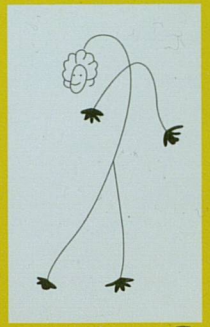


# zubedy



®

*let us add value*

# Have a meaningful Malaysia

*zubedy print ads 2001-2008*



95  
(f)

a publication of zubedy ideahouse, books to unite people series



## About zubedy

At zubedy our dream is to add value to all individuals and organizations.

Our human development and skills training courses are carefully researched and created to develop the potential of every participant. We help people realize their ability to interact with people and use information and time. Our method creates awareness of conceptual frameworks and how to apply them. We share knowledge, expertise and skills, and offer individuals and organizations know how and how to apply them. Our aim is for participants to make a difference and add value to themselves, their organizations and their communities.

Incorporated in May 1994, zubedy (m) sdn. bhd. has provided proven results for multinationals, financial institutions, corporate organizations, small and medium industries and IT firms. We help clients stay on course while advancing their bottom line.

Dear Tun Dr. Siti,

"Sticks in a bundle are unbreakable"

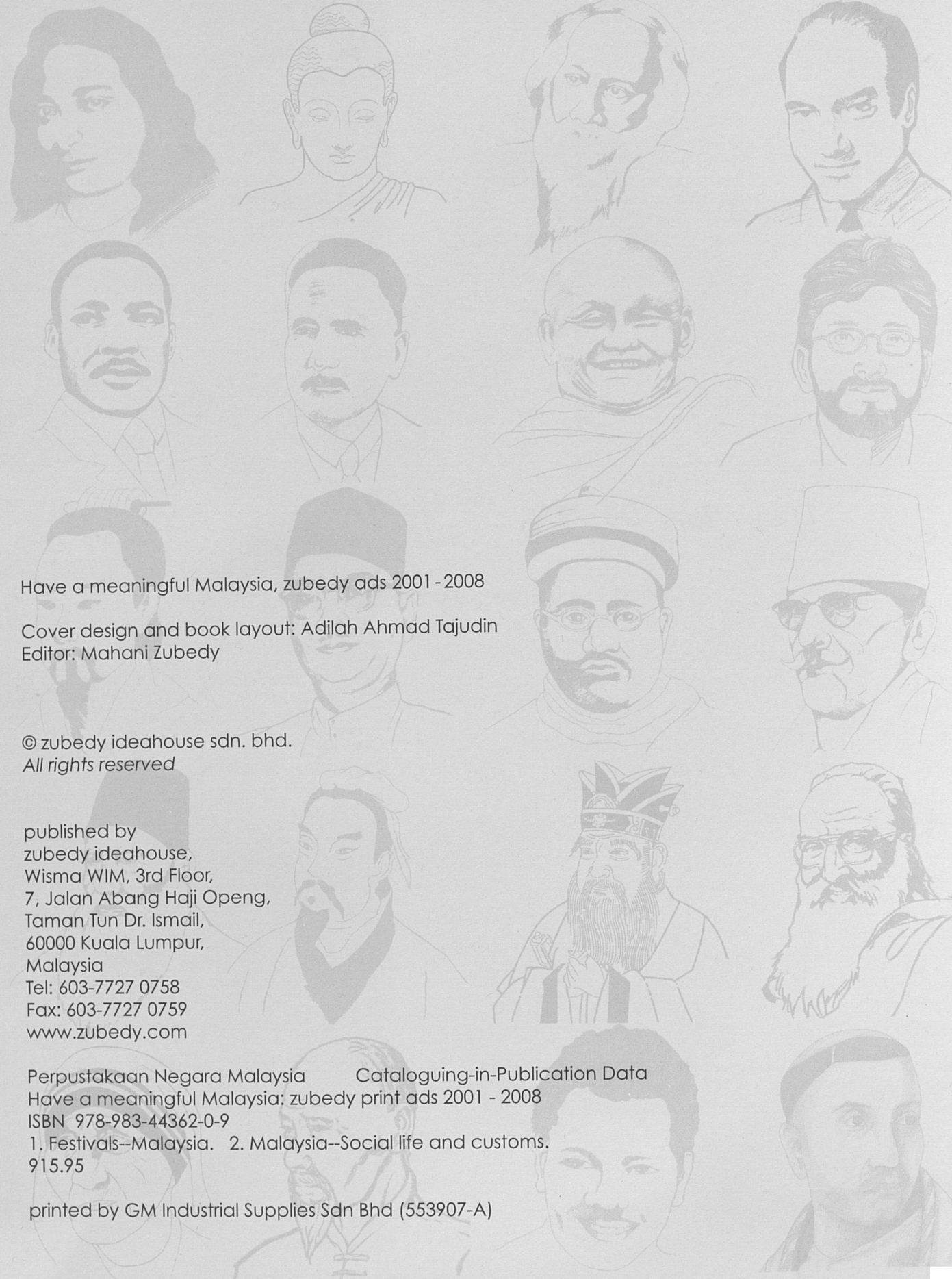
Kenyan Proverb

Salam,

Anas



#E3700E



Have a meaningful Malaysia, zubedy ads 2001 - 2008

Cover design and book layout: Adilah Ahmad Tajudin  
Editor: Mahani Zubedy

© zubedy ideahouse sdn. bhd.  
All rights reserved

published by  
zubedy ideahouse,  
Wisma WIM, 3rd Floor,  
7, Jalan Abang Haji Openg,  
Taman Tun Dr. Ismail,  
60000 Kuala Lumpur,  
Malaysia  
Tel: 603-7727 0758  
Fax: 603-7727 0759  
www.zubedy.com

Perpustakaan Negara Malaysia      Cataloguing-in-Publication Data  
Have a meaningful Malaysia: zubedy print ads 2001 - 2008  
ISBN 978-983-44362-0-9  
1. Festivals--Malaysia. 2. Malaysia--Social life and customs.  
915.95

printed by GM Industrial Supplies Sdn Bhd (553907-A)

915.95  
ANA  
f



PERDANA  
LEADERSHIP  
FOUNDATION  
YAYASAN  
KEPIMPINAN  
PERDANA



*for my father sheikh omar bin isa zubedy  
who by his choices in life created Bangsa Malaysia children*

acknowledgements

thank you Daniel Kwok, Dhen Doraisamy, Sharon Ng, Dr. Chandra Muzaffar and Sukhindarpal Singh for ideas of who to feature in the ads, Beelie Kong for her contribution during zih's inception, our staff past and present for making zubedy possible, our clients without whom we would not exist, the staff at THE STAR especially the advertising department who endured the challenges of getting the ads approved, Jennifer Rodrigo for her help with editing, Immy Ooi Lay Imm and Janis Seet for proofreading and Aini Zubedy for her support of this book.

# CONTENTS

|                               |   |           |
|-------------------------------|---|-----------|
| INTRODUCTION                  |   | 6         |
| FOREWORD BY ANAS ZUBEDY       |   | 7         |
| ABOUT ZUBEDY ADS              |   | 8         |
| THE AD THAT WAS NOT PUBLISHED | 9   |           |
| <i>Have a meaningful...</i>   |   |           |
| <b>Deepavali</b>              |   | <b>10</b> |
| 2001                          | <b>Gandhi</b><br>We are One in Our Shared Values                                | 12 13     |
| 2002                          | <b>Swami Chinmayananda</b><br>The Good in All                                   | 14 15     |
| 2003                          | <b>Tagore</b><br>Being Truthful to One's Self                                   | 16 17     |
| 2004                          | <b>Pramahansa Yogananda</b><br>Corruption is Uneconomical                       | 18 19     |
| 2005                          | <b>Gokhale</b><br>Why You Need a Mentoring Program                              | 20 21     |
| 2006                          | <b>Tiruvalluvar</b><br>Plight of the Urban Poor                                 | 22 23     |
| 2007                          | <b>Chanakya</b><br>Innovation, Marketing, Duplication and Management            | 24 25     |
| 2008                          | <b>Vivekananda</b><br>Bonding Like Childhood Friends                            | 26 27     |
| <b>Chinese New Year</b>       |   | <b>28</b> |
| 2002                          | <b>Confucius</b><br>Embracing Change and Moving Forward                         | 30 31     |
| 2003                          | <b>Tsai Lun</b><br>Interlinked and Interdependent                               | 32 33     |
| 2004                          | <b>Chuang Tzu</b><br>Selling with Kindred Spirit                                | 34 35     |
| 2005                          | <b>Sun Tzu</b><br>Marketing, The Foundation of Business Success                 | 36 37     |
| 2006                          | <b>Lao Tzu</b><br>Staying The Course  | 38 39     |
| 2007                          | <b>Luo Guan Zhong</b><br>Spirit of Performance                                  | 40 41     |
| 2008                          | <b>Deng Xiaping</b><br>Why You Must Build Your Brand and Not Just Let It Happen | 42 43     |
| <b>Wesak</b>                  |   | <b>44</b> |
| 2003                          | <b>Gautama Buddha</b><br>Peace Comes From Within                                | 46 47     |
| 2004                          | <b>Ajahn Chah</b><br>Why Change Disappoints and Confuses Employees              | 48 49     |
| 2005                          | <b>Mahakassapa</b><br>Why You Must Accept Change                                | 50 51     |
| 2006                          | <b>Angulimala</b><br>Imagine... a World Without Bombs                           | 52 53     |
| 2007                          | <b>King Ashoka</b><br>Why You Must Train Rank and File Managers                 | 54 55     |
| 2008                          | <b>Lady Visaka</b><br>What a Mentoring Program Does                             | 56 57     |
| <b>Christmas</b>              |   | <b>58</b> |
| 2002                          | <b>Jubal Lourdes</b><br>Teaching, a Meaningful Profession                       | 60 61     |

|                       |   |    |            |
|-----------------------|---|----|------------|
| 2003                  | <b>Mother Teresa</b>  |    | <b>62</b>  |
|                       | Working with Spirit   |    | 63         |
| 2004                  | <b>Martin Luther King</b>   |    | <b>64</b>  |
|                       | True Performance is About Results                                   |    | 65         |
| 2005                  | <b>Pope John Paul II</b>  |    | <b>66</b>  |
|                       | To Be Happy at Work   |    | 67         |
| 2006                  | <b>St Francis of Assisi</b>   |    | <b>68</b>  |
|                       | Do unto Others  |    | 69         |
| 2007                  | <b>Oscar Romero</b>   |    | <b>70</b>  |
|                       | Capacity, Performance, People Skill, Integrity                      |    | 71         |
| 2008                  | <b>Saint Bonaventure</b>  |    | <b>72</b>  |
|                       | What Malaysians Want: Development without Corruption                |    | 73         |
| <b>Aidilfitri</b>     |   |    | <b>74</b>  |
| 2002                  | <b>Ali Shariati</b>   |    | <b>76</b>  |
|                       | Change through Education and Development                            |    | 77         |
| 2003                  | <b>Syed Ahmed Khan</b>  |    | <b>78</b>  |
|                       | To Forego Education is to Forego Power                              |    | 79         |
| 2004                  | <b>Muhammad Iqbal</b>   |    | <b>80</b>  |
|                       | Reading, a Key Performance Indicator                                |    | 81         |
| 2005                  | <b>Abdul Kalam Azad</b>   |    | <b>82</b>  |
|                       | Working In Unison   |    | 83         |
| 2006                  | <b>Muhammad Abduh</b>   |    | <b>84</b>  |
|                       | Imagine... Peace in the Middle East                                 |    | 85         |
| 2007                  | <b>Syed Hussein Alatas</b>  |    | <b>86</b>  |
|                       | Why You Must Listen To Your CEO                                     | 87 |            |
| 2008                  | <b>Ibn Khaldun</b>  |    | <b>88</b>  |
|                       | The Importance of Good Business Writing                             | 89 |            |
| <b>Vaisakhi</b>       |   |    | <b>90</b>  |
| 2005                  | <b>Bhagat Puran Singh</b>   |    | <b>92</b>  |
|                       | Service from the Heart  |    | 93         |
| 2006                  | <b>Mata Khivi</b>   |    | <b>94</b>  |
|                       | Imagine...a Global Giving Fund                                      |    | 95         |
| 2007                  | <b>Bhai Kanhaiya</b>  |    | <b>96</b>  |
|                       | The Culture Builder, Maintainer, Follower and Disruptor             |    | 97         |
| 2008                  | <b>Guru Nanak</b>   |    | <b>98</b>  |
|                       | It is <i>How</i> You Deal with Change that Makes All the Difference |    | 99         |
| <b>Hari Malaysia</b>  |   |    | <b>100</b> |
| 2001                  | <b>Our First Ad</b>   |    | <b>102</b> |
|                       | A Very Special Day  |    | 103        |
| 2002                  | <b>Tunku Abdul Rahman</b>   |    | <b>104</b> |
|                       | We are United by Our Shared Traditions and Values                   |    | 105        |
| 2003                  | <b>P. Ramlee</b>  |    | <b>106</b> |
|                       | Unity, the Key to Strength and Success                              |    | 107        |
| 2004                  | <b>Tunku Abdul Rahman</b>   |    | <b>108</b> |
|                       | Group to Group Technology   |    | 109        |
| 2005                  | <b>T.H.TAN</b>  |    | <b>110</b> |
|                       | Many Colors, One Race   |    | 111        |
| 2006                  | <b>Mak Minah</b>  |    | <b>112</b> |
|                       | Imagine...Malaysians as World Leaders                               |    | 113        |
| 2007                  | <b>Tun Sambanthan</b>   |    | <b>114</b> |
|                       | <i>Bersatu Teguh, Bercerai Roboh</i>                                |    | 115        |
| 2008                  | <b>Tun Abdul Razak</b>  |    | <b>116</b> |
|                       | Today September 16 <sup>th</sup> 2008 is Hari Malaysia...           |    | 117        |
| <b>Ads 2001- 2008</b> |   |    | <b>118</b> |
| <b>About zubedy</b>   |   |    | <b>130</b> |

# INTRO

Once at a food court Anas met someone who, when he learned that Anas was with Zubedy, shared that he collected Zubedy ads. He went on to say that the ads were jumping off points for discussions between him and his colleagues.

When we began receiving letters from others who collected our ads, we decided to put this book together.

We also wanted the opportunity to share a little about the great men and women featured in the ads, ads being what they are, did not lend to the inclusion of bios.

We feature Tunku on the cover because we believe in today's climate, we will be well served to remember Tunku and some things he stood for.

Tunku did not enrich himself materially, throughout his life, he lived modestly.

He befriended everyone, was humble and genuinely warm and approachable to all.

He was mild mannered, even in the midst of tensions of historic proportions, Tunku was even keeled.

He had a big heart. He forgave and forgot.

Most importantly, he knew how to unite us. He believed in give and take and practised it. He understood that when people knew each other, acceptance followed, he did his best to bring people together, whether on a boat to India, as when he corralled the disparate parties before the last push for independence from the British, or in his home where Malay, Chinese and Indian lived under one roof, all Bangsa Malaysia.

Happy reading.

Editor, *Have a Meaningful Malaysia, Zubedy ads 2001-2008*

# FOREWORD

Circumstances in my life led me to believe that my mission on earth is to advocate universal values and unite people.

When I was three years old, my father moved his poor Malay family to a Chinese residential area in Fettes Park, Penang. We were the only Malays living there. There were children who refused to play with me and there were those who refused to play without me. At a young age, I learnt that there were no bad races, just unconscious people.

At home we were a Malay family. Outside, I grew up like any other Chinese boy. I was an odd sight - a skinny Malay kid chattering in Hokkien.

Our immediate neighbours were Eurasians. They welcomed my siblings and I into their homes, allowing us to learn about their beliefs and the English language.

Then one day there was a new Indian kid at school. He became a close friend and my immersion into the Indian culture began. On one occasion, my friend's father reprimanded his mother for serving me chicken that had not been slaughtered according to Islamic tradition. I was a young, insignificant boy, and yet this man respected my faith enough to ensure that I practise it even in his home.

I grew up believing that no matter the colour of your skin or the language that you speak, there are universal values we all share, values that unite us. It is my hope to help people realize this, and make the world a better place, a world with many colors, one race.

*"And among His Signs is the creation of the heavens and the earth, and the variations in your languages and your colours: verily in that are Signs for those who know". (Quran 30:22)*

Anas Zubedy  
[www.letusaddvalue.blogspot.com](http://www.letusaddvalue.blogspot.com)

## About zubedy ads

zubedy began advertising in 2001 in The Star. Our first ad appeared the week of Hari Malaysia that year, followed by a Deepavali ad. Hari Raya and Christmas were less than two weeks apart in 2001, so we did a combined ad for both occasions. The ad which is on the next page was not allowed and did not appear.

The following year we published ads for Chinese New Year, Hari Malaysia, Deepavali, Hari Raya and Christmas. In 2003, we ran the first Wesak Day ad, and the only ad in The Sun. The first Vaisakhi ad appeared in 2005.

We have had positive reactions to our ads from various communities through the years. The ad featuring Ajahn Chah drew a negative response from his followers in Thailand who expressed concern over the use of his Venerable's name. We apologized for any wrong doing and stated our intention of sharing knowledge about the master with all Malaysians.

The ads as they appear here are edited from the original to enhance readability and lessen repetition. You can find the original ads on our website at [www.zubedy.com](http://www.zubedy.com), under resources.

Going forward, we hope to advertise in vernacular papers and include other Malaysian festivals.

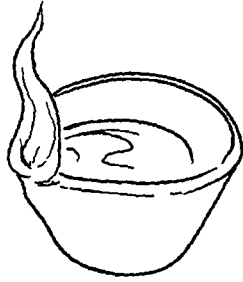


Selamat Hari Raya

Merry Christmas

'The Church has high regard for the Muslims for they worship God who is one, living and subsistent, merciful and almighty, the Creator of heaven and earth, who has spoken to men' - Vatican Two

'...and you will surely find nearest in affection to the believers are those who said : " *We are Christians*", this is because there are among them *men devoted to learning*, and men who have renounced the world, and they are not arrogant' - Quran 5 :82



# Deepavali

Deepavali or the Festival of Light celebrates the triumph of light over darkness. It signifies an awareness of one's inner light and the victory of good over evil within us. Deepavali is observed during the seventh month of the Hindu calendar which falls in October and November.

Stories about how Deepavali originated have a common theme; good overcomes evil and prevails. Lord Krishna with the help of his wife Satyabhama battles and slays evil Naraka, Lord Rama destroys the demon Ravana and reunites with Sita. Deepavali may also have originated as a harvest festival marking the last harvest of the year when accounts are closed. The deity of wealth, Lakshmi, is thanked and everyone prays for a good year ahead.

Hindus prepare for Deepavali by cleansing their minds and bodies. Devout Hindus fast or observe a strict vegetarian diet. They spend weeks prior to Deepavali praying and meditating. On the actual day, they begin before sunrise with a ritual oil bath. They put on new clothes and ask for blessings from God and from the elders in the household. Some go straight to the temple while others have breakfast first, usually starting with something sweet like *suji*. The rest of the day is spent delighting in the company of family and friends, and feasting on specially prepared foods.

The day represents the year, the house is kept clean and bright, at night lamps are lit, lights are turned on. There is abundant food, love, goodwill and joy.

# Gandhi

Gandhi (1869–1948), the Father of India, led non-violent struggles for Indian independence from the British. He is known as Mahatma or Great Soul.

After studying Law in London, Gandhi became legal adviser to an Indian businessman in South Africa, where Indians had no political rights and were known as coolies. Gandhi's awareness of racism was heightened when he was thrown out of a first-class railway compartment even though he had a first-class ticket. From this awakening he pioneered *satyagraha*; resistance through civil disobedience.

When he returned to India, Gandhi championed struggles against oppressive taxes and labour laws. He led the Indian National Congress and non-violent campaigns to lessen poverty, end discrimination of *untouchables*, and above all, for Indian independence. He was arrested and imprisoned many times. Gandhi lived simply, making his own traditional *dhoti* woven with yarn he hand spun himself. He practised long fasts as forms of self-purification and social protest.

Gandhi worked passionately for Hindu-Muslim unity. He was greatly disappointed when the subcontinent was partitioned into India and Pakistan in 1947. The following year, Gandhi was shot and killed by a Hindu extremist who believed his support of Muslims weakened India.

# Have a meaningful Deepavali



*'The emphasis laid on the principle of spending every minute of one's life usefully is the best education for citizenship'*

Deepavali is a celebration of the victory of good over evil. We can practise the spirit of Deepavali and celebrate life's little victories daily. Like making sure we are on time and treating other people's time, whether it is our friends, relatives, suppliers or employer, as sacred. If your work starts at 8:30 then at 8:30 you start work. If you need to visit co-workers, have breakfast, or need to "settle in," come earlier. At 8:30, start producing, that way you are putting in an honest day's work for the pay you earn. Better still, achieve greater victories by starting early and giving more.

Good over evil is a universally shared value entrenched in all our great spiritual traditions. The Buddha tells us to be quick in doing good and to always suppress evil. The Bible stresses that we must seek good and not evil to be with God. The Quran bids us to work together and be a community that does good and prevents wrongdoing.

We are One in our shared values.

At zubedy our products and services have their roots in shared traditions. We believe that human development and education is not confined to intellect, it embraces our whole being, it brings about action and promotes practices like choosing good over evil. Through education and the understanding of shared values, our nation and the human race will grow strong and united.

**let us add value,**  
Have a meaningful Deepavali

# Chinmayananda

Chinmayananda (1916 - 1993) was a twentieth century authority on the Bhagavad Gita and Upanishads, whose teaching style and approach appealed to ordinary people. The international Chinmaya Mission which he founded, oversees cultural, educational and social services and spreads the message of ancient Hindu philosophy or Vedanta.

Born Balakrishnan Menon, he was a journalist with degrees in law and literature when he met Swami Sivananda and decided to become a holy man. After many years of study and tutelage, he mastered the holy scriptures and was renamed Chinmayananda, *"the one saturated in bliss and pure consciousness."* He traveled throughout India and abroad spreading his vision.

Swami Chinmayananda authored more than thirty books and worked to bring about spiritual and cultural revival in India and worldwide. He was a gifted speaker who built strong rapport with his audiences and communicated ancient Hindu philosophy with vitality and wit. According to Swami Chinmayananda, *"Man must strive to improve the world. Man alone, also, would not be able to do anything. He needs the blessings of ... God - the blessings of nature... It is such a vision that can serve the society, the community and the world at large."*

# Have a meaningful Deepavali



*'When one has faith, then he thinks.  
One who lacks faith does not think.'*

Deepavali symbolizes the triumph of good over evil. We can practise the spirit of Deepavali and celebrate life's little triumphs daily. We can have faith in the good in all of us, and change for the better. We can trust and believe that we all want the common good. This must be the foundation. If we only desire good for ourselves, the outcome at best is temporary. Only when we all succeed will our accomplishments be ever lasting, our nation strong and prosperous.

The spirit of Deepavali belongs to the pool of universal shared values entrenched in all our great spiritual traditions. All our religions, Hinduism, Buddhism, Christianity, Islam and Sikhism, tell us to do good and prevent evil. We are One in our shared values.

At zubedy, our products and services have its roots in shared traditions. We add value to everyone whom we interact with. We make the world a better place by drawing strength from our spiritual traditions. We strongly believe that it is through education and understanding of our shared values that our nation and the human race will continue to grow strong and united, and ready for the challenges of the new economy.

**let us add value,**  
Have a meaningful Deepavali