Campus Life

MyTREEvolution Integrated CSR for a Greener UMP

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Pekan, 24 February – 300 sapling were successfully planted at Laman Cendekia here in UMP Pekan Campus under the myTREEvolution Integrated CSR Programme organized by Industry Relation Division, Ministry of Higher Education in collaboration with Universiti Malaysia Pahang.

'MyTreeVolution Programme, National Forest Restoration Project' is an initiative project under the Fellow CEO@Faculty Programme 2.0, to address the environmental issue that need to be given attention due to the rapid development of this country.

Deputy Vice-Chancellor (Student Affairs & Alumni), Prof. Dato' Dr. Yuserrie Zainuddin said, UMP's involvement in this programme is in line with university's aspiration to create environmental awareness as well as making UMP a green campus for its community.

"UMP's involvement in this programme is very essential in achieving the goal of conserving the environment through tree planting activities. This activities could also convey the message on how important it is to conserve our national heritage to all walks of life. Besides, this activities also contribute to the ranking criteria of UI Greenmetric," he elaborates further.

Meanwhile, for Head of Secretariat for Planting of Trees, myTREEvolution CSR, Prof. Madya Dr. Mohd Fadhil Md Din, UMP is the 10th university involved in this programme since its launching on October 2017. 1000 saplings targeted to be planted in each university that participate in this programme.

Merawan Siput Jantan, Balau Pasir, Keladan, Meranti Temak, Bintangor Laut and *Damar Minyak* are among the species planted in this programme. All the planted sapling will be tagged and monitored every six month using a special application that can be access nationwide.

Nearly 200 volunteers involved in this programme. Also present were Assistant Vice-Chancellor (Industry Partnership & Community Relation) Prof Dr Jamil Ismail and 2nd Secretary myTREEvolution, who is also the Fellow CEO @ Faculty Programme 2.0, Dr Nurhidayah Azmy.

TAGS / KEYWORDS

MyTREEvolution

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