

# PROJECTS FOR HAPPINESS

## 2015



### Application Form

#### The Classic Stories in Kajang: A publication Project

1. Lee Jia Hui, Bachelor of Advertising
2. Chong Kah Yee, Bachelor of Journalism

[Project Completion Date] 31-12-2015

[University/college] New Era College  
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#### INTRODUCTION

In the current era of globalization as generation is continuously passed on by people, people might not vividly remember how the past used to be like. Kajang is located in the southeast part of Selangor and exist since our ancestor days, it is also a hundred years old town full of stories. Nowadays, traditional wisdom and handmade occupations are slowly replaced by modern techniques. The new generation is also very ambitious to become someone more respected such as a doctor or lawyer. This had caused the skills of traditional watches repairing hardly seen nowadays as the replacement of digital technique and the new generation does not choose it as their profession. All these stories and cultural heritage will be lost after the old generation pass away, therefore it should be collected and recorded through a tangible books, and passed on to future generations for memory, learning and reflective turn in future life, we name this book as “ *The Classic Stories of Kajang*”.

In “The Classic Stories of Kajang: A Publication Project”, elders with traditional handmade occupation, craft art and skills, distinctive life experience and others culture heritage from Kajang area are interviewed and their stories will be recorded, written and edited in a book. These stories always carry a lot of valuable life lessons, knowledge and wisdom that should be preserved and shared to the world.

“*The Classic Stories of Kajang*” is a collection of many stories that presented in words, photos and drawing form. We hope to share it with the public and encourage more people to join us and preserve the cultural heritage of the old Kajang together. “The Classic Stories of Kajang” is a book about all the hard work that the elders had contributed to the country development and collective memory of the past era.

#### PROJECT OBJECTIVES

1. To identify and record the stories of Kajang elders.
2. To preserve valuable history and culture heritage of Kajang.
3. To recall the memories and recognize the contribution of Kajang elders.
4. To exalt and pass on the traditional wisdom of Kajang elders to future generation.
5. To share stories of Kajang elders with public and encourage more people to join in the protection of cultural heritage of old Kajang.

#### ACTIVITIES AND TASKS

- **Book Structure**

Theme:	The Classic Stories of Kajang
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Content	<p>Collect stories about traditional wisdom of the Kajang elders and the contents will be divided into four categories, 10 stories for each category:</p> <ol style="list-style-type: none"> <li>1. Old shops          There are quite a few old shops more than 70 years in Kajang, and still operating in the old main streets, such as:           <ol style="list-style-type: none"> <li>(a) Lee Choong Lun Goldsmith shop 利昌隆金鋪</li> <li>(b) Kwong Sang Ho biscuit shop 广生和餅乾鋪</li> <li>(c) Kwong Chai Tong chinese medicinal herbs shop 廣濟堂中藥鋪</li> <li>(d) Hua An pawnshop 華安當舖</li> <li>(e) Eng Huat religious goods store 永發與神料中心</li> <li>(f) Others</li> </ol> </li> <li>2. Traditional occupations          There were many tukang in seventies in Kajang. There is even a road namely Jalan Tukang. Only a few still maintaining their jobs in the old streets, such as:           <ol style="list-style-type: none"> <li>(a) Yong Heng, watches repairing shop 永興修表店</li> <li>(b) Hin Hua Choong, smithy shop 新華打鐵鋪</li> <li>(c) Ji Huat bicycle shop 機發腳車店</li> <li>(d) Ah Chung, freelance Kajang rattan weaver</li> <li>(e) Others</li> </ol> </li> <li>3. Traditional restaurant          There are a few traditional coffee shops still operating in Kajang old streets.           <ol style="list-style-type: none"> <li>(a) Yuan Soon coffee shop</li> <li>(b) Tong Shen coffee shop</li> <li>(c) Chi porridge</li> <li>(d) Zhan Ji chicken rice</li> <li>(e) Others</li> </ol> </li> <li>4. Associations          A lot of chinese associations exist since ancestor days, their motive is to support and provide welfare to their members, and most of them are still operating.           <ol style="list-style-type: none"> <li>(a) Association of Kwang Tung</li> <li>(b) Association of Hakka</li> <li>(c) Association of Sing An</li> <li>(d) Association of Hokkien</li> <li>(e) The merchants club</li> <li>(f) Others</li> </ol> </li> </ol>
Paper size	A5 size (14.8cm x 21cm)
Colour	4C (full colour)

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Pages	208 pages
Quantities of printing	1000 copies

### • Implementating

We will recruit at least 10 volunteers that are currently studying in New Era College to participate in our project to implement tasks below:

1. Literatures review: we will read newspaper, books, academic journal and others documents first to identify target interviewees.
2. Expert interview: interview with historical and cultural studies experts to understand history and development of Kajang town and situation of traditional heritage today.
3. Field trip: step into Kajang town to investigate location like shops, buildings, organizations and houses of traditional heritage in Kajang, and mapping related spots.
4. Interview, writing and drawing: we will carry out interview with Kajang elders, record their stories in words and take photos, and write out in article form with 1000- words for each elder, and draw their special hand on craft or products.
5. Edit: editing into form of books that presented in articles, photos and draws.
6. Print: print 1000 copies.

### • Marketing

In order to contribute to the community, allowing the elders an opportunity to share their stories and bringing communities together to witness their historical treasures and richness of Kajang value, we will held a book launching ceremony by inviting the interviewees, historians and residents of community to share their opinions, thoughts and knowledge to the people.

The event details are shown below:

Theme: Launching Ceremony of CLASSIC STORIES IN KAJANG

Date: 15<sup>th</sup> December 2015, Sunday

Time: 10:00a.m. – 12:30p.m.

Venue: Association of Kwang Tung, Ulu Langat Kajang

Activities:

1. Play video during the admission time which is showing about the stories of Kajang, the process of interviewing people and the preparation of this project behind the scenes.
2. Committees perform drama which linked the stories in Kajang, also convey the message of the importance to preserve valuable history and culture heritage.
3. Invite interviewees and historian to share their stories, opinions, thoughts and knowledge to the people.
4. Invite some interviewees to show their traditional handcraft skills.
5. Invite honored guest to give a speech.
6. Invite the representative of New Era College Kajang, the head of Media Studies Department to give a

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speech.

7. Tea time. Before fold up the ceremony, we will prepare some refreshments made by traditional restaurant to attendants.

#### Distribution Strategy:

We are going to set up a counter for selling our books on site to the attendants and residents of Kajang or public, also will distribute our books by handseling to interviewees, school libraries, the Kajang committees and schools.

We expect we can handsell 200 books to interviewees and elders, also will sell out 50 books to residents of Kajang. Our profit will be contributed to New Era College Kajang for carrying forward the Chinese Education.

### PROJECTS BENEFICIARIES

#### 1. Kajang community

Kajang culture heritage will be preserved and passed on sustainability and construct an unique identity for Kajang community.

#### 2. The volunteers and participants

This project will help participants learn practical knowledge and skill in books publication, develop their interest in community service, cultivate their concern, attitude and value of community heritage preservation.

#### 3. Public

They will know more about these traditional heritages in Kajang and appreciate the hard work that the elderly had done which one day might come to extinct.

### EXPECTED PROJECT RESULTS

We expect we can record at least 40 stories of traditional heritage of Kajang. Through the book publication form, the valuable history and culture heritage of Kajang can be preserve and pass on to future generation continuously, and Kajang heritage will be known in public and encourage them to join in culture heritage protection action in Kajang and others historical communities.

## PROJECT TIMELINE

	Jan	Feb	Mac	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Proposal Discussing and Writing	■											
Proposal Summit		■										
Literature Review		■										
Design Content Structure				■								
<b>Gather Stories: Interview, take photos, record</b>				■								
Edit and Layout Design								■				
Expert Examine and Review										■		
Apply for ISBN											■	
<b>Printing</b>												■
Preparation: Launching Ceremony										■		
<b>Launching Ceremony</b>												■
<b>Publishing</b>												■

## BUDGET

Project Expenses		
Items	Budget	Remark
<b>Direct Equipment and Supplies</b>		
(a) Printing	RM4000	500 copies*RM8
(b) Proofing	RM500	
<b>Marketing and Event Support</b>		
(a) Launching Ceremony		
1. Rental fees	RM1000	
2. Projector Screen	RM1000	
3. Decoration	RM600	Printing photos RM150
		Furnishings RM250
		Exhibition RM200
4. Drama(Costume& Props& materials)	RM150	
5. Refreshment	RM750	
<b>Miscellaneous</b>	RM500	
<b>Total (A)</b>	<b>RM8500</b>	

Student Expenses		
Items	Budget	Remark
<b>Travel</b>	Rm240	(10km*20*2)*Rm0.60
<b>Communications</b>	RM200	50*20mins*Rm0.20
<b>Food (Biweekly)</b>	Rm720	15meetings*6ppl*Rm8
<b>Stationaries</b>	RM200	

<b>Miscellaneous</b>	RM200	
<b>Total (B)</b>	<b>RM1560</b>	
<b>Grand Total (A +B)</b>	<b>RM10060</b>	