General

# UMP shares expertise to improve the economy of B40 group

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PEKAN, 3 July 2023 - Universiti Malaysia Pahang (UMP) shares its expertise in fertigation and Internet of Things (IoT) by implementing a new technology-based fertigation project (IoT-Based Smart Farming System) involving 45 participants from the districts of Pekan, Kuantan, Maran, and Temerloh.

This project, which combines agriculture and technology applications, aims to improve the living standards of the Bumiputera community, especially those from low-income families (B40) in rural areas, while creating employment opportunities for the local community.

According to the Deputy Vice-Chancellor of the Industry and Community Network Division, Associate Professor Ir. Dr. Nurul Hazlina Noordin, the project received a grant from the Bumiputera Development Unit (TERAJU) for the implementation of a program under the Bumiputera Entrepreneur Development Fund (DPUB) 2020. A total of RM2,270,000 was allocated for a period of five years, with two years for project implementation and three years for project monitoring.

"The project implementation process began in July 2022, and the participants started receiving equipment and fertigation system installations were carried out.

"So far, all participants have received fertigation systems for 1,000 polybags, and 18 participants have been equipped with IoT systems.

"Thirty participants have carried out the planting process, while the remaining 15 participants from phase three are still in the process of starting their planting," she said.

In addition, the participants cultivate mini eggplants, chili peppers, and cucumbers.



The participants are supervised and monitored by the appointed Project Manager to assist and ensure that they are capable of increasing their income.

This DPUB TERAJU project was showcased during the visit of the Malaysian Minister of Higher Education, Dato' Seri Mohamed Khaled Nordin, during his recent working visit to UMP.

UMP also shared the success story of one of the project participants, Mohamad Fauzi Mohamad Radzi, who managed to generate an income of up to RM28,000 within six months by cultivating mini eggplants.

As a result of this visit, Dato' Seri Mohamed Khaled suggested expanding this initiative to the local community to enhance their economic status.

He also suggested implementing similar agricultural projects within the People's Income Initiative (IPR) Programme in the Pekan district.

The success of these participants serves as inspiration for other participants.

They also face no issues in marketing their agricultural products and consistently receive encouraging demand.

The approach taken by the Industry and Community Collaboration Division (BKIM), which conducts monthly visits, monitoring, and mentoring, has proven to have a positive impact on the participants.

The UMP STEM Lab and the UMP-UNESCO Information Literacy Program collaboration were also showcased.

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