

# CENDEKIA BITARA



The Cendekia Bitara Award was established by University Malaysia Pahang (UMP) to recognise and honour its staff for their excellent contributions and achievements.

The word “Cendekia” is defined as a person or a group of persons who are intellectual and scholarly, while the word “Bitara” means remarkable, extraordinary or exceptional. Hence, put together, the words “Cendekia Bitara” award would aptly mean recognition of a remarkable scholarly work.

The Cendekia Bitara Award is also similar to the appreciation awards conferred on UMP researchers and

writers at the UMP’s Aspiration Night in 2008.

On July 24 last year, UMP Chancellor, His Royal Highness (HRH) Crown Prince of Pahang, Tengku Abdullah Al-Haj Ibn Sultan Haji Ahmad Shah Al-Musta’in Billah, consented to grace the Cendekia Bitara Award Dinner at the Hyatt Regency Hotel in Kuantan. Themed “Technological Creation from a Forest of Wealth”, HRH the Crown Prince consented to presenting the Cendekia Bitara awards to the winning recipients.

HRH urged the university’s academic staff to ensure that researches and publications produced are of high-impact and could be use

universally. “The Cendekia Bitara Award Night itself could serve as a major stimulus to inculcate this culture of research and high-impact publications.

“UMP’s academic and non-academic staff should strive to take constructive and proactive actions to improve and upgrade the university’s status and ranking. Research and its publication should not only aspire to win competitions, but more importantly, should prove beneficial to the local communities,” emphasised the Crown Prince.

Meanwhile, UMP’s Vice-Chancellor, Professor Dato’ Dr Daing Nasir Ibrahim, explained that the