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CORPORATE COMMUNICATION DEPARTMENT
Universiti Utara Malaysia

UUM TODAY

UNIVERSITI PENGURUSAN TERKEMUKA | THE EMINENT MANAGEMENT UNIVERSITY

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Translated by: Mahaliza Mahadhir (mahaliza@uum.edu.my)
Pictures by: Hairul Nizam Zahari

UUM ALUMNI CONTINUE TO GIVE BACK, SUPPORT STUDENTS IN NEED



UUM ONLINE: SINTOK, 5 September 2026: Universiti Utara Malaysia (UUM) alumni continue to demonstrate their commitment to the welfare of students through various forms of contributions, particularly in supporting those facing financial difficulties throughout their studies.

UUM Vice-Chancellor, Prof. Dr. Ahmad Martadha Mohamed, said that contributions from alumni were deeply meaningful in helping students remain focused on their studies while pursuing academic excellence at UUM.
He said that the UUM Alumni Charity Dinner, held in conjunction with Mai Balik UUM 2.0, carried an important mission to raise funds for the UUM Student Welfare Fund, enabling greater assistance to be extended to students in need in the future.

“Indeed, contributions from our alumni are deeply meaningful in supporting UUM students, particularly by helping to ease their financial burden and enabling them to pursue their studies with greater peace of mind and strive for academic excellence at UUM,” he said in his address at the event held at Dewan Mu’adzam Shah, UUM, last night.

According to him, not every student enjoys an uninterrupted university journey, as some have to contend with financial constraints, health issues and other personal circumstances that may affect both their well-being and academic progress.



“Therefore, through the contributions made by our alumni tonight, we hope to alleviate some of these burdens, allowing our students to continue their studies with greater confidence and ultimately complete their education successfully,” he said.

Meanwhile, the event also saw the launch of a book entitled “Government Communication Strategy in the Implementation of the GST Taxation System in Malaysia”, written by Datuk Seri Dr. Ahmad Maslan, Associate Professor Dr. Nik Adzrieman Abdul Rahman and Dr. Suhaini Muda.

The book examines the role of government communication in the implementation of public policies, highlighting the importance of effective communication in ensuring that policies are clearly understood and appropriately received by the community.

A key message underscored in the book is that “A good policy needs to be supported by good communication.”



The event also witnessed the launch of the Mobile Alumni Management Information System (AMIS) application, which was officiated by UUM Vice-Chancellor, Professor Dr. Ahmad Martadha Mohamed.

The launch of the application marks another significant step by the UUM Alumni Centre towards strengthening alumni data management and engagement with UUM’s growing alumni community. More importantly, the application is expected to facilitate closer and more sustained connections between UUM and its alumni.

Also in attendance were Dato’ Muhamad Khizri Abu Kassim, representing the Chairman of the University Board of Directors; members of the University Board of Directors; members of the University Management Committee; Director of the UUM Alumni Centre, Associate Professor Dr. Lily Julienti Abu Bakar; senior university officials; and UUM alumni.

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ukkuum@uum.edu.my | 04-928 3039 | 3040 | 3043 | 3097 | 3056

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