Community

UMP promotes environmental awareness through collaboration with KOA Chenan Cherah

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CAMERON HIGHLANDS, June 24, 2023 - Recognizing the importance of environmental awareness, volunteers from KILAU Universiti Malaysia Pahang (UMP) and the indigenous community of Kampung Orang Asli (KOA), Chenan Cherah, Cameron Highlands, Pahang, successfully organized the Alam@UMP and 'Bersama Kasih' (together with love) Community Service programme by planting trees together with the local community.

In the programme, a total of 320 saplings of ‘Tongkat Ali’ (longjack) and Kacip Fatimah herbs, donated by the Department of Agriculture, were successfully planted to establish a Herbal Garden Site in support of the Village Stay Project under the People's Income Initiative Programme (‘Basmi Miskin Tegar’), approved by the Ministry of Economy.

The Cameron Highland Forestry Office also donated 250 rattan plants, distributed to each household head.

Present at the programme was the Deputy Vice-Chancellor (Academic and International Affairs), Professor Ir. Ts. Dr. Ahmad Ziad Sulaiman.

Also in attendance were the Assistant District Officer of Cameron Highlands, Muhammad Shukri Abdul Aziz, and the President of the Cameron Highlands Youth Council, who is also the President of the Cameron Highlands Holistic Youth Club, Muhammad Fadlil Wafi Abdul Jalil.

According to Professor Ir. Ts. Dr. Ahmad Ziad, this initiative is a collaboration between UMP, government agencies, and the private sector to successfully carry out tree planting and reforestation programmes in the state.



"This programme has successfully brought the university community closer to collaborative partners and the local community.

"In addition, it provides exposure to the social responsibility of university staff and UMP Kilau volunteers towards the community," he said.

Meanwhile, Muhammad Fadlil stated that programmes like this can bridge the gap between the indigenous community and the Cameron Highlands youth, allowing them to witness their way of life.

There were also community activities such as a joint cleaning effort with the Cameron Islamic Religious Office and cooking lunch, as well as activities with children, including sports events and the "Fun Science" project to pique their interest in STEM.

The programme received cooperation from the Member of Parliament for Cameron Highlands, the Cameron Highlands Police Headquarters, the UMP Women's Association (MATAHARI), UMP Advanced, the UMP Foundation, the Cameron Highlands Youth Council, and the Cameron Highlands Holistic Youth Club.

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