



# OUTSTANDING UMP RESEARCHERS, LECTURERS GET RM160K CASH AWARDS

- ▶ *This award recognizes the efficient and effective teaching method taught by lecturers in the field of engineering, applied and social sciences.*

▶▶ **T**hirteen categories of outstanding Universiti Malaysia Pahang (UMP) researchers and lecturers collectively took home RM160,000 cash prizes at the Cendekia Bitara 2009 Award ceremony held at the Bukit Gambang Resort City in early May.

Themed “Green Technology for a Sustainable World”, the second annual ceremony was graced by Pahang Chief Minister, Dato’ Sri Adnan Yaakob. Also present were UMP’s Chairman of the Board of Directors, Dato’ Mohd Hilmey Mohd Taib; and UMP Vice-Chancellor, Professor Dato’ Dr Daing Mohd Nasir Daing Ibrahim.

The ceremony was organized to celebrate achievements in the acculturation of innovation, creativity and research, as well as a show of appreciation to outstanding researchers and lecturers who have brought fame to the university. The Cendekia Bitara ceremony also saw the soft launch of the university’s first edition of English bulletin, Pekan Review.

According to UMP Vice-Chancellor, the university will ensure that each research conducted is of high quality, complies with international



standards and has every potential of commercialization.

“The empowerment of biotechnology, for example, has seen UMP receiving RM500,000 in incentive grants from Malaysia Biotechnology Corporation – under the programme of Bionexus Partners – which has further strengthened the strategic cooperation between the university and the biotechnology industry,” said Professor Dato’ Dr Daing Nasir.

“To further stimulate research activity, a centralized laboratory is already in the making; with an additional RM10 million allocation for the procurement

of equipment and upgrading of laboratory facilities,” he added.

Highlighting the concept of *Cendekia Bitara*, Professor Dato’ Dr Daing Nasir said the word *Cendekia* is defined as an intellectual person or group of persons, while *Bitara* denotes unrivalled expertise.

“Hence, such an award would mean the recipient has been recognized to have achieved unrivalled intellectual excellence in his field of expertise,” he emphasized.

“This year’s ceremony will also record the university’s appreciation with a

