Community

UMPSA strengthens sustainable agriculture through Ketum Ayam Project

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SETIU, 18 January 2025 – A total of 60 residents attended the launching ceremony of the *Ketum Ayam* (Trichantera gigantea) Project, including 20 farmers who have registered to participate in the programme offered by Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) in Kampung Ulu Kekabu, Setiu.

Through the implementation of the *Ketum Ayam* Project, UMPSA continues to play a crucial role in strengthening the sustainable agriculture sector.

According to the Managing Director of Pretech Global Sdn. Bhd., Dr. Noormazlinah Ahmad, this project not only enhances the quality of local livestock feed but also helps farmers reduce dependence on chemical fertilisers and imported feed.

“This is an important step towards making agriculture more sustainable and strengthening the economy.

“With the implementation of this project, UMPSA once again proves its commitment to transferring technology and knowledge to society.

“This effort not only supports the national development agenda but also positions UMPSA as a leader in connecting academic innovation with community well-being holistically,” she stated.

She added that this pilot project further demonstrates UMPSA’s commitment to becoming a catalyst for rural community development.
Pretech Global Sdn. Bhd. is a start-up company under UMPSA that is driving this initiative.

The programme was officially launched by the Member of the Terengganu State Legislative Assembly (ADUN) for DUN Permaisuri, Yang Berhormat Haji Mohd Yusop Majid.

In his officiating speech, he praised UMPSA’s efforts as an excellent example of collaboration between universities, the private sector, and local communities in addressing social issues such as poverty and food security.

“Although still at the pilot stage, this initiative is well received as a proactive step in developing agriculture-oriented community entrepreneurs.

“In addition to focusing on ketum ayam cultivation for high-tech livestock feed production, this initiative supports agriculture-based entrepreneurship by providing training in modern cultivation techniques, post-harvest processing, and probiotic livestock feed production.

“Emphasis is also placed on reducing the use of chemical fertilisers by introducing an agroforestry system, which not only enhances agricultural yields but also contributes to environmental sustainability,” he said.

All these initiatives are realised through a strategic collaboration between ICoN, UMPSA, the Farmers’ Organisation Authority, and local company De Nung Herb Sdn. Bhd., with the goal of improving the living standards of local communities, promoting sustainable agricultural practices, and contributing to the achievement of the Sustainable Development Goals (SDGs).

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