

## UMP UNDERGRADUATES RECEIVED 1MALAYSIA

# STUDENT DISCOUNT CARD

*It is a flash card and not a card that offers reward points. Undergraduates only need to show the KADS1M with their students' card or identity card to get the discounts offered by participating companies*

A total of 7,737 Universiti Malaysia Pahang (UMP) undergraduates received the 1Malaysia Student Discount Card (KADS1M) which were distributed free to them so they could enjoy discounts of up to 60% at 231 companies (2,414 outlets) nationwide.

The discounts were for the purchase of selected goods and services such as books, stationeries, clothes, health, groceries, food and beverage.

Pahang Menteri Besar, Dato' Sri Diraja Haji Adnan Haji Yaakob gave away the cards.

Also present was Domestic Trade, Cooperatives and Consumerism (KPDNKK) Minister, Dato' Sri Ismail Sabri Yaakob, who is also UMP Mentor Minister.

In his opening speech, Dato' Sri Diraja Haji Adnan said the card was an initiative from the ministry as part of the efforts to help reduce expenses borne by the undergraduates throughout their studies in the university.

"Undergraduates should be grateful with the facilities provided by the government," he said when launching the 1Malaysia Student Discount Card (KADS1M) presentation ceremony at UMP's Astaka Hall on September 17, 2012.

Meanwhile, Dato' Sri Ismail Sabri, in his speech, said the KADS1M initiative showed that the government listened to the undergraduates and fulfilled their request in a proposal submitted during the National Student

Consultative Council (MPPK) meeting last year.

"The discount card, which is distributed free, is automatically given to undergraduates based on information channeled by IPT and it is valid only while they are pursuing their studies.

"It is a flash card and not a card that offers reward points. Undergraduates only need to show the KADS1M with their students' card or identity card to get the discounts offered by participating companies," he said when addressing about 1,500 UMP undergraduates.

He added that the government did not bear any cost in creating KADS1M and that it was successfully implemented through Bank Rakyat's corporate social responsibility (CSR) programme.

He said the bank issued the cards and the participating

