

CONTINUOUS SYNERGY BETWEEN UMP AND ECERDC

HELPED BOOST ACADEMIC ACHIEVEMENT OF STUDENTS IN RURAL AREA

In a move to strike a balance in the growth of rural and urban areas, collaborations between institutes of higher learning (IPTS), government agencies, industries and regional economic development councils can improve the socio-economic development of local community including students' academic achievement.

Universiti Malaysia Pahang (UMP) Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim said, the synergy that had been consistently nurtured between the university and East Coast Economic Region Development Council (ECERDC) had made great impacts by transforming the knowledge literacy landscape among students in the rural area.

"In taking advantage of the wide range of academic expertise and experience especially in engineering, science and technology, UMP is capable of being the driving force in developing the local socio-economy especially in Pekan.

"If one diligently studies the Blue Ocean Strategy, the synergy of two parties can actually reduce the government's burden in outlining initiatives and channeling of funds to support academic and human development-related activities," he said in his speech at the prize-giving presentation to students who excelled in the PMR and SPM examinations held at Astaka Hall, UMP Gambang campus on April 17, 2013.

The students were participants of the Kuala Pahang Sinar ECER and Empower ECER initiatives.

According to Dato' Dr. Daing, UMP was really proud with the close cooperation fostered with ECERDC that saw active



involvement of the university's staff and undergraduates who conducted academic-related training and motivational activities in schools.

He added that with continued support from the Pahang Education Department and Pekan District Education Department, the activities were able to be mobilised

and implemented at schools and these had helped to boost academic excellence and enhance character-building among the participants.

Six schools were involved in the initiatives that comprised two secondary schools - SMK Indera Shahbandar and SMK Lepar, and four primary schools - SK Indera Shahbandar,