions and outcome.”

The outcome economy demands that companies will need more and better



**unisel**  
**SELANGOR**  
BUSINESS SCHOOL

data to calculate costs, manage risks and track all the factors required to deliver the promised value. Dr. Faiz questions if blockchain will be able to provide the solution to the global problem of growing inequality. “Blockchain technology is already engendering a new form of financial identity enabling individuals to create a persistent digital ID and verifiable reputation and deploy it in different relationships and transactions.” Simply put, blockchain endows this digital ID with trust and access to financial services leading to a possible transformative scenario in large-scale public identity systems for such functions as passport control, and algorithm-driven decision making in the prevention of money laundering as well as complex financial transactions that involve multiple parties.

However, as revolutionary as it is, one of the biggest challenges of blockchain is the unsustainable energy consumption. Currently, the mining required to support the bitcoin network consumes so much energy that it can actually support energy consumption of a few nations costing by recent counts, at least USD1.5 billion a year.



Blockchain technology is already engendering a new form of financial identity enabling individuals to create a persistent digital ID and verifiable reputation and deploy it in different relationships and transactions





# Selangor State House Open

**T**he state-level Aidilfitri open house, held at Padang B, Dataran Kemerdekaan welcomed more than 50,000 people of all ages and races.

The event, hosted by new Selangor Menteri Besar Amirudin Shari, was graced by the Sultan of Selangor Sultan Sharafuddin Idris Shah and his consort, Tengku Permaisuri Selangor Tengku Permaisuri Norashikin which added to the excitement.

Marked by the sounds of kompang (traditional Malay drums), as well as the cheers of 50,000 members of the public, the Royal entourage was welcomed by the Selangor Menteri Besar and by Deputy Prime Minister Dato' Seri Dr Wan Azizah Wan Ismail. Also present at the event were the Raja Muda of Selangor Tengku Amir Shah and the Economic Affairs Minister Dato' Seri Mohamed Azmin Ali.

Meanwhile, Amirudin in his speech, gave assurance that his administration would continue to preserve the Federal Constitution, the sovereignty of the royal institutions and the welfare of the people of Selangor.

"It is important to note that Selangor is indeed a cosmopolitan society and, we in Selangor, should focus on the many things we have in common instead of being obsessed with our differences. The principles that guide our governance are moderation and justice for all. We value highly the spirit of give and take, mutual respect and tolerance," he said.

The state assemblyman for Sungai Tua said that his administration would also continue to practice the legacy of previous administrations as it was the

key to the state's success.

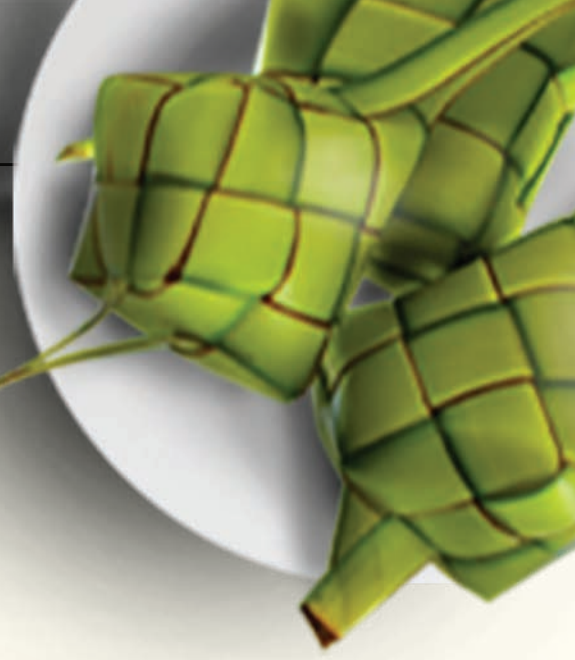
Among the guests are members of underprivileged communities invited by the State Welfare Department as well as members of the public who had turned up to bask in the ambience of an Aidilfitri open house.

"This is my first time attending a state-level open house so I am excited to see how it'll be run and who will be attending," says Rena, a 53 year-old who had brought along her friends from Damansara in the spirit of celebrating the month of Raya.

"They started distributing a variety of dishes such as lemong, rendang, ketupat, briyani rice and satay as early as 9:30 am," says Priyanka, 23, who had travelled from Port Kelang alongside her mother and sisters. "I can see an array of races mingling here and am extremely happy that the event is well-organised despite the large crowd present," she said, while also taking the opportunity to wish her Muslim friends Selamat Hari Raya Aidilfitri.

The presence of the royal family, VIPs, members of the State Executive Committee and senior state government officials had further boosted the festive mood of the public.

"We saw the new Selangor Menteri Besar pass by while we were enjoying our meal, and that certainly has made the journey from Kuala Lumpur worthwhile for me and my family," says Noishisham, 41, who had attended together with his wife and their four children, all dressed in matching green Baju Kurung and Baju Melayu.











# IS THIS SCIENCE?

A guide to recognizing pseudoscience from science when selecting treatment

*This article is dedicated to all medical researchers who push beyond their limits for the betterment of mankind*

by  
**Dr Kartini Farah Rahim**  
Consultant  
Dermatologist and  
Internal Medicine



**W**hen I was younger, sitting next to my ill grandfather at the hospital, I witnessed a seemingly helpful and enthusiastic man who introduced him to a traditional herbal preparation which he said had been used for generations to cure all sorts of illness. Needless to say, my grandfather who was desperate to alleviate himself from his breathlessness took that herbal preparation diligently, until one day when his kidneys became badly affected. I have never seen such heart wrenching pain on my grandfather's face, not just because his illness had worsened but he also felt betrayed and cheated.

It happened to me too during my preparation for Sijil Pelajaran Malaysia (SPM) when a white round sweet-tasting oral substance was sold openly to students. It supposedly increased brain stamina by "connecting the brain neurons", as was written on the box. Literally everybody bought and took it on a daily basis and I didn't want to miss out on something which I thought was so vitally important. I felt like I was feeding my brain nutrients and minerals and it was furiously forming new synapses. Truthfully I didn't know what it contained. There were some Arabic letters which I didn't understand, so I assumed the medicine must have been blessed or followed the Sunnah in one way or another. I did quite well in my exams, but later on I read in an article that the substance was only a preparation of lactose powder and very diluted potassium. Lactose as we all know is just plain sugar found in milk, and perhaps it did boost my energy to continue studying at night. The product didn't have any substantial scientific backing but it had an impressive marketing tactic.

**Was it a placebo effect, or real science?**

Years later, I got involved as an advisor to several skin-related support groups. Compared to

say 10 years ago, social media has now taken over in openly selling supplements and promoting alternative treatments. Some are packed in beautiful boxes with amazing video advertising and endorsed by celebrities. I am constantly amazed at the plethora of product manufacturers making wildly exaggerated and unproven scientific claims. And why is science so important in this respect?

When we talk about the importance of science, it means we value the knowledge that we learn from accurate observation, experimentation and evidence. In terms of selecting the best intervention in medicine, the evidences that are most valued are those that have gone through strict interventional clinical trials, especially those that utilize randomized double blind placebo controlled (RDBPC) trials and had systemic reviews. The poorest of evidence are those from testimonials, opinions and ideas.

RDBPC is considered a "gold standard" as the medical intervention (either it is a drug, device or method) and a placebo (eg: an 'inert' substance) is randomly assigned. It eliminates the possibility of any selection bias, and that the observed association is caused by any other factors. Double blinding is important as it is making sure that all the treatment groups are treated just the same by the investigators as both are

blinded of the treatment. This method allows measurement of outcomes in terms of intended effectiveness (efficacy) and unintended side effects (safety). The major limitation of this study is it is expensive and time-consuming. It may involve several hundred to thousands of patients. All these studies must go through an ethics committee. Once this phase of clinical trial is complete and successful, a pharmaceutical company can request for FDA (U.S Food and Drug administration) approval for marketing the said product.

Good quality studies are published in respectable and high impact factor journals. Some researchers have spent their whole life, costing them blood, sweat and tears to make it into these journals and to be acknowledged for their work. They have my utmost respect. I urge everyone to learn how to extract information from scholarly journal articles instead of just mere books, magazines or through social media.

“

In terms of selecting the best intervention in medicine, the evidences that are most valued are those that have gone through strict interventional clinical trials

”

**Pseudoscience vs science**

I take pride in being able to serve patients with skin problems, due to my background training in dermatology which is based on science. However, I find it distressing knowing there is a substantial growth of untrained medical 'experts' that distrust doctors and modern medicines, and the booming of an alternative medicine industry that claim to be backed by scientific evidence.. Or are they pseudoscience?

There are tons of wrong information and dubious claims that one has to carefully screen their reading materials. So, herewith, I would like to invite those that read any scientific claims to scrutinize critically the evidence presented to them and to be able to differentiate between pseudoscience and science.

Those that make grandiose claims that go beyond the evidence with non-repeatable research results (and no peer review from other experts from same field) may be pseudoscience. They see criticism as a conspiracy and they use inconsistent and invalid logic to support their claim. Pseudoscience selects favourable discoveries, relying on testimonials or weak evidence. They may use words that sound scientific but are used incorrectly or vague to confuse listeners.

Science may not be able to explain everything but at least humans are making an effort to learn and are making new discoveries, innovations and breakthroughs. We must push the government into putting more funding into medical research. The growing distrust of modern medicine is worrisome. The ministry of health must ensure that all our doctors are up-to-date with their knowledge.

The health ministry must also ensure that the public is protected from false and dangerous medical information to safeguard the health of the population. For those that are unsure of the safety of medicine bought can check with the National Pharmaceutical Regulatory Agency. It has an excellent website that can be used to counter check information before consuming such medication. Sadly many of us, including my grandfather learnt it the hard way. Many of the traditional herbs sold openly may cause kidney and liver failure, due to the high content of poisons and toxins. Some are illegally adulterated with active prescription medicine to increase the effectiveness of its products, motivated by profits. It is my fervent hope that no one else has to undergo such misfortune.



# Shaping New Landscape with Co-creation

Sheila Singam advocates a new strategy for government agencies to remain relevant to the rakyat

by  
**Sheila Singam**



The date 9th May 2018 is one that will go down in the annals of Malaysian history as a day when the power of the people reigned supreme. You know what happened. You probably had a hand in the political tsunami that swept through Malaysia, effectively wiping away the existence of a lumbering 60-year-old behemoth that had become irrelevant to the needs of the nation.

No one thought it would happen. But it did, largely through the efforts of a populace that was fed-up to the eyeballs at the overt displays of arrogance and corruption by the former ruling party, and its complete disregard for the sentiments – and intelligence of the rakyat.

It was the collective will of the people that gave the Pakatan Harapan coalition its landslide victory, driving home to our politicians the point that in this day and age, rulers must take into consideration the thoughts and feelings of their citizenry if they are to remain on top.

It is a concept that many cor-

porations around the world are beginning to recognise as vital to their existence. Gone are the days when companies could design and deliver any type of products and services they wanted and create a hype to convince people to buy. Today's consumer is savvy, informed and totally clued in about what he or she wants... or doesn't want, and is not shy about shouting it out on social media. A post that goes viral on the Internet about how a product or service fails to meet expectations can spell the death knell for a business.

Companies that innovate stay the course. Companies that don't fade away into the sunset. Enter the concept of co-creation, which more and more companies that want to remain relevant are beginning to embrace.

Co-creation is an innovative, collaborative technique where companies invite experts and stakeholders, predominantly customers or suppliers, to share ideas about its products and services. The purpose is to allow the developers and designers of new concepts, products and services to come up with new ideas that are more relevant to the needs of end-users and that jointly create more value for both the vendor and customers.

Co-creation assists companies to get meaningful insights into what customers want directly from them. It provides valuable demographic insight into what different age groups of customers like and helps the company cater to each one or focus on the most profitable one.

In addition, it enables companies to innovate by gathering creative, value-adding ideas from various stakeholders not only on products and services, but also on packaging, sales channels and marketing campaigns. Instead of getting feedback after products have been launched and then going back

to the drawing board with improved versions, it enables customers to give their opinions on various prototypes, leading to the best version being launched once and for all and saving on costs, while accelerating the time to market.

Many big brands, including Coca Cola, DHL and Lego are already using co-creation in product development and marketing.

You're probably wondering by now how a strategy that is being successfully used in commerce has anything to do with the spanking new Pakatan Harapan government. Well, other than a few stalwarts who have helmed Ministries or states before, a fair number of Pakatan Harapan Ministers are new to the job.

While not questioning their intelligence or ability to do the job, it cannot be denied that many are wading into new territory and have to rely on the civil servants manning their ministries to bring them up to scratch. Thing is, many of these officials have served a previous government entrenched in bureaucracy and corruption and may not be the best people for thinking out of the box.

So why not utilise co-creation? Why not turn to the stakeholders themselves as the source of information and ideas?

The first thing on the agenda of our Ministers should be able to identify the major stakeholders and to map out their importance and the extent of their influence. Next is to prepare a plan for engagement for each stakeholder group to garner opinions, ideas and even criticism because Lord knows, ignoring criticism can kill your political party.

This was a strategy that was successfully used by new Human Resource Minister M. Kulasegaran at a recent townhall session with Human Resources Development Fund senior officials and registered training

providers. Having got wind about disgruntlement amongst the ranks of training providers about irregularities in HRDF's practices, the Minister took the time to listen to several issues, giving him a good grasp of what needed to be addressed to clean up the agency.

What the session did other than flushing out HRDF's indiscretions was to gain Kulasegaran a lot of goodwill from this group of stakeholders. While not all the issues could be

ing new industries, technology deployment and others.

In Brazil, the state of Rio Grande do Sul engages citizens in co-creation through four channels. In the first, the governor of the state visits several cities and conducts workshops that allow open discussions with citizens. The second channel is an online tool called The Governor Asks, where the governor presents a problem and invites potential solutions. The third channel is The Governor Responds, where he answers questions posed by citizens, sometimes through a video clip. The fourth channel, The Government Listens, uses social media to enable ongoing dialogue that helps the governor and his team identify emerging issues.

Many public sector organisations in Malaysia are in need of an overhaul. Whatever the co-creation tools used, it cannot be denied that they can be pretty effective at helping public sector agencies get a grasp of what the people want. Co-creation can provide a powerful way for government entities to migrate from a process-centric model to a people-centric model. It is, after all, in the words of Abraham Lincoln, "a government of the people, by the people, for the people". Lincoln knew a thing or two when he added that such a government "shall not perish from this earth."

Our Ministers should be able to identify the major stakeholders and to map out their importance and the extent of their influence.

cleared up during the session, people left the meeting with a good feeling – the feeling one gets when getting something off one's chest to a person in authority, if you know what I mean.

Co-creation as a tool for government is not a new concept. It is being used in countries like Britain, France, the United States and Brazil to deal with issues like unemployment, promoting local businesses, creat-

**Sheila Singam is the founder of Human Equation, a company dedicated to helping organisations get the best out of their people. She is passionate about change and still finds time to write on matters close to her heart with a view to making a difference. She can be reached at [sheila@human-equation.com](mailto:sheila@human-equation.com)**



# Tapping into Strength of United ASEAN



**Y.B. Dato' Teng Chang Khim,**  
Selangor State Government Senior Executive Councillor

In a recent United Nations report on the World Economic Situation Prospect 2018, it was highlighted that global economic growth in 2017 was estimated to have reached 3.0 per cent, a significant acceleration compared to growth of just 2.4 per cent in 2016. Policy changes, subsiding financial crisis and rise in the labour market are

amongst the strong contributors in the improvement of the global economic landscape.

As the global economic situation recovers from challenges over the last decade, economic growth is expected to remain steady in 2018 – further regaining its strength as lingering fragilities related to the global financial crisis continue to progressively subside.

The report also showcases a favourable growth outlook for the ASEAN economy. “Underpinned by robust domestic demand conditions, I am excited to witness ASEAN’s continued growth in the global economic landscape,” says Selangor State Government Senior Executive Councillor, Y.B. Dato’ Teng Chang Khim.

**ASEAN’s integrated market to form an economic powerhouse**

ASEAN, as we know it, is an integration of 10 Southeast Asian countries, of which its members collectively form the sixth-largest economy in the world and predicted to grow to become the fourth largest market by 2050.

With a total population of approximately 626 million people, targeting ASEAN seems to be a logical and practical move for businesses. Even in the wake of global economic recovery, the region still remains resilient, with a projected Gross Domestic Product (GDP) growth of 5.1% this year – and expected to remain stable at a 5.1% rise in 2019.

The promising GDP stand estimates were derived from a cumulation of individual countries within ASEAN from heavy lifters like Indonesia, Malaysia, the Philippines, Singapore and Thailand; to stimulating economies like Vietnam, Cambodia and Laos. With the signing of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) deal in March 2018, trade flows across the region continues to positively stir, thus inducing stronger economic growth within the ASEAN Economic Community (AEC).

The question that pegs now is, with the CPTPP deal in place, coupled with the opportune economic prospects of ASEAN as a single market, how can the AEC further strengthen its place in the global arena?





**Selangor, the Gateway to ASEAN and an aspiring Global Trading Hub**

With a solid vision of an integrated market, the AEC is unstoppable. However, what is absent now is a sweet spot that is able to propel this single market into greater heights. In other words, it needs a centre-point that connects ASEAN countries together, a place where businesses and nations can come together for a common purpose.

“Whilst recognising the arsenals that each ASEAN country has to offer, we are honoured to be able to position Selangor as the gateway of facilitating trade and growth regionally. With a track record of contributing to 22.7% of Malaysia’s GDP in 2016, Selangor has prevailed not only for its economic prosperity and diversity, but also for its resilience as a state,” says Dato’ Teng Chang Khim.

Subsequently, Selangor’s strategic geographical location, sound logistics and technological infrastructure, and its economic stability allows the state to take precedence as a sig-

Our goal is now to double our efforts to enhance the state’s role as a Global Trading Hub to conveniently connect businesses operating in nations from all over the world all from one place, Selangor

nificant hub for domestic and international businesses that would like to build or strengthen its presence in ASEAN.

“Our goal is now to double our efforts to enhance the state’s role as a Global Trading Hub to conveniently connect businesses operating in nations from all over the world all from one place, Selangor. With the Selangor International Business Summit series, I am confident that we can achieve just that.” says Teng.

Back for its second edition this year, Selangor International Business Summit 2018 (SIBS 2018) is positioned as a solid platform for local and foreign multinational corporations, small and medium enterprises as well as entrepreneurs to showcase their products and services.

Consequently, it is also a strategic avenue for marketing, collaborations and partnerships, and providing exposure as well as information on the latest technological developments globally. Through this summit, Dato’ Teng Chang Khim aims to spearhead business opportunities and potential areas of collaboration, not only for Selangor or Malaysia as a country,

but for the united community of ASEAN.

“In view of this, I am pleased to announce that SIBS 2018 will run from 6 to 16 September 2018. This time around, it will be held at Malaysia International Trade and Exhibition Centre (MITEC),” he says.

Diversity and resilience, these are Selangor’s strong traits as a state. However, what will make this state great is the ability for Selangor to stand together with other ASEAN countries as one.

“This summit can do just that by hosting a rich network of trade industry players – allowing us to connect nations globally and bring businesses, both domestic and international, into ASEAN,” contends Dato’ Teng Chang Khim.



**Malaysia International Trade and Exhibition Centre (MITEC)**

*The 10-day summit will comprise of 3 main events, namely:*

**Selangor International Expo 2018**

6 – 9 September 2018

**Selangor ASEAN Business Conference 2018**

6 – 7 September 2018

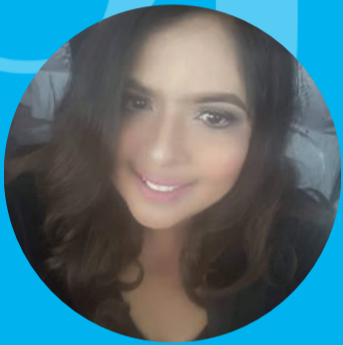
**Selangor Smart City & Digital Economy Convention**

13 – 15 September 2018



# Fat Hopes for Bio-Fuel Industry

by  
**Cecelia  
Alphonsus**  
Chief Editor  
Media Selangor



The global biofuels market is projected to reach USD\$246.52 billion by 2024 at a CAGR of 4.92%, according to a recent study by Transparency Market Research. Currently, Europe and Brazil are the major consumers of biofuels for electricity and transportation, especially in the aviation industry, while Asia Pacific is another fast-growing region after Europe and North America. Biofuels are projected to be another growing segment within the renewable energy market and it offers numerous opportunities for both new start-up companies and traditional companies.

Despite the rather rosy outlook of the global biofuel industry, in Malaysia, however, the production of biodiesel in the country is still far below capacity even though the National Biofuel Policy released in March of 2006 spelled out objectives to use environmentally friendly and sustainable energy sources to reduce dependency on fossil fuels and stabilize and boost palm oil prices. The plan was for biofuels to be produced for transport, industry and export while developing home grown biofuel technology and second-generation biofuels. In 2007, Parliament passed the Biofuel Industry Act which included provisions for the Ministry of Plantation Industries and Commodities to implement a biodiesel blend mandate. Following that, to promote domestic consumption of biodiesel, the 11th Malaysia Plan (2016 – 2020) outlined a B15 transport mandate by 2020 for the on-road sector. However the mandate was issued without any de-

tails on implementation. Due to industry overcapacity and the freeze in issuing new licenses for biofuel processing plants, expansion in the biofuel plant production capacity in Malaysia looks disappointing.

Yet, increasing global consumer awareness have led to governments demanding that renewable liquid fuels deliver economic benefits while mitigating the negative effects associated with petroleum products. This bio-economy defined by Golden & Handfield (2014) as “...the global industrial transition of sustainably utilizing renewable aquatic and terrestrial resources in energy, intermediate, and final products for economic, environmental, social and national security benefits...” describes the economic migration to bio-renewable feedstocks for liquid fuels. The global bio-based economy has been initially based on first generation biofuels produced primarily from food crops such as grains, sugar cane and vegetable oils. This led to the “food-versus-fuel” debate which then led to the development of new biofuels from non-food based lignocellulosic feedstock. Compared to first generation biofuels, second generation cellulosic alcohols side step the food-fuel controversy while benefiting from lower lifecycle greenhouse gases (GHG) emissions. However, barriers to commercialize the cellulosic biofuels industry include feedstock costs and availability, high production costs, high capital requirements as well as various policy, technical, environmental and social issues.

These perceived barriers however didn't deter Malaysia's Vinesh Sinha of FatHopes Energy from diving headlong into an industry that the typical Malaysian undergraduate wouldn't even look twice at. However, the power of conviction reigned supreme in Vinesh, inspired by an episode of Top Gear where Jeremy Clarkson ran a diesel vehicle on used cooking oil. His enthusiasm was further boosted by seeing biodiesel fuel pumps in London, and revved by the prospect of selling biofuel to a ready-buyer in London, Vinesh threw caution to the wind and pursued the path he was determined to follow.

He set up FatHopes Energy in 2010 after spending two years collecting used cooking oil from food outlets and homes and converting it into biodiesel. His venture was solely focused on waste and residues. By aggressively growing his supply chain by influencing and educating more and more producers in the region, the regular bulk volumes enabled FatHopes Energy to supply global biofuel players with the feedstock required allowing them to scale the business quickly. Through innovative solutions like the Smart Tank, FatHopes Energy is poised to be the single most transparent supplier of waste and residue feedstock globally.



Vinesh's early success in supplying biofuel or biodiesel feedstock to various established oil and gas companies around the world, very quickly saw him secure a global contract with MacFood Services. In spite of all the perceived barriers associated with the biofuel industry, the company has since generated USD\$147.6 million in sales last year along with the conversion of 150.5 million kilograms of waste oil to biofuel.

industry is huge. I am only supplying a nominal percentage of the capacity that is required globally, the industry is largely untapped as most young entrepreneurs in Malaysia prefer businesses they perceive as sexier, like tech start-ups, not realizing they don't have ready buyers and as such have a high potential for failure.”

Through innovation, Vinesh has revolutionized the industry and believes strongly that more participation in the bio-economy would take it up another level in the future. His state of the art traceability system using IoT technology offers live remote monitoring across all participating outlets providing reliable data monitoring, logistical efficiency and accurate calculations on GHG emissions.

“With our innovation in big data and IoT integration, I believe this will generate new solutions that will provide a more robust and reliable method of sustainability reporting at an insignificant cost. Promoting sustainable waste and residue feedstock accumulation for the purpose of advance biofuel production must come with downstream innovation that engage multi stakeholders to ensure consistency of large feedstock volumes.”

Globally the demand for biofuel is increasing and enterprising young Malaysians like Vinesh Sinha have proven that the perceived entry barriers into the industry can be overcome with the right attitude, unshakeable conviction and an unquenchable thirst to do things better, differently and with high economic and technological impact.



“With our innovation in big data and IoT integration, I believe this will generate new solutions that will provide a more robust and reliable method of sustainability reporting at an insignificant cost.”

Vinesh Sinha

Currently, Vinesh and his team are working on servicing the ASEAN region by 2020, with Indonesia and neighbouring countries as the next sites for expansion. With the growth of regular exports of biofuels and biofuels feedstock to major oil and gas companies in Europe, Vinesh is very vocal about the lack of players entering the industry. As Vinesh expresses, “the potential of the biofuel

**Cecelia Alphonsus is a Chartered Marketer by training and aspiring media maven by passion, striving for a fairer, sustainable and a more caring world.**





# ESTERA

@BERNAM JAYA

Magnifying Nature's Secret



**Link Homes**  
2 & 2 1/2 STOREY

22' x 75'

From 2,152 sqft

## SALES LAUNCH

DATE  
**7 July 2018**

TIME  
**9.00 a.m. - 4.00 p.m.**

VENUE  
**Bernam Jaya Sales Gallery**

**waze : BERNAM JAYA**

LIGHT  
REFRESHMENTS  
SERVED



54 Years Building Communities, Enriching Lives...Realising Dreams



**PKNS**

Bernam Jaya  
Gerbang Utara Selangor



**016 251 0113 011 1429 3079 013 939 0310 013 342 1098**  
**017 380 9037 019 303 4342 013 323 2158**

Perbadanan Kemajuan Negeri Selangor (PKNS), Bahagian Jualan Hartanah Wilayah Tengah, Blok B, Tingkat 3, Bangunan Ibu Pejabat PKNS, No.2 Jalan Indah 14/8, Seksyen 14, 40000 Shah Alam, Selangor | Tel. no : 03-5525 0300

No. lesen pemaju: 9062-105/05-2020/0470(L) Tarikh sah: 16/05/2018 hingga 15/05/2020 No.permit iklan jualan: 9062-105/05-2020/0470(P) Tarikh sah: 16/05/2018 hingga 15/05/2020. Pihak berkuasa yang meluluskan pelan bangunan: Majlis Daerah Hulu Selangor. No. kelulusan pelan: (18)d/m.MDHS.431/06/H/16/002-B Status hakmilik: Pajak selama 99 tahun berakhir pada 25 Februari 2113. Bebanan tanah: Bebas dari sebarang bebanan. Tarikh jangka siap: Disember 2019. Jenis: Rumah Link 2 Tingkat dan Rumah Link 2 1/2 Tingkat. Bilangan unit: 121 Unit (Rumah Link 2 Tingkat) 36 Unit (Rumah Link 2 1/2 Tingkat) Harga minima: RM 452,000 (Rumah Link 2 Tingkat) RM 589,700 (Rumah Link 2 1/2 Tingkat). Maksima: RM 500,000 (Rumah Link 2 Tingkat) RM 632,200 (Rumah Link 2 1/2 Tingkat). Sekatan-sekatan kepentingan: Tanah ini boleh dipindahmilik, dipajak atau digadai. IKLAN INI TELAH DILULUSKAN OLEH JABATAN PERUMAHAN NEGARA.





## Musical



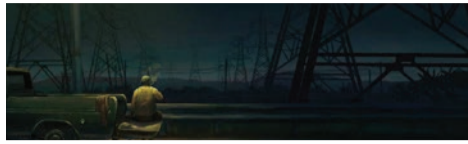
### A Lapse in Time

facebook.com/events/246692635910184/

The students of the Segi University Music Club (SUMC) are back again with their Spectacular Musical Play. This year it will be much bigger than last year. Do not miss out on the tickets which will be selling soon

- 📍 MPH Hall, Segi University, Kota Damansara
- 💰 RM20
- 📅 11 July 2018

## Art



### More or Less

facebook.com/events/783563958520733/

This exhibition features the works of artists from Malaysia, Taiwan and Hong Kong. The art pieces showcased are of varying complexities, each one an exploration and perfection, especially in the context of art.

- 📍 Oriental Art & Cultural Association, Kuchai Lama
- 💰 Free admission
- 📅 30 June 2018 – 1 July 2018

## Theatre



### Harder Than This - The Musical

facebook.com/hardertanthismusical/

Covering a broad spectrum of issues which includes severe depression, anxiety disorder, suicide attempts, drugs abuse, upbringing, relationship failures and peer pressure, this musical takes inspiration from actual life experiences from the lead casts who finally have the courage to unmask themselves and share the struggles they went through in life to achieve their dreams.

- 📍 KuAsh Theatre, TTDI
- 💰 VIP, RM45; regular, RM35; students; RM25
- 📅 5 July 2018 – 8 July 2018



### Patani Semasa

ilhamgallery.com/exhibitions/patani-semasa

ILHAM Gallery is hosting a contemporary art exhibition in collaboration with Thailand's MAIAM Contemporary Art Museum. The pieces are a curated list of 28 artists, and will showcase the different perspectives and cultural representations of the Patani region from the past 13 years. Among the artists featured are Jehabdulloh Jehsorhoh, Ampannee Satoh, Roslisham Ismail (ISE) and more.

- 📍 Ilham Gallery, Kuala Lumpur
- 💰 Free admission
- 📅 1 July 2018 – 12 July 2018



### After Earl: Before the Fall

facebook.com/events/170449087113652

Kudos Production brings to the stage a tale of a fairy godfather; his charge, Princess Clarice; and a frog named Earl who lived in a small pond in Princess Clarice's castle. The story will tell of changed destinies, empires being transformed by the unlikely of heroes, and of course, true love. Suitable for adults and older children above 13 years old.

- 📍 The Gardens Theatre, Mid Valley
- 💰 VIP, RM45; regular, RM35; students; RM25
- 📅 1 July 2018

## Comedy



### Jo Koy Break the Mold Tour

lolevents.my/events/jo-koy-plenary-hall-kuala-lumpur-convention-centre/

You've seen him on Netflix, The Tonight Show Starring Jimmy Fallon, @Midnight with Chris Hardwick, Spike TV's Adam Carolla & Friends, Celebrity Page TV, VH1, World's Funniest Fails, Jimmy Kimmel Live, Last Call with Carson Daly, Jamie Foxx: Laffapalooza and so much more. Get ready to laugh your head off with the hottest comedian in the biz right now, Jo Koy on his new tour 'Break the Mold'.

- 📍 Kuala Lumpur Convention Centre (KLCC)
- 💰 RM130, RM180, RM250, RM320
- 📅 1 July 2018



### Dr Jason Leong presents AMBITIOUS

jasonleong.my/

Earlier this year, the doctor-turned-comedian Dr Jason Leong performed to sold-out shows at the Melbourne International Comedy Festival and Sydney Comedy Festival. He's back home and performing on his new tour titled 'Ambitious' which spans ten cities across Asia, including Singapore, Manila, Delhi and Kota Kinabalu. The doctor will see you now.

- 📍 Temple of fine arts, Kuala Lumpur
- 💰 RM40; RM50; RM60
- 📅 1 July 2018

## Hello!

**How are we all, my beloved readers? How has Raya been for you? For me it has been partying and eating.**

Last week Macik went for the Selangor State Raya Open House and am still swooning. I saw all the MBs and the Sultan. I saw the Ex MB, his cucu and the new MB too. They are such handsome fellows, and so polite! But what Macik liked the most was that it was a united Malaysia, there were Indians and Chinese too all enjoying their food and celebrating Raya together with the Malays. Just a beautiful feeling of unity when we are all just Malaysians and not just a race!

Last two weeks were also an eye opener for Macik, I didn't know that anyone could have so many watches, handbags, earrings and tiaras! My new aim in life is to own 2800 earrings but then baru prasaan Macik pakai tudung macam mana nak show my earrings off! But Tiaras I can wear and show off, so I need 14 Tiaras. Maybe I should do

**Macik Puan Sri**



crowd funding would you all help me please and contribute. It's important for an elderly lady of 60 plus to have Tiaras ok, it's on my bucket list.

This reminds me of a certain someone who is related to the tiaras defending himself a lot of late, had not heard much of him before but currently he is on a roll. It would befit him to remember "For there is no defence for a man who, in the excess of his wealth, has kicked the great altar of Justice out of sight."—Aeschylus

So Selamat Hari Raya and enjoy feasting! And don't forget to download the new parking app, the Smart Selangor Parking (SSP), it's so exciting I don't have to go pay summons and parking all over the place I can pay by the app.

Tata