

## WORTH EVERY EFFORT

"Contributing to our community at large is the right thing to do. We are always seeking opportunities to cultivate the next generation. NEA's CASP programme provides a great platform for corporations and schools to work together for a cleaner and greener future," affirms Mr Jagadish CV, CEO of semiconductor company, Systems on Silicon Manufacturing Company Pte. Ltd. (SSMC).

For ten years now, SSMC and its partner school, Siglap Secondary School, have been nurturing young eco-advocates under the CASP programme. Since its inception, numerous student environmental projects and endeavours have come to fruition. Mdm Rosmiyati Bustami, the teacher-in-charge at Siglap Secondary School, recounts, "We've done exhibitions

and environmental events together with SSMC. There were also learning journeys sponsored by our partner, such as an educational trip to Pulau Semakau where students learned about waste management in Singapore. In 2011, our Secondary One students took part in a beach clean-up exercise at Pasir Ris with SSMC employees. The company also provided gloves and other equipment for the clean-up. Through this, our students learn about conserving our environment as members of the community."

So, what is it about this relationship that keeps it going for a good decade? The formula, according to the two, is straightforward – to see the partnership as a collective effort sustained by stewardship and innovation.

### Learning journey with SSMC CEO and staff at Semakau Landfill




CASP project booth at Anchorvale Primary School that used recycled materials to promote awareness of green issues



Trip to Singapore Zoo for the less fortunate children

Pasir Ris beach cleanup with SSMC staff





**“Just go and do it! The collaboration is worthy of every second of your time. The effort to raise awareness in environmental conservation will make a difference for our future generations”**

**Mr Jagadish CV**

**Systems on Silicon Manufacturing Company Pte. Ltd.  
CEO**

## ASSUMING STEWARDSHIP

For the partnership to work and benefit the students, stewardship is critical. To make sure that there is strong ownership, SSMC has established a committee to oversee and hold quarterly reviews of the company's CASP involvement, from sponsorship to student projects. On top of that, the company's staff are encouraged to volunteer with the school's various environmental events.

Over at Siglap Secondary School, commitment is marked by frequent communication. Says Mdm Rosmiyati, “We have regular meetings to brainstorm together and discuss the projects. As we become more accustomed to each other over time, our relationship has also grown better. We learn to give and take.”

## BANKING ON INNOVATION

It is no small feat for both partners to keep their enthusiasm for the environment well and alive all these years. What jazzes up the relationship is a dedication to innovation. Mr Jagadish shares, “It is always a challenge to define what's next. As more projects are realised, the question that comes to my mind is always, “how can we do it differently this time?” The school often suggests ideas that turn out to be very successful in many aspects and the mutual commitment pays off once we see ideas blossom among the younger generation. Seeing the students organising and executing environmental events for a few hundred participants is truly impressive. On our end, we also share our knowledge and guide the teachers and students in efforts such as recycling and conservation projects to make them more effective.”

Having journeyed together for ten years, both SSMC and Siglap Secondary School have no second thoughts about recommending the corporate-school alliance to newcomers. Mdm Rosmiyati reflects, “This has certainly benefited our school and our students have also learnt to work with other adults.” To corporations who are considering joining the programme, Mr Jagadish has this to say, “Just do it! The experiences are worth every second of your time and every effort you put in to raise awareness in environmental conservation in our future generations.”

## BEYOND THE CAMPUS

Life lessons do not just take place on the campus alone. Together with SSMC, the school organises regular learning excursions for its students to places such as Semakau Landfill and Singapore Zoo. On top of funding the trips, staff from SSMC join the students as well.

These trips hold valuable learning opportunities for the students, from lessons in environmental issues to life skills. This year, over 200 students took a programme at Singapore Zoo to be trained as Wildlife Ambassadors. Following that, the students worked with voluntary welfare organisations to conduct guided tours of the zoo for less fortunate children.

**“For me, it doesn't get any better than what I learned during the course. Learning does not have to take place only in the classroom. We had the opportunity to explore and guide the less fortunate while learning. The SSMC staff were great and friendly too! I strongly recommend that more students go for this life-changing experience.”**

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Siglap Secondary School, 4E1 2013**