Awards

Nur Izzaty, UMPSA A.D.A.B Student Figure: Innovation and Entrepreneurship Leaders for Sustainable Development Goals

Thu, 08/08/2024 - 15:34

KUANTAN, 18 May 2024 – The Mercu Sanjung Award (MARS) Ceremony, Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) which took place at Zenith Hotel, Kuantan recently saw an outstanding student from the Faculty of Computing, Nur Izzaty Ariffin, awarded as an A.D.A.B Student Figure.

The award was given in recognition of her outstanding achievements in various aspects of personality development, including leadership, innovation, volunteerism and entrepreneurship.

Nur Izzaty, who is fondly called Zaty, has proven her superiority in research by winning a gold medal at the International Innovation Technology Exhibition (ITEX) through her innovative project named ‘GajahSafe’.



The project focuses on technologies to protect elephant habitats and reduce conflicts between humans and animals.

The success of this research also inspired Zaty to start her own business related to innovation.

The business founded by Zaty is known as Ascenity Solution.

The company focuses on internet of things (IoT) and artificial intelligence (AI) projects that offer web systems and mobile app that incorporate AI technologies.

Through Ascenity Solution, Zaty successfully integrates AI systems with web and mobile platforms, demonstrating her innovative entrepreneurial capabilities and vision.

In addition to academic achievement, Zaty is active in personality development programmes.

Among others, she participated in the ASEAN Exploration Programme to Aceh, Indonesia which provided valuable experience in understanding the culture and society in the Southeast Asian region.

Her involvement in the programme has strengthened her international communication and leadership skills.

Zaty also played an important role as Project Manager for the Kembara Prihatin@Pekan programme which had a major impact on the local community in Pekan, Pahang.

This project managed to attract the attention of many parties including PahangFM who invited Zaty for an exclusive interview session to share the experience and positive impact of the programme.

Nur Izzaty is also the recipient of the UMPSA-Etiqa Takaful Foundation scholarship throughout her study, which provided financial support and encouragement to succeed in the academic and co-curricular fields.
She is very grateful for the recognition.

“This success is the result of the support of family, friends and lecturers who always provide encouragement and guidance.

“I hope to continue to contribute to the community through beneficial research and community projects,” she said.

The MARS ceremony held every year aims to recognise students’ excellence in various fields, including leadership, sports, culture, volunteerism, entrepreneurship, public speaking and innovation.

The A.D.A.B Student Figure Award won by Zaty is a testament to her commitment and dedication to achieving overall excellence as a student.

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