Community

UMPSA strengthens its relationship with the community through the Belaian Kasih Ramadan 3.0 Programme

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GAMBANG, 1 April 2024 - The Belaian Kasih Ramadan 3.0 Programme, organized by the Resident Student Representative 2 (PEKA2) of Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), was successfully held at Dewan Astaka, UMPSA, Gambang Campus recently.

The programme is a continuation of the previous successes of *Belaian Kasih Ramadan*, which includes three series: *Belaian Kasih Ramadan* 1.0, 2.0, and the latest, 3.0.

A total of 260 guests attended the iftar ceremony, including residents of the Permata Al-Khautar Orphanage, children of converts around Kuantan, children of the Batu Orang Asli Village 14 Jalan Gambang, and UMPSA students from the B40 group.

The ceremony was graced by the presence of the Vice Chancellor, Professor Dato' Ts. Dr. Yuserrie Zainuddin; Deputy Vice Chancellor (Student and Alumni Affairs), Professor Ts. Dr. Mohd Rusllim Mohamed; Chief Librarian, Kamariah Gono; and Legal Adviser, Marlina Mamat.



Donations to the Children of the Orang Asli Community were gratefully received by Tuan Rosdin

Yaman and Muhammad Syafid Mohd Norzaid, who represented the Orphanage.

Professor Dato' Ts. Dr. Yuserrie Zainuddin also presented "*duit raya*" to the children present, aiming to strengthen the spirit of humanity and concern, which is the core of this programme.

He mentioned that the implementation of this programme aligns with the concept of MADANI Malaysia, which includes the values of courtesy, caring, and compassion.

"The university also implements several welfare and education initiatives for the local community as part of its social responsibility.

"Hopefully, programmes like this can continue in the future, as they bring a positive impact on the branding of UMPSA as an institution that plays a role in community development," he said.

This event received significant support and donations amounting to RM64,000 throughout the three series of Belaian Kasih Ramadan programmes, sponsored by various parties.

According to the Chairman of the UMPSA Kefeloan Institution, Nasrul Salim Pakheri, the Belaian Kasih Ramadan programme is an excellent example of the university's implementation of social responsibility in supporting the local community.

"The strong cooperation between the university and the local community is the foundation for the success of sustainable development.

"With the active participation of students and university residents in this programme, it reflects the spirit of mutual cooperation and togetherness that needs to be continued as a priority in the development of students alongside the community," he said.

The ceremony was also enriched by performances of nasyid and taranum, adding to the atmosphere of religiosity and togetherness during the iftar ceremony.

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