Community

160 UMP Kilau Volunteers, UMPH plant 2,000 trees

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JERANTUT, 12 August 2022 - A total of 160 students from Universiti Malaysia Pahang (UMP) and UMP Holdings Sdn. Bhd. participated in the Environmental Sustainability programme in collaboration with the Pahang State Forestry Department to plant about 2,000 tree of the species *Merawan Siput Jantan, Balau Pasir, Keruing Kertas, Kembang Semangkuk, Meranti Tembaga and Meranti Sarang Punai* in the Tekam Forest Reserve.

The inauguration ceremony was graced by the Chairman of the Pahang State Tourism, Culture, Environment, Plantation and Commodities Committee, Dato' Sri Haji Mohd. Sharkar Haji Shamsudin.

Also present were the UMP Board Member and the Chairman of UMP Holdings Sdn. Bhd, Dato' Sri Zainal Abidin Ahmad, Deputy Vice-Chancellor (Student Affairs and Alumni), Associate Professor Ts. Dr. Mohd Rusllim Mohamed, Deputy Vice-Chancellor (Research and Innovation), Professor Ts. Dr. Kamal Zuhairi Zamli and the Chief Executive Officer of UMP Holdings Group, Associate Professor Dr. Ahmad Tarmizi Haron.

In his speech, Dato' Sri Haji Mohd. Sharkar congratulated all involved in this programme and took a wise step in responding to the government's call towards cultivating the value of Environment, Social and Governance (ESG) in organising the tree planting programme for the harmony of the future generation.

"The Pahang State Government has always supported and committed to the initiative of the Federal Government in emphasising that every development project in the state is carried out sustainably based on the concept of ESG.

"This effort is made to support initiatives to green the earth through the 100 Million Tree Planting Campaign announced last year.

"This campaign is important to maintain the well-being of forests in addition to greening the areas that have been deforested," he said.

He also reminded everyone that the task of preserving and safeguarding forests and the environment lies not with the government alone but with all parties.

Meanwhile, Dato' Sri Zainal said, UMPH, which focuses on sustainability through innovation, is very committed and cares about environmental sustainability and is not concerned with profit alone.

"In addition, most UMPH products are environmentally friendly and made from recyclable materials because we always focus on the issue of waste of natural resources for no reasonable cause.

"At the same time, UMPH has always been committed to CSR activities to help people in need.

“Even during the floods that hit the country last year, UMPH volunteers supported flood victims by participating in post-flood cleaning missions for over 1,500 affected people in Perumahan Awam Kos Rendah (PAKR) Sungai Pandan, Kuantan,” he said.

Most recently, they also managed to donate high-spec laptops amounting to RM30,000 to the Ministry of Higher Education (MoHE) to be distributed to IPT students whose laptops were damaged or lost due to the flood.

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