



# PM'S WIFE LAUNCHES WE CARE "WHAT'S MY SIN?" CAMPAIGN AT UMP

**I**nstitutions of higher learning (IPT) should shoulder the role of nurturing undergraduates to excel not only in academic, but holistically, in life as well, said the Prime Minister's wife, Datin Paduka Seri Rosmah Mansur, at the launching of the "We Care - What's My Sin?" campaign at the Sports Complex of Universiti Malaysia Pahang (UMP).

"The knowledge acquired at the tertiary level should encompass the effort to MoUld the undergraduates into becoming a noble society. Academic knowledge should also be balanced with the non-academic's," emphasized Datin Paduka Seri Rosmah at the campaign launch on January 24, 2011. She said what was becoming worrisome of late was the fact that an increasing number of youth and teenagers have been caught in the baby-dumping criminal and immoral activities, when matter of fact, these are the generations the country was counting

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on to lead and spearhead future national development and social well-being.

She further highlighted that probably due to the stress caused by economic pressures and costs of modern living, many parents have inadvertently neglected their parental priorities of raising their children responsibly.

Datin Paduka Seri Rosmah said the society should now bear the responsibility to ensure that the matrimonial and filial institutions be fortified in order to give birth to ethical and morally strong future generations.

On that note, she lauded the commitment showed by the university, the Ministry of Higher Education and UMP's Women Organization (Matahari) on the initiatives taken to combat social ills and baby-dumping activities by conducting the "We Care - What's My Sin?" campaign at the IPT level.

Minister of Women, Family & Community Development, Senator Dato' Sri Shahrizat Abdul Jalil, who was present



to witness the launching said IPT denizens should translate their awareness of the critical issues concerning child abuse and baby-dumping into concerted efforts to help alleviate the nation of social ills.

She hoped such a campaign could disseminate the message of and be the catalyst to the implementation of the Child Protection Policy at the school, tertiary and public levels.