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Universiti Malaysia Pahang (UMP) launched its MyGift initiative which was the university's official endowment contribution platform.

It was officially launched by his Royal Highness Sultan of Pahang Sultan Haji Ahmad Shah al-Musta'in Billah ibni Almarhum Sultan Abu Bakar Ri'ayatuddin al-Mu'adzam Shah at Mandarin Oriental Hotel, Kuala Lumpur on October 1, 2016.

Also present were Her Royal Highness Sultanah of Pahang Sultanah Hajah Kalsom and His Highness Tengku Mahkota of Pahang Tengku Abdullah al-Haj ibni Sultan Haji Ahmad Shah al-Musta'in Billah.

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According to UMP Vice-Chancellor, Professor Dato' Dr. Daing Nasir Ibrahim, the MyGift initiative was a strategic response to the Ministry of Higher Education's call for public universities to explore more intensively on the prospects in endowment and wakaf for higher education and for this to be done with the cooperation of government agencies, corporate bodies and religious councils in states.

"In the digital era, the university decided to establish MyGift Portal as a platform to facilitate benefactors in making their choice of online contribution. There are 10 types of endowment and fund - Student Scholarship Endowment, Laboratory/Facilities Endowment, Chair Endowment, Endowment for Excellence, Community Fund, Ramadan Fund, Mosque Fund, Disaster Fund, *Wakaf* Fund and Infrastructure Fund.