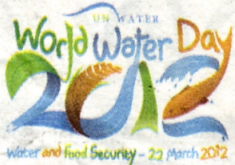


A lot of water is needed in padi cultivation.

Conserve water as the world is thirsty



THE national-level World Water Day 2012 celebration, which kicks off today, is a testimony to the close cooperation between government agencies, the private sector and non-governmental organisations in protecting the environment.

Through a host of events and programmes to mark the day, which is annually observed on March 22, Unesco-IHP (International Hydrological Programme), the celebration organisers, hope more people will be aware of the importance of protecting and preserving water resources for the well-being of future generations.

The celebration is also to affirm efforts towards ensuring a sustainable, efficient and equitable management of scarce water resources, both at international and local levels, and to achieve water-related goals of the Millennium Declaration.

This year, in line with the "Water and Food Security" theme, the focus of the celebration is on the importance of water in food production.

Every food produced needs water. As this fact is made known, more people will realise the relationship between food production and water use.

They will learn, for example, about how much water is needed to produce certain food or the type of food which



There is a need to **protect and preserve water resources** for the well-being of future generations.

can be produced without the use of much water.

And in keeping with the spirit of the event, the launching ceremony by Deputy Prime Minister Tan Sri Muhyiddin Yassin is being held at Dataran Pinggiran Sungai Kerian in Parit Buntar, Perak.

Expected to be present are Perak Menteri Besar Datuk Seri Dr Zambry Abdul Kadir, Natural Resources and Environment Minister Datuk Seri Douglas Uggah Embas, Energy, Green Technology and Water Minister Datuk Seri Peter Chin Kah Fui and Agriculture and Agro-Based Industries Minister Datuk Seri Noh Omar.

World Water Day is observed annually as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.

An international day to celebrate

freshwater was recommended at the 1992 United Nations Conference on Environment and Development. It was endorsed by the United Nations General Assembly, which designated March 22, 1993 as the first World Water Day.

Each year, World Water Day highlights a specific aspect of freshwater.

Unesco-IHP, a network of government agencies under the auspices of Unesco (United Nations Educational, Scientific and Cultural Organisation), comprises 40 ministries, agencies and institutions of higher learning that are related to water. This programme, first instituted in 1975, is headed by the Department of Irrigation and Drainage.

Since 1994, members of IHP Malaysia have come together to jointly organise the national-level World Water Day celebration every year as part of efforts to realise Agenda 21 of the UN environ-

Message from Natural Resources and Environment Minister



Datuk Seri Douglas Uggah Embas

Warmest greetings and Salam 1Malaysia.

First and foremost, I would like to congratulate and thank all parties involved in organising the World Water Day 2012 celebration. This event, organised by Unesco-IHP, is unique as it involves the cooperation and collaboration of three ministries – Natural Resources and Environment; Energy, Green Technology and Water; and Agriculture and Agro-Based Industries, and two government agencies, namely Malaysian National Commission for Unesco and Department of Irrigation and Drainage as well as the Perak state government.

Every year, World Water Day is celebrated on March 22 as stipulated by the United Nations. The aim is to fulfil and reaffirm efforts in implementing Agenda 21 of the UN environmental programme.

This annual affair highlights the government's commitment and roles in managing the world water crisis and its support of global efforts in

bringing relief to more than one billion people all over the world who lack access to clean drinking water.

The theme, "Water and Food Security", picked by UN-WATER this year focuses on enhancing public awareness on the importance of water in food production. Every food produced requires clean and safe water. Through this celebration, I hope vital and beneficial information on the importance of water in food production will be conveyed to the Malaysian public.

This will indirectly create and enhance the level of awareness and concern on the importance of this natural resource.

At the same time, it helps in assisting the government spread the message among the community.

Finally, my heartiest congratulations and thanks to Unesco-IHP Malaysia and all parties who have worked extremely hard to ensure the success of the World Water Day 2012 celebration.

All the best and thank you.

mental programme.

The focus of the celebration is to bring to fore the commitment and roles of the international community in addressing the global water crisis, where more than one billion people are facing problems in accessing clean water supply.

Various programmes and activities have been planned in conjunction with the celebration:

- An exhibition showcasing the importance of water resources, from March 22 to 24, organised by government agencies, the private sector and non-governmental organisations;
- A national colloquium and technical visit to Bukit Merah Lake involving 200 participants from government agencies, non-governmental organisations, professional bodies and the private sector. Working papers related to the theme "Water and Food Security: Call for Solution" will be presented;
- Best hydrology thesis award in recognition of efforts by graduates of public universities and colleges;

- Domestic water management workshop with women as the main target group. This is in recognition of the fact that anywhere in the world, women have a closer link with water use;
- Young leadership camp with the participation of secondary students nationwide, except Sabah and Sarawak. Sustainable water management will be the main topic;
- A colouring and drawing contest for primary pupils from Taiping and Krian. Theme is on water and the environment;
- Water treatment plant open day at selected plants nationwide from March 24 to 31. Public will get a first-hand experience of how water is processed; and,
- Water security explore involving 200 undergraduates from public and private universities. The three-day event will be held around Taiping town and zoo, Bukit Merah Lake Town Resort and Parit Buntar town and Sg Kerian Waterfront.