General

Kilau UMP volunteers join initiative to plant 1,000 rhu trees

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KUANTAN, 13 February 2023 - A total of 65 Kilau Volunteers of Universiti Malaysia Pahang (UMP) participated in the Coastal Cleaning and Tree Planting Programme in conjunction with the Pahang Radio Televisyen Malaysia (RTM) World Radio Day celebration with the initiative of planting 1,000 rhu trees in Pantai Kempadang, Kuantan.

The programme was officiated by the Director General of Broadcasting, Radio Televisyen Malaysia, Suhaimi Sulaiman and Radio Program Division Director of the Department of Broadcasting Malaysia, Nor'ain Bakir.

Also present were the Assistant Vice-Chancellor, Industrial and Community Collaboration Division, Associate Professor Ir. Dr. Nurul Hazlina Noordin, Deputy Director of Forestry (Development), Pahang State Forestry Department, Dato' Samsu Anuar Nawi, Director of SWCorp Pahang, Shahrudin Hamid and Chairman of JKKK Kampung Kempadang, Saaban Awang.



According to Nor’ain Bakir, this programme also involved students and the local community in playing a role in continuing the national agenda of Malaysia Madani peace-loving citizens.

Meanwhile, according to Associate Professor Ir. Dr. Nurul Hazlina, UMP and RTM’s strategic

collaboration is part of UMP’s efforts to intensify the sustainable development agenda to support the Sustainable Development Goals (SDGs).

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“This corporate social responsibility (CSR) programme is held in line with the target of the National Greening Campaign by 2025 and UMP is always active and supports the 100 million trees planting campaign,” she said.

A total of 1,000 coastal rhu trees (Casuarina equisetifolia) were successfully planted with the involvement of children from Tunas Cahaya Iman Kindergarten and Poly-Tech College MARA Kuantan students.

In addition, Kilau UMP volunteers were also involved in the event in collaboration with Adabi and Dapur Infaq to provide food at the Sultan Haji Ahmad Shah Broadcasting Complex to be distributed to the homeless and those in need around Kuantan.

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