

120 SINAR ECER PARTICIPANTS CONGREGATED IN UMP GAMBANG CAMPUS



A total of 120 children whose families were involved in the Pekan Agropolitan project took part in a two-day Sinar ECER Innovation and Creativity Day organised by Universiti Malaysia Pahang (UMP) on January 14 and 15, 2012.

The two-day exposure gave them the sense of being 'undergraduates' and experienced a campus life aimed at helping to motivate them to take up science and technology subjects.

They visited the laboratories, learn to use the computers and be creative.

The participants, comprising pupils of six and 12 years old, were taught about computers, alphabets and innovations

The programme was an extension of the tuition classes, motivational camp and group training conducted under the Sinar ECER project that was aimed at creating awareness on the importance of education among the children so they would not be left behind in their studies.



with the guidance of trainer Zulfadzli Haron from Zulldesign Autotronic.

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The Sinar ECER project was among the efforts taken under the East Cost Economic Region (ECER) masterplan.

ECER Development Council chief executive officer Dato' Jebasingam Issace John said the programme had three modules - academic class, interactive activities and children camp.

He added that these were a holistic approach

conducted to support the families in the agropolitan scheme.

"The programme takes on a comprehensive approach that involves self-development, academic achievement and competitive team participation," he said.

He also said under the ECER masterplan, the agropolitan scheme targeted an increase in a household income of

between RM1,000 and RM2,000 monthly in the first three years and RM5,000 a month in the long run.

UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said there was high commitment by the ECERDC management on the Sinar ECER programme to improve the children's competitiveness that involved two schools - Sekolah Kebangsaan Lepar and Sekolah Kebangsaan Runchang in Pekan.

They received guidance from staff and undergraduates of UMP as well as support from the Pahang state government.

He added that the Sinar ECER was a manifestation on the awareness that responsibility to ensure the wellbeing of the people was not the sole duty of the Government



for the university had its role to assist in the effort as well.

"UMP is proud to be a partner with ECERDC in the Sinar ECER programme that was conducted throughout 2011. It involved the Center for Continuing Education & Professional Development (CENFED), UMP Women Association (Matahari) and undergraduates from the In-Smartive Club," he said.

Dato' Dr Daing Nasir said with the success of the Sinar ECER programme last year, UMP was always committed and willing to work together with ECERDC to carry on with the initiative in the future.

He also said the high

commitment showed by the responsibility centres, staff association and undergraduate organisation was a testimony that there was no gap between the campus community and local community.

One of the Pekan Agropolitan participants, Abdul Malek Awang Kechik, said he was grateful with the concern showed by the Government in developing the rural society, conducting free extra classes and having healthy activities for the children in a move as part of their efforts to enhance the lifestyle of villagers living in remote areas.

State Entrepreneur Development Committee

Chairman and Bebar State Assemblyman, Dato' Haji Ishak Muhammad officially launched the Innovation Day and closed the Sinar ECER 2011.

Also present at the function were Pahang ECER Managing Director, Mazlan Sharudin, Assistant Vice-Chancellor (Student Affairs & Alumni), Professor Dr. Yuserrie Zainuddin, Matahari Association Advisor, Datin Fazia Ali, Matahari Association President, Associate Professor Dr. Mimi Sakinah Abdul Munaim, CENFED Acting Director, Tuan Haji Jamil Basri and Project Manager, Zainal Bahari.