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## Drawing kids to play outside again

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IJM employees repairing broken playground equipment.

IJM CORPORATION Bhd recently organised a clean-up activity in Seremban 2, a residential development of its property arm IJM Land Berhad.

A total of 135 employees from the organisation's property, construction and industry divisions combined forces to spruce up several unkempt playgrounds near two blocks of low-cost apartments within the Seremban 2 township.

Themed "Play Around Playground", the event was part of the brand's annual Give Day Out initiative launched in 2011.

Each year, employees across IJM's offices and divisions in Malaysia, India and China, carry out a charitable initiative of their choice on the same day.

The initiatives are based on the year's selected theme.

IJM Land Bhd senior general manager (central region) Hoo Kim See said playgrounds were picked as the year's focus because fewer children were spending time outdoors.

"Today, children spend less time outside compared to previous generations.



Laying new turf was among the activities carried out by IJM employees.

“Most children prefer to stay indoors and spend an average of seven-and-a-half hours a day playing games on their computer or digital devices. Gone are the days when children enjoyed playing outdoors,” he said.

The advent of technology may be one of the reasons children are glued to their devices indoors, but the lack of play areas with functioning equipment was also a factor.

To encourage children to return to the playground, the IJM team selected three playgrounds in Seremban 2 that were in a state of disrepair.

Together, they cleaned each play area and its surroundings, mended and repaired existing playground equipment, planted shrubs and turf grass, levelled playground surfaces and gave equipment and railing a fresh coat of paint.

Hoo said the activity was conducted to promote a healthy lifestyle among children.

“We want kids back in the playground and for this to happen, we must make sure these play areas are clean and safe for them,” he said.

The event was in line with IJM’s strong commitment to elevating the standards of living and of the communities they operate in.

Cempaka 1 apartments management committee chairman Bhabhindar Singh Maan, 58, said the neighbourhood’s residents were grateful for the clean-up works.

“We are glad the playgrounds have been spruced up as wear and tear over the past 14 years had taken its toll.

“The play areas were also fenced to prevent irresponsible people from parking there,” he said.