

Read@Uni UPM Launching to Enhance Reading Culture at Tertiary Stage

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Serdang, 12th April- Read@Uni is an initiative by the Ministry of Education, Malaysia. The launching ceremony was officiated by the honourable Minister of Education, Dr. Maszlee Malik on 29th November 2018 and was held at UiTM, Shah Alam. Inline with the official slogan, With Knowledge We Lead and the #Malaysiamembaca, this program is believed to elevate the reading culture among the students, educators and the campus community, as a whole. Held at the Faculty of Engineering's Radin Umar Auditorium, the launching of the Read@Uni in UPM was led by the Vice Chancellor, Prof. Datin Paduka Dato' Dr. Aini Ideris on the 12th of April 2019. Also present were Dato' Nafisah Ahmad, Chief Director of the National Library; Chief Librarians from several Public Universities; Encik Zulkiflee Othman UPM Bursar; Encik Muhammad Izzuddin Rosli Head UPM Student Council and Encik Muzaffar Shah Kassim UPM Chief Librarian who is also the Chairman of the Main Committee, Read@Uni, UPM.

Prof. Datin Paduka Dato' Dr. Aini Ideris in her speech stated that various efforts has been made and still in progress by the University Management as well as Perpustakaan Sultan Abdul Samad who has been given the task to lead the Read@Uni initiative to further reinforce the reading culture among the campus society, in order to fulfill the national discourse. One of the ways implemented to promote the academical-embedded hobby in a daily basis is via appointing reading icons among the targeted groups.



Encik Muzaffar Shah Kassim UPM Chief Librarian in his speech, mentioned that Read@Uni is a continuation from the reading campaigns that were conducted way back in the year 1972 through one of Dewan Bahasa dan Pustaka projects known as the Read Movement. The idea is now being further strengthened by the national Reading Campaign that was launched in 2018 and will continue till 2020 with the aim to produce a reading nation by 2030.

During the the launching ceremony, various awards were presented. First we have the reading icons, 5 reading icons, ranging from students to staffs, were awarded with the Reading Icon 2019-2020. These selected icons will be directly involve and contribute to the reading activities that will be organized within the next two (2) years. Apart from that, during the event individuals with the highest number of books borrowed for the Undergraduates, Postgraduates, Staffs and External Entities categories were also awarded. The winners of the Infographic and Springer Nature Online Quiz were also announced during the event.

Reading Icons:



Academic Staff
Prof. Dr. Abdul Mua`ti @ Zamri Ahmad
 Department of Communication
 Faculty of Modern Languages and
 Communication

Management and Professional Staff
Mr Noor Mohamad bin Shakil Hameed
 Deputy Registrar
 Faculty of Engineering



Support Staff
Mdm Amrina Mohamad Amin
 Senior Medical Laboratory Technologist
 Faculty of Medicine & Health Sciences

Post Graduate Student
Mr Ahmad Mustapha Mohamad Pazi
 Faculty of Forestry



Under Graduate Student
Mr Mohamad Amirul Arief Bin Mahmud
 Faculty of Design and Architecture