General

# UMP bonds with Media in friendly bowling competition

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Universiti Malaysia Pahang (UMP) recently held a friendly bowling tournament with members of the Press, extending the university's appreciation for the latter's efforts in providing ample media exposure about UMP over the years.

Conducted for the seventh year running, the UMP-Media 2019 Bowling Friendly programme was held at the Megamall shopping complex in Kuantan on May 2, 2019, with more than 100 participants, comprising UMP management staff, media practitioners and external government agencies.

The annual tourney was officiated by UMP Vice-Chancellor, Professor Dato' Sri Dr. Daing Nasir Ibrahim, who was accompanied by Pro-Registrar, Abd Rahman Haji Safie, and Dean of the Faculty of Engineering Technology, Professor Dato' Dr. Zularisam Ab Wahid.

Also present at the event were President of Pahang Media Club, Dato' Nik Naizi Husin and Press Secretary to the Pahang Chief Minister, Dato' Abdul Wahab Mohamad Ali.

Over 10 media agencies participated, among whom were Pahang bureau chiefs of Bernama, Nor Shamsiah Mohamed; of Astro, Mohana Zalani Md Atan; of RTM, Mohd Jasmi Faisal Muda; and of Utusan, Mohd Shariza Abdullah.

According to Professor Dato' Sri Dr. Daing Nasir, such event was held to show the university's appreciation of the Media for the latter's vital role in disseminating the right information about the university to the public at large.

"Aside from being a sporting event to promote a healthy lifestyle, this tournament is also a platform for us to continue networking with the Media.

"The activity is one of many initiatives undertaken by the university to build and maintain rapport with members of the Press, who have worked hard to disseminate the latest news and information to all parties concerned," he added, saying that through such exposure, the public at large has now recognized UMP as a five-star tertiary education provider, which produces competitive engineers and technologists.

Professor Dato' Sri Dr. Daing Nasir, who wished everyone in attendance a belated Labor Day greeting, said he hoped the bowling friendly will continue to cement cordial working relationships between the two.

He also took the opportunity to share the progress of UMP MyGift programme, which has garnered support from external bodies, as UMP pools in endowment and fund to facilitate the university's ever increasing activities, in the efforts to inculcate a culture of love for knowledge.

Among the other activities lined up at the university for the fasting month of Ramadan are Ramadan

Festival, to be organized by Islamic Centre & Human Development (PIMPIN), and a strategic collaboration with Etiqa Insurance and Isuzu Malaysia Sdn. Bhd. on ‘Indahnya Ramadan’ programme.

PIMPIN will help coordinate a short video contest, mass Iftar and Terawih congregation with invited Imam at UMP Mosque in Gambang, and a traditional Lambuk porridge preparation at the Kuala Pahang Rural Transformation Centre.

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