Community

UMPSA Kampung Angkat MADANI launch focuses on empowering rural community

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CAMERON HIGHLANDS, 7 February 2026 – The launch of the Kampung Angkat MADANI (KAM) Programme by Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) and the Implementation Coordination Unit of the Prime Minister's Department (ICU JPM) at Kampung Orang Asli Chenan Cherah Baru successfully supports the Malaysia MADANI agenda with a focus on empowering the rural community through university–community engagement.

The initiative also strengthens the provision of basic infrastructure in a more comprehensive, sustainable, and inclusive manner to ensure that community well-being is built holistically and with high impact for the future.

In addition, the initiative narrows the gap in basic facilities between urban and rural areas, while empowering local socioeconomic development, particularly in the tourism and hospitality sectors.

In his officiating speech, the President of the Cameron Highlands District Council, Tuan Rusdyfasla Haji Mujid, representing the Menteri Besar of Pahang, said that the programme is not merely a name or symbolic event, but a clear manifestation of the Malaysia MADANI aspirations that emphasise the values of humanity, well-being, inclusivity, and social justice.

"The development implemented is not only to build physical structures, but beyond that, it is an effort to build the future, hope, and confidence of the local community in the nation's progress.

"This strategic collaboration with UMPSA has successfully transformed the village to ensure that the Orang Asli community in Chenan Cherah Baru is not left behind.

"We can see significant changes in terms of basic infrastructure that have a direct impact on the daily lives of residents," he said.

Among the benefits for residents is the construction of a more complete and safer 600-metre walkway to facilitate movement in and out of the village, particularly for children going to school and the elderly.

In addition, a new Community Activity Hall named Dewan Limu has been developed as a centre for gatherings, discussions, and strengthening social ties within the community.

Furthermore, the construction of an Interactive Centre provides a new space as a learning hub, technology exposure centre, and development platform for the younger generation in the village.

He added that in line with current needs and global challenges, the programme also emphasises digitalisation and environmental sustainability.

“Internet access facilities and Wi-Fi zones have been provided to ensure that villagers are not marginalised from the digital wave and are able to access information, education, and economic opportunities more quickly.

“In addition, the installation of a solar power supply system at Dewan Limu and the Interactive Centre reflects our commitment to sustainable green technology use.

“Solar streetlights installed along the entrance routes and around the village not only save energy, but also enhance residents’ safety at night,” he said.

Meanwhile, the Deputy Vice-Chancellor (Research and Innovation), Professor Ts. Dr. Aida Mustapha, who was present representing the Vice-Chancellor of UMPSA, said that the Kampung Angkat MADANI Programme is implemented based on a holistic development approach that not only focuses on providing physical facilities, but also encompasses human capacity development, knowledge empowerment, digitalisation, and sustainable improvement in quality of life.

“Through strategic collaboration between UMPSA, government agencies, and strategic partners, various initiatives have been implemented covering infrastructure development, community learning, technology access, and the incorporation of green energy elements that support villagers’ well-being,” she said.

In a related development, UMPSA also announced that Kampung Chenan Cherah Baru will be designated as one of UMPSA’s Living Lab projects, serving as a site for field-based learning, applied research, technology transfer, and innovation development based on local community needs.

Among the main focuses of UMPSA’s long-term commitment in the village are socioeconomic community development, education and youth skills empowerment, adoption of appropriate technology, and community entrepreneurship development to ensure sustainability and competitiveness of the local community.

UMPSA also recorded its appreciation to the Pahang State Government, Cameron Highlands Parliamentary Service Centre, Department of Orang Asli Development, Cameron Highlands District and Land Office, Cameron Highlands District Council, as well as all agencies and villagers directly involved in making the programme a success.

The synergy between academia, government agencies, industry, and the community is believed to be a catalyst for high-impact community development and to contribute to the well-being of present and future generations in Cameron Highlands.

She further added that various activities have been coordinated under the Centre for Industry and Community Linkages, Department of Research and Innovation, including activities to enhance English communication skills, beautification of homestay areas, hospitality and culinary courses, as well as the construction of the community activity hall, carried out through communal work with villagers.

“Other initiatives include population census and data collection to identify suitable residents as participants for a series of TVET training under the KAM initiative, which also includes motorcycle licensing courses and others,” she explained.

Also present were the Chief Executive Officer of Cameron Highlands Development Corporation,

Dato’ Zaman Azam Muhanat Sarif@Ahmat, representative of the Pahang State Development Office, Athirah Nir Hashim, and representative of Kampung Chenan Cherah residents, Zairum Bah Leg.

Also present were the Senior Director, Industry and Community Linkages, Professor Ir. Dr. Chin Sim Yee, Director, Centre for Community Relations, Dr. Daing Mohamad Nafiz Daing Idris, and General Manager, Department of Research and Innovation, Hazmin Aris.

By: Siti Nur Azwin Zulkapri, Centre for Corporate Communications

Translation by: Ts. Dr. Rozaimi Abu Samah, UMPSA Press

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