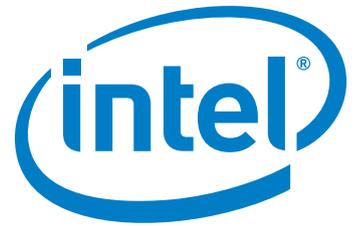


# CSR Newsletter

AN INTEL MALAYSIA CORPORATE AFFAIRS PUBLICATION



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*Above: Walk for Life: Staying healthy can be so easy and free*



*Clockwise from left: Easy Steps towards ICT literacy / Malaysian students innovate their way to victory at Intel ISEF 2011 / Turning trash into cash the Intel way*

## From Atul's Desk



**Atul Bhargava**  
Managing Director, Assembly,  
Test & Manufacturing  
INTEL MALAYSIA

With an uncontrollable drive to achieve, I firmly believe that there are no limits to the success you can acquire. This has been a key ingredient behind all of our many achievements here at Intel Malaysia.

In this vein, I am very proud to highlight that this has been a quarter full of win! Heartiest congratulations are in order to our students representing Malaysia at the Intel International Science and Engineering Fair 2011, Los Angeles where two of our finalists' projects brought home grand awards.

Closer to home, Intel Malaysia raised a significant amount of financial contribution to benefit local organizations through initiatives including the Solid Waste Recycling Program and Intel Involved Matching Grant Programs. Intel Malaysia also chipped in for relief efforts benefiting the Fukushima Disaster as well as Hulu Langat Landslide victims.

In addition to that, Intel stepped out with the Intel Easy Steps Program to increase ICT literacy in rural communities. Lastly, our very own staff at Intel Penang and Kulim organised the Walk for Life marathon to create awareness on how staying healthy can be so easy and free. Of course, I've only provided a snapshot of what we've achieved collectively, so do read on to find out for yourself all about the great work we've done so far.

**SPOTLIGHT**

# Malaysian Students Innovate their Way to Victory at Intel ISEF 2011

Three Malaysian students put in a strong showing for the country with two awards at the **INTEL INTERNATIONAL SCIENCE AND ENGINEERING FAIR 2011 (INTEL ISEF)** in Los Angeles, USA.

Zawin Najah Zulkefli from Sekolah Menengah Sains Tuanku Syed Putra received a Third Place Grand Award in the field of Environmental Sciences and US\$1,000 for her Green Based Conducting Polymer Sensor, an eco-friendly sensor that can be used for multiple purposes, including the detection of hazardous gases and explosives.

Students Haleeda Hilmi and Nurul Amira Salehin of Tunku Kurshiah College, Seremban, received a Fourth Place Grand Award in the field of Environmental Management and US\$500 for their Fishy Detector, a portable kit that uses an enzyme from the brains of the local "ikan puyu" fish to quickly detect insecticides, heavy metals and other unidentified toxic compounds in water.

Well done kids! Keep the Jalur Gemilang flying high!



**Left:** YB Datuk Ir. Dr. Wee Ka Siong, Deputy Minister of Education I presenting the Malaysian representatives to Intel ISEF 2011 with the Jalur Gemilang  
**Above:** Brandon Pow Anak Brownie explaining his project to a visitor



**COMMUNITY**

## Intel Gives Back

Intel has announced a contribution of over half a million ringgit to benefit 43 organisations. The fund was a result of more than 42,500 volunteer hours clocked in by Intel Involved Volunteers throughout the year 2010. This sum is generated from the **INTEL INVOLVED MATCHING GRANT PROGRAM (IIMGP)**.



**Left:** Atul Bhargava presenting the cheque to representatives of the beneficiary organisations

## COMMUNITY

# Turning Trash into Cash the Intel Way

In conjunction with Global Earth Day 2011, Intel Malaysia launched its **SOLID WASTE RECYCLING CAMPAIGN** in collaboration with various primary and secondary schools around Penang and Kulim.

Into its 9th year, Intel's Solid Waste Recycling Program has reached out to approximately 100,000 students and teachers around the northern region.

During the launch event, Intel Malaysia awarded RM17,961 and 20 units of surplus laptops to 22 schools that have collected over 65 tons of recyclable wastes in 2010 - a notable 9 tons exceeding the collected amount from 2009.



*Clockwise from top:* An adorable skit by students / Intel staff being briefed / Students viewing 'green' exhibits



## EDUCATION

# Easy Steps towards ICT Literacy

Intel Malaysia and MSD Digital Intelligence Sdn Bhd announced a Memorandum of Understanding to introduce the **INTEL EASY STEPS PROGRAM** in 168 Community Broadband Centers (CBCs) nationwide.

The program aims to unlock a world of possibilities for adult and youth learners with little or no experience with computers - teaching crucial skills including running Internet searches, using email, using word processors for creating résumés and other documents as well as using multimedia tools to create promotional materials for small businesses. After all, there's more to the Internet and PCs than just Facebook and Youtube.



*Left:* Prakash Mallya, Country Manager, Sales & Marketing, Intel Malaysia speaking at the launch *Above:* Peter Broffman, Manager of Informal Education, Intel Corporate Affairs Group; Anjan Ghosh, APAC Regional Director of Intel Corporate Affairs Group; Prakash Mallya



About 496 Intelliers participated in the **LIFE WALKATHON** to create awareness on how staying healthy can be so easy and free! Intelliers were encouraged to adopt a healthy lifestyle by walking more during working hours; burning calories at no cost. The event was enlivened with Martial Arts performances by students of IIMGP schools at both Penang and Kulim venues.

## IN THE NEXT ISSUE

### ► Education

- Innovate Malaysia Design Competition  
*A multi-discipline engineering design competition to knock your socks off.*
- Young Enterprise Program Sales at Queensbay Mall Penang  
*Plan? Produce? Buy? Sell? Business is no bed of roses.*

### ► Community

- Ramadhan Festive Cheer  
*Spreading joy in the spirit of Ramadhan.*

### ► A Great Place to Work

- Sponsors of Tomorrow Showcase  
*A showcase of the usage of Intel products in modern technology and how Intel has impacted the growth of technology.*

## Contact us

We would like to hear from you. Send us your comments by emailing [intelnewsltr@priority.net.my](mailto:intelnewsltr@priority.net.my).

To find out more about CSR@Intel, please visit [www.intel.com/apac/csr](http://www.intel.com/apac/csr).

## About Intel

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