General

Consumer Advocacy Program gives exposure to B40 Group

Fri, 03/06/2020 - 16:16

The Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) and the Malaysian Consumer and Family Economics Association (MACFEA) in collaboration with Universiti Malaysia Pahang (UMP) had organized a Consumer Advocacy Program involving participation from the Institute of Higher Education (IPT) and local communities in the ongoing program at the Library Auditorium, UMP Gambang Campus on February 20, 2020.

The program aimed at consumers within the B40 family was held to provide exposure and awareness on initiatives being implemented by the KPDNHEP, especially the Food Bank Program and Online Cheating.

The program will also assist B40s and recipients of Life Assistance (BSH) in addressing this growing cost of living.

The Dean of Student Services, Student Affairs & Alumni Department (JHEPA), Associate Professor. Dr. Mansor Sulaiman was present to officiate the program.

Also present was the Director of the Centre of Industry & Community Network (ICoN), Associate Professor. Dr. Nurul Hazlina Noordin, KPDNHEP Enforcement Officer, Wan Isa Wan Harun and Dr. Irwan Syah Mohd Yusoff representing MACFEA.

According to Associate Professor Dr. Mansor, organizing the program is seen as a positive effort in ensuring that the knowledge conveyed through lectures can be used effectively to address relevant issues while also providing awareness in pursuing life in a safe, secure, prosperous and harmonious environment.

“We hope this exposure will help the B40s to be a smart user who can afford to be self-sufficient and not add to their economic burden as it is easily influenced by the content of ads displayed on social media.”

“In addition, government initiatives through the Food Bank Program are seen to reduce the cost of living of the people and the surplus of food received will go to the target groups and registered charity houses.”

"It is understood that 186,354 heads of households are below the poverty line nationwide," he said.

Through this Campus Pantry 1,400 B40 students received benefits involving 8,500 food units distributed through sponsorship partners.

Among the sponsors are Tunas Manja Group, 99 Speedmart Sdn. Bhd., Adabi Kuantan Distribution Sdn. Bhd., Palm Oil Enterprise, Hock Ho Hiap Kee Oil Mill Sdn. Bhd., Nurfirman Sdn. Bhd., Nirvana Group, Gardenia Bakeries (KL) Sdn. Bhd., Legacy of Z Sufi Marketing and Gean Ming Company

Sdn. Bhd.

In the meantime, various efforts have been made by the authorities to curb such crimes including increasing law enforcement, operations, arrests and prosecution of those involved in fraudulent activities.

Also present was the presentation of prizes for the Creative Video Competition in conjunction with this Consumer Advocacy Program.

With the Food Bank Theme, Wong Shu Jie was crowned the winner of a RM500.00 cash prize.

Meanwhile Noor Maizatul Masliza Norman and Nurain Solehah Mohd Zulkifli won second place with a cash prize of RM400.00.

Third place with Beware of Online Cheating Theme was won by Nor Najiatul Munirah Mazlan and Nur Alia Mohd Jamil.

By : Siti Nurfarmy Ibrahim, Public Relations Unit, Office of The Vice-Chancellor

Translation by: Aminatul Nor, Faculty Of Computing

- 151 views

View PDF