General

KUB and UMP held digital literacy programme for pre-schoolers

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KUB Malaysia Berhad (KUB) and Universiti Malaysia Pahang (UMP) worked together to organise a digital literacy programme involving 25 pre-schoolers under a corporate social responsibility programme aimed at enhancing their knowledge in the subject.

The children were from SK PPR Lembah Subang, Petaling Jaya, involving 20 facilitators from KUB and UMP. It was held on March 7, 2019.

The programme was officially launched by KUB President/Managing Director, Datuk Abdul Rahim Mohd Zin.

Also present were UMP Assistant Vice-Chancellor (Industrial & Community Relations), Professor Dr. Jamil Ismail, Industry Community Network Department (ICON) Director, Associate Professor Ir. Dr. Nurul Hazlina Noordin, ICON Manager, Mohd Raizalhilmy Mohd Rais and SK PPR Lembah Subang Headmistress, Hajah Shamsinar Hayati Mohd Shith,

In his speech, Datuk Abdul Rahim said the aim was to create awareness and share information about the world of technology with the younger generation.

“I believe that the best place to mould the generation of the future is at school.

“The programme focuses on the children and families from the B40 group. This will be in line with the aspirations of the Deputy Prime Minister, Datuk Seri Wan Azizah Wan Ismail who wants the private sector to work together with the government in helping the people.

“We also plan to make a series of programme such as this one in several other states,” he added.

Datuk Abdul Rahim said he was pleased to see the dedication showed by KUB and UMP staff and hoped that it would help motivate the children.

Professor Dr. Jamil said the digital literacy programme began two years ago and to date, six schools involving 350 pre-schoolers and pupils from Pekan and Kuantan had participated in the programme.

“They got to learn more about digital devices such as computers, smart phones and televisions, with guidance by UMP lecturers also known as The Reading Makchixx.

“The programme helped them to use the devices responsibly and ethically, and to understand the operation and safety aspect of the digital devices,” he added.

Hajah Shamsinar said she was heartened by the efforts taken by KUB and UMP to include the pre-

schoolers from her school and hoped that more would come forward as programmes such as this would greatly benefit the pupils.

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