Community

The People's Festival enlivens UMPSA's Kembara Prihatin for the Indigenous Community

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CAMERON HIGHLANDS, 27 July 2024 – More than 500 people attended the People's Festival and Gotong-Royong Programme as part of the *Kembara Prihatin*@Pos Telanok initiative.

The event brought together expertise and technology from Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) to benefit the indigenous community in Cameron Highlands.

The programme successfully strengthened relationships within the community by providing a platform for residents to gather, share stories, celebrate culture, engage in sports, and foster cooperation, building a more united community.

A total of 52 Kilau UMPSA volunteers, consisting of 27 students and 25 staff members, camped at Sekolah Kebangsaan Telanok for four days and three nights to immerse themselves in the atmosphere and culture of the local community.

The inauguration ceremony was officiated by Datin Sri Dato' Hajah Burhah Mohammed, President of the Pahang Darul Makmur State Representatives' Wives Charitable Association (TERATAI).

Also present were Chairman of the UMPSA Board of Directors, Dato' Seri Abdul Razak Jaafar and Vice-Chancellor of UMPSA, Professor Dato' Ts. Dr. Yuserrie Zainuddin.

Additionally, Datin Dr. Rozana Kamal, wife of the Cameron Highlands Member of Parliament, Dato' Ir. Ts. Izwan Hasli Mohd Ibrahim, Member of the Board of Trustees of the UMPSA Foundation, and other dignitaries including Datin Nur Sharmila Shaheen and Dato' Zainudin Othman, Treasurer, were in attendance.

According to Dato' Seri Abdul Razak, UMPSA’s expertise was instrumental in transferring technology to the community through this programme.

“With focused clusters such as technology, community service, education, spirituality, sustainability, and aid, this program has significantly impacted the lives of local residents.

“Residents also benefited from initiatives like the motorcycle maintenance programme, compost fertilizer briefing, and electrical wiring services,” he said.

Various activities were held to create a lively atmosphere, including sports, STEM programmes, children's colouring competitions, and many more.

Dato' Seri Abdul Razak also acknowledged the collaboration with TERATAI, UMPSA Women's Association (Matahari), PEKEMA Foundation, Cameron Highlands Parliament, Rainbow Girl, Orang

Asli Welfare Department (JAKOA), Cameron Highlands District Council, Cameron Highlands Development Corporation, Malaysian Public Works Department (JKR), and the community of Sekolah Menengah Telanok.



Meanwhile, Datin Sri Dato' Hajah Burhah took part in the programme, where she greeted and supported the underprivileged, alongside members of TERATAI, the UMPSA Women's Association, and the UMPSA Foundation, in a nearby indigenous village.

Other Kembara Prihatin activities included the Inspection and Electrical Wiring Programme at Susu Village, the installation of water gutters at Sekolah Kebangsaan Telanok, and educational programmes such as the Bokoso Fertilizer Briefing for the community, the Multimedia Basic Course for Sekolah Kebangsaan Telanok teachers, and the Inspire Programme with school students.

The Kembara Prihatin programme aligns with the United Nations’ Sustainable Development Goals (SDGs) for 2030, focusing on various aspects of human life and the environment.

Among the SDGs being addressed are goals such as zero poverty, zero hunger, improved education, better hygiene and health, and climate action.

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