



## UMP CELEBRATES AT CENDEKIA BITARA AWARD NIGHT

**F**or the third consecutive year, Universiti Malaysia Pahang (UMP)

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held its Cendekia Bitara Award Night to confer due recognition to its denizens who excel in the fields of research, publication, creativity and quality.

Themed "Water for Life", this year's Cendekia Bitara saw seven categories awarded – Personality, Publication (Journal), Publication (Book), Research Product, Creativity, Quality and Patent.

The award presentation ceremony – which was held at the Hyatt Regency Hotel in Kuantan, Pahang, on April 17, 2011 – was graced by the Pahang State Chief Executive, Dato' Sri Diraja Adnan Yaakob

In his address, Dato' Sri Adnan took pride in the university's progress and expressed his hopes that UMP researchers would continue to carry out research activities that will directly benefit the community and contribute to nation-building.

He went on to call upon UMP researchers to lend their expertise and cooperate with government leaders to address the many issues plaguing the fields of science and technology.

Meanwhile, UMP Vice-Chancellor, Professor Dato' Dr Daing Nasir Daing Ibrahim said, research, development and commercialization (RDC) have been emphasized as one of the critical agenda in UMP's 2011-2015 Strategic Planning as the university aspires to spearhead the latest

initiatives in industry-related researches.

On that note, Professor Dato' Dr Daing Nasir said he was proud of the accomplishment made by the Lestari Project, known as Phytogreen, which has proceeded to the commercialization phase, with the assistance and collaboration of Ranhill Water Services Sdn. Bhd..

"UMP researcher from the Faculty of Civil Engineering & Earth Resources (FKASA), Abdul Shukur Abdul Razak, did the university proud when he successfully developed a cost-effective eco-friendly wastewater recycling system. The system demonstrates how best wastewater can be recycled for the benefit of the public at large," highlighted the Vice-Chancellor.

"Towards that end, UMP has initiated talks with the State Economic Planning Unit to establish a centralized testing laboratory, to be launched in June," he said.

"This laboratory will provide the best available services in the East Coast of peninsula, offering testing capabilities on chemical and biotechnological materials," he added.

At the presentation ceremony, Associate Professor Dr Mimi Sakinah Abdul Munaim from the university's Faculty of