General

UMP engagement session with Pahang media practitioners and agency officials

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KUANTAN, 21 April 2022 - An engagement session involving Universiti Malaysia Pahang (UMP) with the media and agencies in the state provided an opportunity to collaborate in disseminating information to the community.

The UMP Vice-Chancellor, Professor Dato' Ts. Dr. Yuserrie Zainuddin was present with the university's management in this programme to meet and build good relations between the university management and media practitioners and several agencies in the state.

According to Professor Dato' Ts. Dr. Yuserrie, this event is also a token of gratitude to the media for the coverage given to UMP for the past 20 years.

"Despite being busy with their respective commitments, the university greatly appreciates the presence of media practitioners and relevant agency officials to share the university's development and enjoy the meals for breaking fast," he said at the event at Hotel Grand Darul Makmur Kuantan.



Also present were the President of Pahang Media Club, Dato' Nik Naizi Hussin, officials from the

Ministry of Tourism, Arts and Culture (MOTAC), Rozli Abdul Rani, Director of Pahang RTM, Ariffin Awang, Head of Corporate Communication Unit (UKOMP), Zulkhairil Zainuddin, and Utusan Bureau Chief (Pahang), Mohamad Shofi Mat Isa.

Dato Nik Naizi expressed his gratitude for UMP's concern which also contributed Yayasan UMP's assistance in easing the burden of media practitioners in need.

Meanwhile, UMP is committed to conducting volunteering activities among UMP residents at various levels to bridge the gap between the community and the university community as a process of communitising the university and developing the local community.

In addition, UMP actively conducts community programmes based on Sustainable Development Goals (SDGS), a global agenda focused on environmental, social and governance (ESG) concepts.

The university also plays a huge role in helping the country achieve the SDGs for community sustainability and it includes efforts to ensure access to affordable, reliable, continuous and sustainable energy for all, especially for campus residents.

Also present were the Deputy Vice-Chancellor (Academic & International), Professor Ts. Dr. Mohd Rosli Hainin, Deputy Vice-Chancellor (Research & Innovation), Professor Ts. Dr. Kamal Zuhairi Zamli and Deputy Vice-Chancellor (Student Affairs & Alumni), Professor Ts. Dr. Mohd Rusllim Mohamed.

The event was also attended by media practitioners and officials representing Kuantan City Council (MBK), MOTAC, Bernama, Berita Harian, Fikrah Pahang, China Press, Astro, Utusan, Kosmo and UKOMP.

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