

UMP AND ECER ADOPTS BLUE OCEAN STRATEGY TO HELP IMPROVE THE LIVING STANDARDS OF PEOPLE IN RURAL AREAS



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East Coast Economic Region Development Council (ECERDC) conducted a human resource development programme aimed at providing job opportunities to people in the rural area. The focus was on the hard core poor, women and youths so they would have better living standards. It also gave the opportunity for Universiti Malaysia Pahang (UMP) to play a role and contribute to the local community.

The ECER Empower Programme introduced an education cluster and it managed to enhance the understanding among the targeted group on the value of entrepreneurship and on activities that could generate higher income for them. The participants included those involved in agropolitan projects in Runchang, Lepar and Tanjung Batu, as well as other areas.

The programme carried out by ECERDC and UMP was then translated into community service activities and these became a platform where the participants and organisers came together to interact.

Some of the departments in UMP were involved in the programme including Centre for Continuing Education and Professional Development (CENFED) or now known as UMP Advanced Education and UMP Women Association (MATAHARI).

Other than having an academic development programme, the participants were also exposed to different initiatives where they took part in skills and entrepreneurial training. The initiatives could help bring about transformation in their socio-economic standing and lifestyle in the long run. It was aimed at motivating them, helping them to improve their academic achievement and inspiring them to move forward.

Educational Programme – The Catalyst to Human Resource Development

Education plays an important role in driving the country's economy and in fact, it is identified as one of the main engines of growth. It would act as a catalyst to improve human resource development in rural area.

As such, the Mahkota ECER Empower Academic Training Programme provided the opportunity for

children of the agropolitan project participants to prepare for their major public examinations - Ujian Pencapaian Sekolah Rendah (UPSR), Penilaian Tingkatan 3 (PT3) and Sijil Peperiksaan Malaysia (SPM).

They were pupils and students from selected primary and secondary schools in Pekan. They would be attending tuition classes and related educational activities.

There were also training and motivational programmes for the 802 participants of the Pekan agropolitan project at Batu 8 Lepar, Runchang agropolitan project and the latest, Tanjung Batu agropolitan project. These were efforts taken to create awareness among them on the importance for them playing a role in improving their children's academic achievement. They were also made to be aware on the importance of education because it could help change their living standards.