

Tales Of Co-operative Values

By **Muneerah Bee Mohamed Iqbal**

A very big storm is coming and the Squirrel family, Monkey family, Sparrow family and Little Honey Bear are worried. How are they going to stay warm and dry? The story unfolds in 'A Very Big Storm', the first book in a series of children's storybook initiated by the Singapore National Co-operative Federation (SNCF), with the support of SEED Institute, to commemorate the United Nations' International Year of Co-operatives (IYC).

Accompanied by engaging illustrations, the story successfully captures the values of co-operation by helping one another and valuing each individual's contribution. All the characters in the book worked together and pitched in to build a shelter to keep them safe from the big storm.

Kok Siat Yeow, Head, Centre for Continuous Professional Development & Office of Regional Partnerships from SEED Institute who advised on the content of the stories in the series said: "The objectives of this project are very aligned to SEED Institute's stand on values for good upbringing of children, such as co-operation, consideration for



From left: Advisor to the IYC National Committee and NTUC FairPrice Co-operative Limited CEO Seah Kian Peng, Minister for Education Heng Swee Keat and SNCF Executive Council Chairman and NTUC First Campus CEO Chan Tee Seng with a copy of 'A Very Big Storm' at the launch of the book.



In 'A Very Big Storm', Father Squirrel offered to share his stash of nuts with everyone while they take shelter from the storm.

others, and inculcate the interests of reading from young."

This four-part series highlights co-operative values of self-reliance, co-

operation and caring for the community and the subsequent books in the series will be launched throughout 2012. The books will be available at all My First Skool and PAP Community Foundation (PCF) centres in the months to come and will be a good tool to impart values and character development to the children.

NTUC First Campus Co-operative Limited Principal Education Development Specialist Preman Komala said: "To create and maintain a civil society there has to be education for character as well as for intellect. The approach to teaching values such as co-operation, self-reliance and caring initiated by the SNCF storybook series supports the heart of the development of young children's character."

The storybook series is written by a three-time Independent Publisher Book (IPPY) Award recipient, Singaporean author Emily Lim and illustrated by Scrawl Studios, an animation company based in Singapore. SNCF Chief Executive Officer (CEO) Dolly Goh said: "We believe that with this storybook series, important co-operative values can be inculcated in children at an early age, carrying these values with them through as they mature. These simple values go a long way towards building a future generation that is more resilient and self-reliant."

The books will also be available for borrowing at the National Library Board's (NLB) network of 23 public libraries and the e-book version of 'A Very Big Storm' is also available for download on iPhones, iPads and Android mobile phones.

