General

UMP-Adabi collaboration distributes 600 sahur meals for students

Thu, 05/11/2023 - 11:34

KUANTAN, 6 April 2023 - Universiti Malaysia Pahang (UMP) and Adabi Consumer Industries Sdn. Bhd. (Adabi) continued the Ramadan 2023 programme by approaching students in the Sahur Jangan Tak Sahur Programme.

UMP Kilau volunteers and Adabi staff prepared the meals starting at 3:00 pm and cooking activities started at 9:00 pm and the meals were distributed to 600 students starting at 11:00 pm at the student residences at UMP Gambang Campus.

Also present at the event were the Deputy Vice-Chancellor (Research and Innovation), Professor Ts. Kamal Zuhairi Zamli, General Manager of the Student Affairs and Alumni Department (JHEPA), Haryani Abdullah and Director of Student Services UMP, Mohd Raizalhilmy Mohd Rais.



According to Professor Dr. Kamal, the university appreciates this collaboration in donating food as it encourages students to eat sahur to get blessings and be healthy and energetic throughout Ramadan.

“UMP always welcomes contributions and collaboration from corporate bodies to help university students,” he said.

Meanwhile, Adabi was represented by Adabi Kuantan General Manager, Abd Rahim Mohd Nor and Brand, Promotion and Corporate Media Manager, Roshidi Zabidi.

Roshidi said Adabi is always open to collaborating even more on corporate social responsibility (CSR) programmes.

They appreciate UMP’s good collaboration in the Bubur Lambuk, Sahur Jangan Tak Sahur Program and Kenduri Rewang programmes that were successfully implemented here.

He added that during Ramadan, various events were organised involving corporate bodies, public and private institutions of higher learning, frontliners and the local community.

They also donated Adabi products for UMP Campus Pantry to be distributed to university residents to enjoy food prepared using Adabi spices and condiments.

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