

## New programme recognises social media creativity among Pahang's youths

By **NST Regional** - February 3, 2024 @ 3:08pm



File pic credit (Karya Anak Pahang Facebook)

KUANTAN: The state government aims to recognise the creativity of Pahang's youths in social media through the implementation of the "Karya Anak Pahang" programme.

The state's Communications and Multimedia, Youth, Sports and Non-governmental Organisations Committee chairman Fadzli Mohamad Kamal, in a Pahang Media report, described the programme as a perfect platform for youths to highlight the state's uniqueness.

"The special programme, known as Karya Anak Pahang, is a platform for us to recognise the creativity of media practitioners from all over the state who are active in the realm of social media be it Facebook, Tiktok, Instagram or YouTube.

"At the same time, it can also promote the uniqueness and diversity of culture, beliefs, interesting places, flora and fauna for the benefit of the people," he was quoted as saying.

Fadzli said this after launching the "Karya Anak Pahang" programme at the Pahang State Strategic Communication Unit Office, here, today.

He said the programme can indirectly form a large community of social media players and contribute to the wellbeing of the people in their state.

"I believe Karya Anak Pahang can mobilise media practitioners from all over the state and successfully form a large state-level social media community.

"In addition to the creativity of producing works according to each social media platform, we will also have special programmes and side events for this community to contribute to the community," he added.

He also estimated that more than 5,000 social media players in the state will join the three contested categories starting tomorrow.

"The social media community in Pahang is large. I hope at least more than 5,000 people will be involved through the programme.

"From the age category, we are open to those who are 15 years old and above. So many are eligible. So far, they have been creating according to their own ways and creativity, but this time we invite them through the Karya Anak Pahang platform," he said.

There are three contested categories namely video, picture, and writing which are open to Pahang children aged 15 years and above with positive themes about the state.

A total of 60 winners will be announced each month for the three categories, with each winner receiving RM100.