## LITERARY FIGURES, ACADEMICIANS, ARTISTES CELEBRATES BH-UMP RIONG POETRY RECITAL NIGHT

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> niversiti Malaysia Pahang's (UMP) first-ever We Care-"What's My Sin?" campaign took off with the staging of a Poetry Recital Night,

performed by well-known literary figures, academicians and faMoUs artistes, with the concept of poetic lyrical songs to raise awareness and inculcate civic consciousness in addressing the social and moral decadence permeating the country, especially

on the rising numbers of baby-dumping.

**On-Campus** 

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim took to the stage that night with a declamation of his poetry entitled "My Dear Children", reminding the younger generations that they were the apparent heirs to the country.

Professor Dato' Dr Daing Nasir also expressed all parents' worrisome concerns of the responsibilities shouldered to ensure that their children excel.

"The collaboration between UMP and Berita Harian (BH) in organizing such an event is timely and appropriate for a society faced with rising number of baby-dumping cases," said the Vice-Chancellor in his keynote address at the university's Sports Complex on the night of January 11, 2011.