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# UPM Elevates Reading Culture as Core Campus Agenda Through Reading Festival 2026

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By: **Nur Syamila Kamarul Arefin**

**SERDANG, 22 January** - Universiti Putra Malaysia (UPM) continues to strengthen reading as a core campus agenda in line with the university's aspiration to cultivate a knowledge-driven culture and promote lifelong learning through the Reading Festival 2026 organised by the Sultan Abdul Samad Library (PSAS).

Deputy Vice-Chancellor (Research and Innovation), Prof. Dr. Zamberi Sekawi, said the festival was designed as an interactive platform that blends scholarly, creative and informal elements through the implementation of a wide range of high-impact activities.

"This programme features book exhibitions, scholarly discussions, author sharing sessions, literacy-related competitions and various reading promotion initiatives that encourage active participation among the campus community.

"The organisation of the UPM Reading Festival at the Sultan Abdul Samad Library is in line with the library's role as a centre of knowledge, reference and lifelong learning, while supporting the university's efforts to nurture a strong reading culture among its community," he said when officiating the closing ceremony of the festival.

He added that the festival moves beyond conventional reading practices by incorporating scholarly discourse, creativity, information literacy and community engagement through a more inclusive and visitor-friendly approach.

Meanwhile, the Resource Centre Coordinator of *Sekolah Berasrama Penuh Integrasi Sabak Bernam* (INTESABER), Muhammad Afifi Abdullah Satari, described the UPM Reading Festival as a highly meaningful initiative in supporting efforts to strengthen reading culture within the wider community.

"This festival is commendable and we truly appreciate its organisation as it reflects with the Ministry of Education Malaysia's call to cultivate reading habits. Initiatives like this should be continued in the future," he said.

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He also noted that the visit to the Sultan Abdul Samad Library has inspired the school to refresh its book collections and elevate library décor to make it more appealing to students.

“The experience of visiting the university library is truly meaningful and unforgettable, as opportunities for school students to see university-level library facilities firsthand are rare.

“We would like to express our deepest appreciation to UPM for the invitation and for providing this valuable exposure,” he added.