General

UMP celebrates Pahang media practitioners in Iftar Ceremony

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KUANTAN, 28 March 2023 - A total of 100 media practitioners, agency liaison officers and strategic collaboration partners of Universiti Malaysia Pahang (UMP) were celebrated to appreciate the role of the media in improving the visibility of the university while also sharing the latest information.

In the event, the UMP Vice-Chancellor, Professor Dato' Ts. Dr. Yuserrie Zainuddin and university management had the opportunity to share the university's development and exchange ideas and views with various parties.

According to him, the 21 years of UMP celebrated on 16 February 2023 was reflected through UMP's overall excellence covering all dimensions that contribute to the excellence of university achievement.



"UMP also greatly appreciates the support of the media who always promote excellence and the development of the university to the public.

"Hopefully this partnership will continue in the future.

“The management will continue to work closely with the media agencies and hopefully UMP’s collaboration with these strategic partners can be expanded and strengthen good relations for mutual benefits,” he said.

He said this at a press conference in conjunction with the UMP Iftar Ceremony with the Media, Agencies and Strategic Partners at Menara 188 Kuantan.



He added that UMP has succeeded in producing 38,462 alumni who have contributed their knowledge and expertise to the community and national development.

“In fact, the graduate employability of UMP graduates recorded an increase to 98.67% for 2022.

“In line with the UMP slogan ‘Technology for Society’, UMP will take the opportunity to boost university excellence with several proposed mechanisms to solve industrial problems and benefit the local community by identifying 11 UMP expertise-based clusters of smart city, agriculture and food security, rare earth, vehicular technology, energy sustainability, and material sciences.

“Others are industrial biotechnology, fine and speciality chemical, management and social sciences, petrochemical, and construction,” he said.

UMP launched the UMP’s Cluster of Knowledge and UMP Sustainable Campus Blueprint 2022-2025 recently as a general guide and reference that can be utilised by the community in the country.

According to him, UMP has maintained five-star excellence in the MyMohes rating for eight consecutive years with the achievement of 100% marks based on the Ministry of Higher Education’s (MOHE) assessment in collecting data from all public universities related to staff, research and development, students and institutional information.

“In conjunction with this Ramadan, Yayasan UMP targets a contribution of RM240,000 for the preparation of meals for 2,000 students at both Pekan and Gambang campuses,” he said.



He invited corporate companies and the public to jointly contribute to the Ramadan Fund under Yayasan UMP.

At this event, Professor Ir. Dr. Yuserrie handed over the donation of Bakul Rahmah UMP to the President of Pahang Media Club, Mohd. Jasmi Faisal Muda who represents the media to help those with needs during Ramadan and celebrate Aidilfitri later.

Also present were Registrar, Saiful Bahri Ahmad Bakarim, Assistant Vice-Chancellor of TVET Development Division, Professor Dr. Abdullah Ibrahim and Assistant Vice-Chancellor of the Centre for Corporate and Quality Affairs, Professor Ts. Dr. Kamal Yusoh.

Also present were the Director of Pahang State Broadcasting Department, Arifin Awang, Deputy Director of Pahang State Broadcasting Department, Rida Suzirawati Muda, Secretary of Pahang Media Club, Nor Khalilah Gusti Hassan who is also a member of the Alternative Media and Influencer Group, Malaysian Viral Group, New Straits Times Bureau Chief, Alagesh s/o Theruvarul Nathan and Sinar Harian State Bureau Chief, Nik Amirul Mu’min.

The guests also had the opportunity to visit the Observation Deck and Sky Deck as well as witness the beauty of Kuantan city, Kuantan River, mangrove forest and ocean while enjoying iftar at the high-altitude restaurant.

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