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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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CARNIVAL ON CONSUMERISM EMPOWERS THE ROLE OF CONSUMER AMONGST STUDENTS



UUM ONLINE: To empower consumerism amongst students, the Ministry of Domestic Trade and Consumer Affairs (MoDTCA) organised the MoDTCA Northern Zone Mini Consumerism Carnival recently.

The programme which was co-hosted by four states namely Kedah, Perlis, Penang and Perak represented the northern zone. It was aimed at producing individuals who are smart, informed and equipped with self-protection procedures.

Director of the Kedah State MoDTCA, Mr Mohamad Fitri Hassan said the objective of the programme was to enhance the implementation of GPS / KPS activities as well as to foster the involvement of primary school pupils through the incorporation of consumerism education in the hopes of shaping a generation of knowledgeable, intelligent and responsible young people.

According to him, the programme was also aimed at strengthen the relationship between the staff of MoDTCA and institutions of higher education (Student Consumer Movement) as well as school students, in addition to raising awareness on consumerism to the community, especially among university students and school students.

"Among the activities which will be held are Choral Speaking (primary), Sketch (secondary) and Debate (HEIs) where the champions will compete at the national level in conjunction with the National Consumer Day 2019," he said.

The closing ceremony was officiated by the Chairman of the Indian Affairs, Unity, Domestic Trade and Kedah Consumer Affairs, Summugam a / I Rengasamy. Also present at the event was Deputy Vice-Chancellor (Student Affairs and Alumni), Assoc. Prof Dr Hendrik Lamsali.



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