



# 'CENDEKIA BITARA AWARD 2012'

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Universiti Malaysia Pahang (UMP)'s Research and Innovation Department (JP&I) organised the 'Cendekia Bitara Award 2012' on April 19, 2012.

The theme was 'Spectrum of Integration' which was inspired by the prism theory. It is based on the range of colour formed when a beam of white light is dispersed and that reflects the diversity and variation in UMP when moving towards excellence.

UMP Chancellor His Royal Highness Duli Yang Teramat Mulia Tengku Mahkota of Pahang, Tengku Abdullah Al-Haj Ibni Sultan Haji Ahmad Shah Al-Musta'in Billah graced the event held at Hyatt Regency Hotel, Kuantan. Also present was UMP board of members' Chairman Dato' Mohd. Hilmey Mohd.

The Tengku Mahkota of Pahang also presented awards to recipients who had brought fame and honour to the university with their wins in the country as well as abroad, and to winners of the University Academic Award.

Tengku Abdullah, in his speech, said the continuous commitment by UMP's management in having the "Cendekia Bitara Award" annually was a manifestation of willpower to make acculturation of research, academic publications and innovation as the main representation of this university more significant.

On the University Academic Award, it was an acknowledgment to the commitment and dedication in enriching the academic and teaching activities to produce competent graduates of excellence and commendable personality, as well as mentality.

The 'Cendekia Bitara Award 2012' was divided into six categories – Personality, Book Publication, Journal Publication, Research Product, Creativity and Quality.

Recipients of the 'Cendekia Bitara Award' were seven from the Research Product Category and 34 from the Journal Publication Category.